optiemus

Ref. No. - OIL/CO/SE/2022-23/35

July 22, 2022

Listing Department
BSE Limited,
Floor 25, P J Towers,
Dalal Street,
Mumbai- 400 001

Scrip Code: 530135

Listing Department
National Stock Exchange of India Ltd
Exchange Plaza, C-1 Block G
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051

Symbol: OPTIEMUS

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir(s),

In compliance with Regulation 30 read with Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 & other applicable provisions of the SEBI (Listing Obligations & Disclosure Requirements) Regulations 2015, please find enclosed herewith a copy of relevant extract of news article in respect of announcement of Truke, German Brand with a long tradition in building High-Quality Headphones and Headsets, is aiming to enhance its manufacture capability by collaboration with Optiemus Electronics Limited, a leading homegrown electronics manufacturing Company.

Kindly take the same on your record.

Thanking You,

Yours truly,
For Optiemus Infracom Limited

OPTIEMUS INFRACOM LIMITED

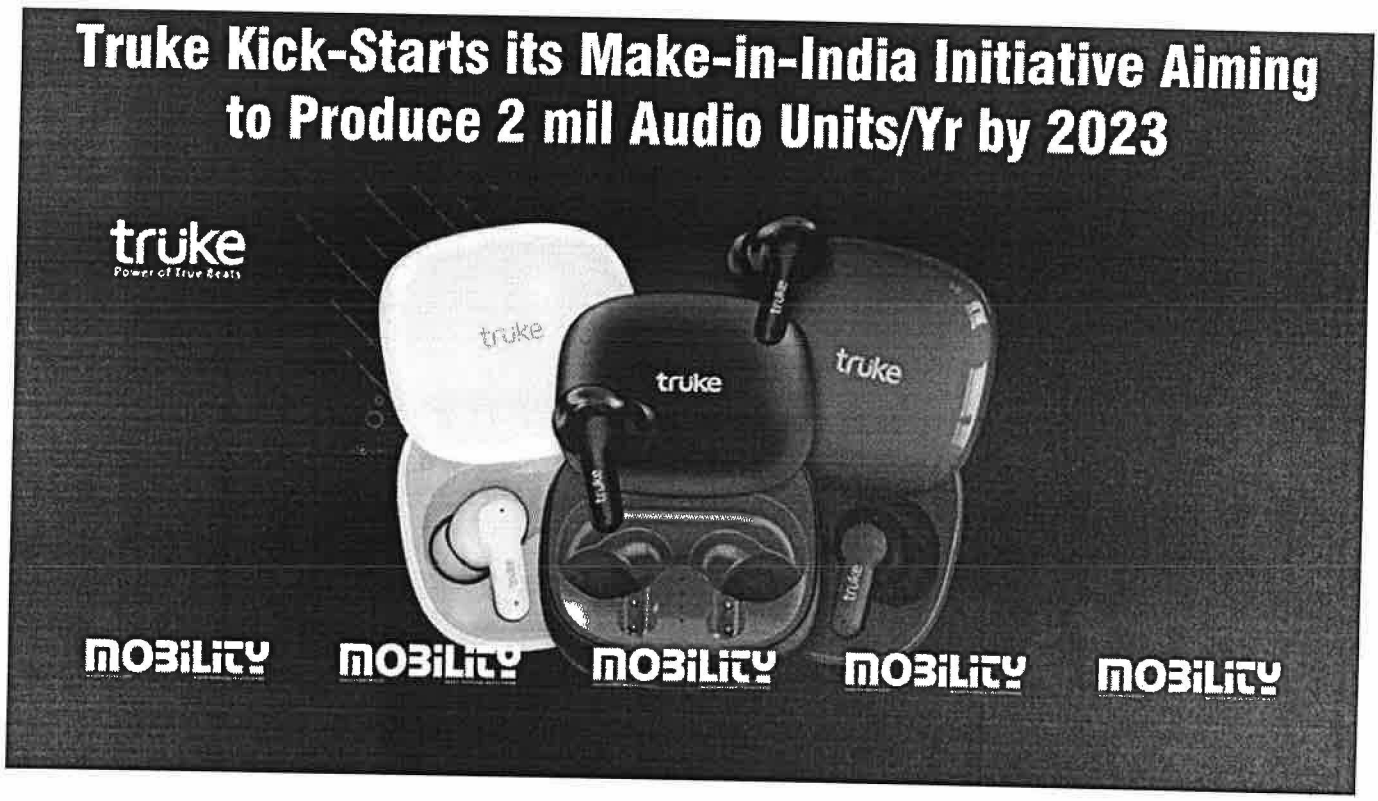
Vikas Chandra
Company Secretary & Compliance Officer

Encl.: as above

NEWS

Truke Kick-Starts its Make-in-India Initiative Aiming to Produce 2 mil Audio Units/Yr by 2023

By MOBILITY INDIA – July 21, 2022 – Updated: July 21, 2022 No Comments 3 Mins Read



Truke Kick-Starts its Make-in-India Initiative Aiming to Produce 2 mil Audio Units/Yr by 2023

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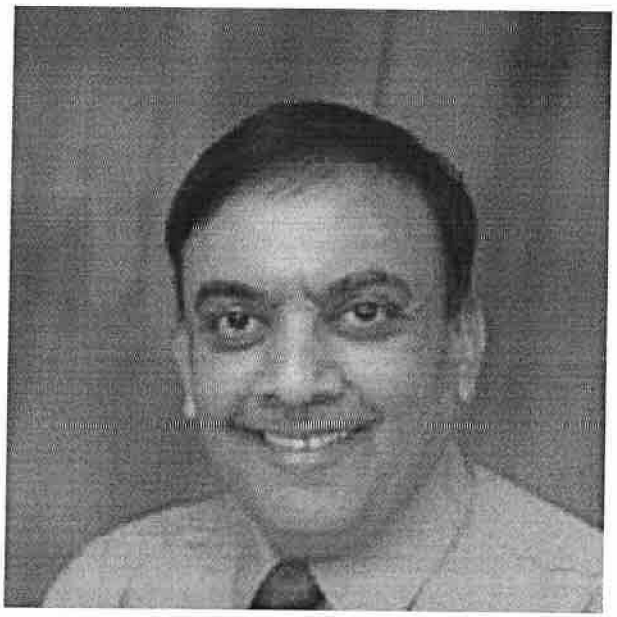
Truke announced to manufacture all its products in India from next month onwards. In its bid to promote and accelerate PM Modi's ambitious 'Make in India' initiative, Truke, a German brand with a long tradition in building High-Quality Headphones and Headsets, is aiming to exponentially enhance its manufacturing capability by collaborating with Optiemus Electronics Ltd., a leading homegrown electronics manufacturing company.

In collaboration with Optiemus Electronics, the audio company is eyeing to significantly ramp up its production and aims to manufacture over 1 million units this year. By next year, Truke's further endeavor is to amplify its production by producing over 2 million units in 2023.With multiple TWS products under BTG, S, Fit, AirBuds and Q series Truke has a strong foothold in the wearable accessories segment in India.



Mr. Pankaj Upadhyay, the Founder and CEO, Truke India

Speaking on the occasion, **Mr. Pankaj Upadhyay, the Founder and CEO, Truke India,** said, "In the past couple of years we have devoted our efforts in R&D and delivering out-of-the-box products to our customers at affordable prices. The response has been overwhelming and helped us become one of the top audio brands in the country. We are ecstatic to kick-start our plan to manufacture in India and partner with Optiemus Electronics Ltd in our efforts to magnify our production capacity and transform India into a significant manufacturing hub. We are confident that we will continue to rise above every hurdle that comes to our path and become India's leading soundware brand that provides an immaculate blend of power, performance and affordability to all our customers."



Mr. A Gururaj, MD, Optiemus Electronics Ltd.

Also on the occasion, **Mr. A Gururaj, MD, Optiemus Electronics Ltd.**, said, "We are happy to announce our partnership with Truke, which is taking significant strides towards innovative yet affordable hearable products, customized for Indian customers. Our government's strategic initiative through the Phased Manufacturing Program for Wearable/Hearable is significantly helping indigenous manufacturing and raising the bar for the Indian ESDM sector. Optiemus Electronics already has significant operations in this category and our aim is to further expand our base in the hearable and wearable category this year. We are confident with this partnership; we will take another leap towards the 'Make In India' initiative in electronics manufacturing in India."

With a substantial increase expected in the audio brand's production capabilities, Truke is delivering on its commitment to innovate affordable technology products and emerge as a disruptive force in the soundware segment.

If you have an interesting Article / Report/case study to share, please get in touch with us at editors@roymediative.com/ roy@roymediative.com, 9811346846/9625243429.

2 million Audio Units/Yr by 2023 German brand Initiative Aiming to Produce Kick-Starts Make-in-India next month onwards products in India Truke

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