

PRESS RELEASE

Coimbatore, May 25, 2017: Salzer Electronics Limited (BSE: 517059 and NSE: SALZERELEC) a leading player offering total and customised electrical solutions, has signed a Memorandum of Understanding with Saelzer Electric GmbH, Germany, for possible co-operation between two companies to leverage on their inherent strengths for Joint Product Development with cutting edge technologies and exploring Joint Marketing for Rotary Cam Switches world-wide.

Commenting on above arrangement, Mr. D Rajesh Kumar, Joint Managing Director of the Company said that Saelzer Electric GmbH, Germany, was the initial Collaborator with Salzer in development of Rotary Switches which achieved incredible growth over the period of time. Today, Salzer is India's largest Manufacturer and exporter of Rotary Cam Switches. The present understanding with Saelzer Electric GmbH, Germany is highly significant for Salzer-India in its continuous efforts to establish tie-up with world renowned players for sourcing technologies and making products with focus for both domestic and global markets. He felt proud to once again have an opportunity to work with Saelzer Electric GmbH to bring out more variants in Rotary Switches in particular and other products in general under joint efforts.

About Saelzer Electric

Saelzer Electric - is the market leader in Rotary Switches in Germany with significant sales in Germany, UK and USA.

About Salzer Electronics Limited

Salzer is a Leading player offering Total and Customized Electrical Solutions in Switchgears, Wires & Cables and Energy Management business. It is the largest manufacturer of CAM Operated Rotary switches & Wire Ducts in India, with a market share of 25% & 20% respectively. The Company has a wide distribution network locally and globally, exporting to more than 40 countries. In India, Salzer markets its products through its own distributors and more than 350 local distributors of L&T. The Company has a strong R&D team that focuses on developing and commercializing the technologies of the products, and as a result, can offer total customized electrical solutions to its customers.



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