

### **Smartron tbook to be available in the offline stores**

*~Partners with Redington for distribution to major IT retail stores~*

**August 16, 2016:** Smartron, India's first global IoT brand, "designed and engineered" in India for India & world, has tied up with Redington India Ltd. to distribute their high performance tbook in all major IT retail stores in the Indian market across South states. Launched in April 2016, the tbook was previously available only in the online space (Smartron.com, Gadgets 360 and Amazon.in). While the tbook will continue to be available online, Smartron's foray in the off-line space will offer our customer's more purchase options.

As a result of this tie up, the tbook will be uniformly priced at Rs 42,999/ - and will be available in major IT multi brand retail outlets. In Cochin, the tbook will be available at Asher Tech and Oxygen retail stores. Sun System in Kollam is another outlet where tbook will be available.

This perfect mobile workstation aimed at enhancing the user experience, is built on the concept of Internet of trons (IoT) designed to deliver the 'tron experience'. The device is equipped with tstore, tcloud and tcare which provides the user with a platform to experience unique Smartron services.

*"The tbook was our first product and has received tremendous response. Our 2-in-1 ultrabook convertible has a distinctive dual tone styling with an all metal unibody and is an ideal workstation. With our partnership with Redington, we hope to reach a wider consumer base and give them an opportunity to experience our unique product and services."* stated **Mr. Mahesh Lingareddy, Founder & Chairman, Smartron India Pvt Ltd.**

*According to Mr. P S Neogi, Joint COO, Redington India, "We are extremely pleased to partner with Smartron, which has developed a very aspirational and uniquely styled tbook that truly showcases India's innovation in design and development capabilities in the technology sector. Smartron has demonstrated that India has the talent and is ready to build a brand that can go truly global. We look forward to this partnership in promoting a truly 'Made in India' device."*

#### **About Redington India**

Commencing its Indian operations in 1993, Redington has today positioned itself as the largest Supply Chain Solution Provider in emerging markets, covering India, Sri Lanka, Bangladesh, Middle East, Africa, Turkey and CIS countries. Redington provides **end-to-end supply chain solutions** and **Value Added Distribution services** for all categories of **Information Technology products and solutions** and also for a wide range of **Consumer & Lifestyle products** from over 200 leading international brands.

Redington through its subsidiaries, is also engaged in providing integrated logistics services and hardware support services to Customers and Brands in these markets.

**For the FY 2015-16, Redington's consolidated Group Revenue stood at Rs. 35,500 Crores.**

**About Smartron**

Led by very experienced management and passionate engineering teams and funded by investors from US, India, Middle East and others, Smartron started as a global organization from day one with R&D centers in Hyderabad and Bengaluru and supporting teams around the globe to enable global technology sourcing, marketing and sales. Smartron has been working closely with vendors, partners and customers to co-create and collaborate in building a strong product ecosystem.

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