

## PRESS RELEASE

### Smartron announces its investment and partnership in Volta Motors

*Makes its foray into Electric-Bike, to extend its IoT enabled tronx platform*

**Chennai, February 3, 2017:** Smartron, India's first global IoT brand, today announced that it will invest in Volta Motors, a Chennai based automotive start-up company that is designing and developing sustainable electric vehicles for India and the global market. This company will be eventually christened as Tron Motors, a Smartron Company. This also marks a collaboration of two start-ups with the same ideals and aspirations of building an Indian brand in the global product market place.

Volta Motors has so far designed and developed India's first cross-over electric bike 'VOLTA ZAP'. Under the aegis of this new company the team will accelerate the development, manufacturing and commercialisation of these vehicles. The company also intends to bring out a range of IoT enabled electric vehicles that will be designed, engineered, and manufactured in India for India and the world. It will also redefine the lifestyle segment of mobility by being sustainable and promote healthy living.

Commenting on the announcement, **Mr. Mahesh Lingareddy, Founder and Chairman, Smartron India Pvt Ltd** said, *"Our association with Volta illustrates the strategy that Smartron has pursued from its inception that we need to be known as company that is building a strong product ecosystem across IoT verticals from personal to health to home to energy to farming. Electric eco-friendly bikes powered by an IoT platform like Smartron's TRONX will be an essential part of our range of smart products"*.

**Mr. Anoop Nishanth, CEO, Volta Motors** said *"We are excited to be a part of Smartron's journey. We share similar synergies of bringing in smart and innovative products that are aligned to create an Indian brand that is recognised globally. With the creation of Tron Motors we hope to expand our ecosystem under the theme of being environmentally friendly as well as high on style quotient"*.

This strategic investment is a part of Smartron's approach to build broader product ecosystem under its innovative and unique AI powered tronx IoT platform. Smartron is extending its unique tronx platform across range of verticals starting from smart home, personalized health, smart energy, intelligent vehicles, smart farming and infrastructure, to bring-in next generation of smart devices, sensors, services and care to consumer, enterprise, industrial and infrastructure markets.

This partnership would provide the strength and momentum to develop and expand Smartron's significant IoT enabled portfolio to address substantial opportunities in India and abroad markets.

### About Smartron

Smartron was founded in August 2014 with a vision to build India's first true global technology OEM brand that is 'designed and engineered' in India for India and the world. Hardware innovation spurred by Internet of Things (IoT) and Artificial Intelligence (AI) is the next big wave in technology and huge disruptive opportunity to start-ups. Smartron developed and introduced tronx™, an AI powered IoT platform offering devices, sensors, services, community and care delivering seamless and intelligent experience.

The tronx platform on Smartron high-end tbook and tphone products gives the users easy access to the tstore, tcloud (unlimited storage) and tcare besides offering a unique experience. Sachin Tendulkar the Brand Ambassador and Strategic Shareholder of Smartron had formally launched these devices in the second quarter of 2016.

### About Volta Motors

Volta Motors is an evolving Chennai-based automotive start-up company focused on developing sustainable Electric vehicles for the Indian and global market. Volta Motors was founded by Mr. Anoop Nishanth, a professional Automotive designer, an entrepreneur and innovator who has patents and design registrations in Automotive Industry and also is been selected as top 1000 designers in the country by DSIR Delhi in a short period.

Volta Motors have designed and developed India's first cross-over electric bike VOLTA ZAP, completely in Chennai. "ZAP" is an innovative, eco-friendly E-vehicle that can be used like a moped for commuting as well as a bicycle for fitness and health purpose.

[www.voltamotors.in](http://www.voltamotors.in) FB - [www.facebook.com/voltamotors](https://www.facebook.com/voltamotors)

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