Smartron expands its Global Footprint by announcing entry into the Middle East

All Smartron products powered by tronX™ to be available across multiple countries

India, December 5, 2017: Smartron, India's first global OEM and Internet of Things (IoT) brand, is expanding its footprint by foraying into the Middle East. As part of this move, the company will tie-up with multiple partners to introduce all Smartron products across the market. To begin with, srtphone, the tbook will be available in countries like Jordan, Palestine, Egypt amongst others and Smartron will launch all their upcoming products also in these markets in the next 6-8 months. Along with products, Smartron is looking at bringing localised tronX™ experiences to all these devices.

Speaking about the announcement *Mahesh Lingareddy, Founder and Chairman, Smartron* said, *"At Smartron, our vision is to establish a leading technology company based out of India aimed at putting the country on the innovation map of the world. This move is the first step towards achieving that vision and is a testament to all the work that we have put into building an IP driven product ecosystem that is truly global in its being. With this expansion in the MEA market, we are extending the tronX™ ecosystem along with all our devices that are going to be launched in the next few months".*

tronX™ is Smartron's AI powered IoT platform that connects a range of devices, sensors and systems to the tronX™ core and offers highly intelligent experiences and services to the consumers. Smartron recently announced the Powered by tronX™ program as well through a partnership with Flipkart Billion. This program opens up the availability of tronX™ capabilities to third party devices across various product categories. Earlier in the year, Smartron had also announced a research collaboration with the University of Southern California's CHARIOT aimed at transforming education as well as another partnership with Qualcomm to bring their Mesh Networking platform for IoT connected homes in India.

Founded in 2014, Smartron has so far invested about INR 125 crore and will now invest heavily over the next few years towards setting up R&D, launching a variety of products, business expansion and partnering with multiple companies to develop a robust ecosystem of devices and services centred around tronX™.

About Smartron
Smartron was founded 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. Smartron developed and introduced a very unique and innovative tronX™, an AI powered IoT platform offering highly intelligent, personalized and seamless experiences, services, and care through range of next generation smart devices, things and systems targeting personal, health, home, education, enterprise, infra, agriculture and energy verticals. Smartron is also leading the efforts to build a robust product ecosystem around tronX under

"powered   by   tronX"   program.

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