

March 20, 2019

To, <b>BSE Limited</b> 25 <sup>th</sup> Floor, P.J. Towers, Dalal Street, Mumbai-400 001	To, <b>The Manager - Corporate Compliance</b> <b>National Stock Exchange of India Limited</b> Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400 051
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Dear Sir/Madam,

**Sub: Press Release**

**Script Code: BSE - 500279, NSE - MIRCELECTR**

Please find enclosed press release of the Company which will be published in due course of time in print media.

You are requested to kindly take the same on record and oblige.

Thanking You,

**For MIRC Electronics Limited**



**Gulu L. Mirchandani**  
**Chairman & Managing Director**

Encl: - As above

## Onida launches smart air conditioners ONYXS and GENIO

**Mumbai 20<sup>th</sup> March, 2019:** Onida, a leading Indian consumer durables brand announces the launch of new smart AC series – **ONYX SMART** and **GENIO**. In the last quarter Onida achieved phenomenal growth of 108% in AC segment, pumped up by its success and the forecasted demand of voice-driven smart technology in Air Conditioners in Indian market, the brand has launched these two new models.

As the air conditioners are powered by a smart voice Integrated AI technology, air conditioners with inverter features and powerful cooling bundled with other innovative features, keep in mind the summer season, these products will cater to all the segments in the market. These new air conditioners will have ethereal texture and stylish finish and boast of market leading innovations of 4D cooling, 100% copper condenser, Blue fin powerful coating, eco-friendly R-32 refrigerant gas, and smart digital displays. These ACs are designed keeping in mind the mandatory norms meeting the latest ISEER Ratings.

ONYX SMART is a Voice-Integrated Smart Air-conditioner, which works with Alexa, driven by in-house ViOT (Voice IOT) technology and helps you control the air conditioner with only your voice through the Amazon's Alexa App. The other major AC being launched is GENIO, which in Spanish means GENIUS, a product with unique and exceptional features.

Along with the smart voice technology, Onida will also be introducing **Magnified Cooling with Multiplier Inverter Technology**. This means that ONIDA's Inverter air conditioners delivers 120% magnified cooling in just 30 seconds, cooling beyond the rated capacity of the AC, due to multiplier inverter technology.

Also, ONIDA has developed a unique and powerful **Smart Home App**, available on both iOS and Google Play Store, makes your smartphone the single platform which controls the entire eco-system of remote-operated devices in your home.

Two variants of ONYX SMART series include– Inverter 5 Star and 3 Star in each of 1 Ton and 1.5 Ton categories, and they come at a price range between Rs. 44,990 to Rs. 63,990. Two variants of GENIO in both 1 Ton and 1.5 Ton are 3-star ACs and come at price range of Rs. 46,990 to Rs. 55,990. All ONIDA air conditioners come with 5 years' comprehensive warranty on both indoor and outdoor units, including coverage on PCB, a category first benefit offered by ONIDA.

Commenting on the development, **Mr. G. Sundar, CEO – MIRC Electronics Ltd. (Onida)** said that, "We are very delighted to launch voice integrated smart air conditioners. We had phenomenal growth in our air conditioners business during the last quarter and we are looking forward to a favourable season for the current year.

This new range of products would definitely open up opportunities for us to expand the market and also gain momentum in our revenues under this segment."



OWNERS PRIDE

## **About Onida:**

Mirc Electronics Ltd., the makers of Onida, was incorporate in the year 1981. Onida today enjoys a strong equity among consumers, making it one of the leading consumer durables brands in the country. The company's product portfolio includes televisions, air conditioners, washing machines and microwave ovens. The current dealer network of the company stands at 4000 dealers spread across India, besides having strong presence on E-commerce platforms.

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