Smartron partners with and invests in Hyderabad based IoT startup MiQasa

Partnership aimed at building a robust product ecosystem around tronX™

India, December, 2017: Smartron, India's first global OEM and IoT brand, has partnered with and invested in Hyderabad based IoT startup MiQasa that designs and develops range of smart things for home from smart switches, locks, cameras, lights, appliances and controls for home automation and will now be christened **tronX things**, a Smartron company. This partnership is in line with Smartron's vision of building a strong product ecosystem in India and extending the capabilities of the tronX™ platform to promising startups to showcase their products through a global platform. Both companies are built on strong pillars of 'designed and engineered in India' and this synergy will enable them to work together to bring world class products and solutions for home automation in India.

MiQASA, founded in April 2015, was setup with a single vision of making smart home automation a convenient proposition for the average Indian home. The team has so far designed and produced smart switchboards that are retrofittable to the existing home power systems and has been selling them across India for more than 6 months. Many other smart things for home are under development. MiQASA is a NASSCOM Emerge 50 company and also a recipient of Emerging Tech Startup for the year 2017 from Entrepreneur magazine. They have been working with a number of B2B distributors pan India and have also setup an experience zone in Vijayawada in Andhra Pradesh for live demos with multiple home appliances.

Commenting on the partnership, *Mahesh Lingareddy, Founder and Chairman, Smartron* said*, "Smartron was founded with a vision of building a strong product ecosystem in India across IoT verticals ranging from personal to home to health and infrastructure and this association with MiQASA is one more step in that journey. We want to be known as a company that is building a strong startup network in the country and collaborating with promising startups in different ways to deliver world class products and solutions leveraging our tronX platform. We welcome MiQASA to the Smartron family and look forward to building TronX™ Things as a core part of the tronX™ ecosystem and tronifying homes across India for smarter living."*

Santosh Kumar Patil, Founder and President at MiQASA Inc. said *"We are excited to be a part of the tronX™ family and charting out a common journey together- of creating Smart Products for Smart Living. Smartron is the first Indian company building an AI powered IoT platform in India and this partnership would definitely enable us to push the boundaries of AI and machine learning, thereby bringing in world class solutions for smarter living in India."*

This partnership is part of Smartron's strategy to build and strengthen a strong product ecosystem under tronX which is their unique AI powered IoT platform. Since inception, Smartron has invested almost INR 200 crores and is looking at furthering this investment to setup R&D, launch multiple products and partner with different companies to develop products and devices across various IoT verticals under 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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