

Smartron brings Krishna Yarlagadda on-board

- *Eminent technocrat and serial entrepreneur will be an investor and advisor to Smartron*

Hyderabad, March 20, 2017: Smartron, India's first global technology OEM Company and premier IoT brand today announced its association with Krishna Yarlagadda as an investor and strategic advisor. Krishna, a technology pioneer, based out of San Francisco, United States is a serial entrepreneur with operational, investing and advisory experience in computing, communication & connectivity technologies. As a strategic advisor, Krishna will mentor the Chairman and the Board of the company in building Smartron into a global brand.

Krishna is currently incubating several technology start-up companies as an investor and mentor. In an illustrious career spanning over 20 years, he is a renowned technocrat with experiences in microprocessor, DSP (digital signal processing) and system architecture/design. He was the President of Imagination Technologies Inc. until November 2016. Prior to this, Krishna was the CEO of Hellosoft, before Imagination Technologies acquired it in 2010. Earlier, he was Chairman, President & CEO of ZSP (acquired by LSI Logic), where he pioneered the development of DSP based on RISC technology that is adopted by major semiconductor and system vendors and deployed in billions of devices. Krishna has been recognized as a "Technology Pioneer" by the World Economic Forum in Davos.

Welcoming Krishna Yarlagadda to Smartron's Board of Directors, Mahesh Lingareddy, Founder and Chairman of Smartron, said, *"Krishna is an outstanding technocrat and has commendable accomplishments. Our continued association stems from his outstanding contribution as an investor, mentor, and advisor at Soft Machines. He is a rare example of excellent leadership and will bring his experience as a strategic advisor to the company. His contribution to Smartron will be significant as we take on the global brands that are flooding Indian market. We look forward to working with him to make Smartron a successful global brand."*

Krishna Yarlagadda, on his appointment to the Board of Smartron said, *"It is time that an Indian brand shines across the globe. IoT will open immense opportunities for the world in the next decade or so and being on top of the technology curve is crucial. Smartron aims to achieve that and I am glad that I could continue to be associated with a strong team. I look forward to working together to make Smartron a brand to be reckoned with globally."*

A seasoned entrepreneur, Krishna has been involved with several successful companies as investor/advisor/board member including Silicon Spice (acquired by Broadcom), Pequre (became serverworks acquired by Broadcom), vEngines (acquired by Centillium), nBand (acquired by Proxim), Chiplogic (acquired by ADI), Intoto (acquired by Freescale), Valyd (acquired by EMC), Posedge (acquired by Imagination), Vivu (acquired by Polycom), Soft Machines (acquired by Intel), eSilicon, Invecas, Nod, Ineda, Innovium, Fungible and NetSpeed Systems. Krishna serves as senior advisor to Riverwood Capital, WRV and IvyCap Ventures.

Krishna is a frequently invited speaker on DSP architecture and technology, and a contributor on DSP to industry journals such as Microprocessor report, Computer design, and Eetimes. He has a B.S and M.S in Electrical Engineering.

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. Smartron developed and introduced tronx™, an AI powered IoT platform offering devices, sensors, services, community and care delivering seamless and intelligent experience targeting consumer, enterprise, industrial and infrastructure markets. With more than 50 patents already filed, Smartron is innovating and investing in variety of smart, sensor, robotics, big data, artificial intelligence and UI/UX technologies.

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

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