

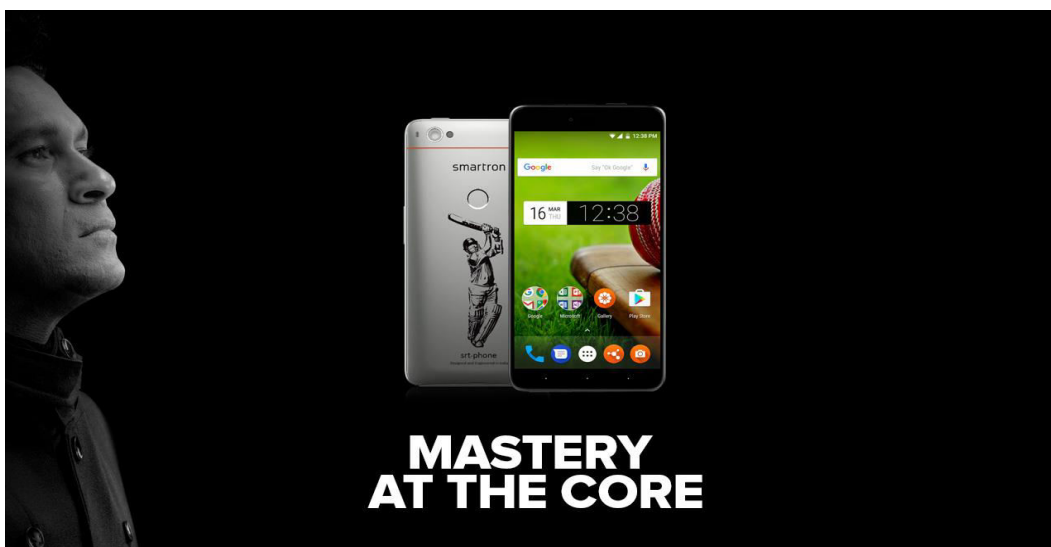
## **Smartron srtphone now available at a retail store near you!**

**Delhi, August 01, 2017:** Smartron, India's first global technology OEM company and premier IoT brand, today announced the availability of its most popular srtphone across more than 2000 leading retail stores in the country. Following the huge success in the online marketplace, the company has tied up with Redington India to strengthen its retail presence, for exclusive distribution of the smartphone. The srtphone, which draws inspiration from Sachin Tendulkar, is a tribute to the fans from Smartron and Sachin himself and has been much loved by the consumers.

The srtphone, is "designed and engineered" in India for an unmatched experience and showcases a blend of genius and craft. The phone runs on a powerful Qualcomm 652 Processor making it an epitome of Mastery at the Core just like the genius Sachin Tendulkar. The srtphone is equipped with the brand's IoT platform **tronX** that transcends boundaries between hardware and software, home and office, devices and the cloud i.e. enabling you to access various unique services from Smartron – **t.cloud, t.store and t.care**.

*"The srtphone is an exceptional product which draws inspiration from the master, Sachin Tendulkar and we want more people to experience the smartphone. We are overwhelmed by the response that we received from consumers who ordered the srtphone online. And therefore, we decided to take it to offline retail as well. We have decided to partner with Redington India to take the srtphone to offline retail stores where consumers can experience this exceptional device and get a touch and feel of the phone. This is another step for us to put our consumers first and give them more options to buy our products "* said **Amit Boni, Vice President Sales and Marketing, Smartron**

Smartron is known for its commitment and innovation in the technology industry. Through this partnership, the srtphone will be available across leading retail stores across the country and consumers can log on to the Smartron website and checkout the list of retail stores and service centres <http://www.smartron.com/service-centres.html>



## **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.

## **For Further Information:**

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