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MIC Electronics Ltd launches 15 new LED based products

MIC has always been a pioneer in LED technology & has now decided to diversify its business model by making a full fledged foray into LED Based lighting products and solutions.

MIC has planned to launch 5 new product categories with 15 variants in total. The categories of LED are given below:

- LED Tube and Bulb
- LED Angel – Table top decorative product
- LED fittings for Modern offices
- LED fittings for Hospitality industry
- LED fittings for outdoor applications

The launch of above products & the future expansion plan in phase one calls for Rs.170 Crore capex which will result in a production level of Rs. 350 Crore in a full year. The first phase will be implemented at Hyderabad, new unit being set up, followed by Roorkee and Visakhapatnam.

MIC believes that people today have become more conscious of reducing the consumption of electrical energy owing to the Go Green drive spread across the world. They are self motivated to preserve nature and achieve an ecological balance. MIC realizes these & sees a great potential in their environment friendly products meeting these objectives.

Commenting on the event Mr. M V Ramana Rao, Chairman & Managing Director, MIC Electronics Ltd said, “These products add to the portfolio of the few environment friendly products available in the market today. With the increasing awareness about preservation & consumption of nature & seeing immense future production in the field of LED products we are also planning to double the production capacity in the coming 12 months”

About MIC Electronics Ltd:

MIC Electronics Limited is a global leader in the design, development & manufacturing of LED Video Displays, high-end Electronic and Telecommunication equipment and development of Telecom software since 1988.

Today, MIC's flagship products are LED Video Displays (indoor / outdoor / mobile), that have become an integral part of Sports Stadiums, Transportation Hubs, Digital Theatres and Theme Parks, Advertisements and Public Information Displays.

Headquartered at one of the fastest emerging IT cities, Hyderabad (India), it has nation wide presence in the form of a vast network of marketing, sales and service support centers in all metros of India. To meet the demand of its products worldwide, it has offices in Australia, Korea and USA. Now the company is gradually setting up operations in other international markets.

For MIC Electronics Limited

Sd/-
(Dr. M V Ramana Rao)
Chairman & Managing Director