

# ElectroTV

## About Us:

ElectroTV is a consumer electronics brand established with the singular purpose of redefining how modern households experience television and digital entertainment. From its inception, ElectroTV has focused on designing products that balance performance, reliability, and accessibility, ensuring that advanced display technologies are not limited to premium price segments alone. The company operates at the intersection of engineering precision and user-centered design, allowing it to create televisions that are not only technologically capable but also intuitive and dependable in everyday use.

The foundation of ElectroTV is built on a deep understanding of how televisions are used in real-world environments. Unlike brands that prioritize specification numbers alone, ElectroTV emphasizes practical viewing quality, long-term durability, and consistent performance across varied content types such as live television, streaming platforms, gaming, and home cinema. This philosophy has guided the brand's approach to product development, supplier selection, and quality assurance processes across its entire product portfolio.

ElectroTV's design and engineering teams work closely with global display panel manufacturers, chipset providers, and software ecosystem partners to ensure that every television meets internationally recognized standards for safety, efficiency, and performance. Each product undergoes multiple stages of validation, including panel calibration, thermal testing, power efficiency assessment, and long-duration usage simulations. These measures allow ElectroTV televisions to deliver stable performance throughout their operational lifespan, even under extended daily usage conditions.

A defining characteristic of ElectroTV as a company is its emphasis on transparency and trust. The brand maintains clear communication regarding product capabilities, limitations, and recommended use cases, enabling customers to make informed purchase decisions. ElectroTV avoids overpromising features that do not deliver meaningful real-world benefits and instead focuses on optimizing core aspects such as picture clarity, color accuracy, sound output, and system responsiveness. This approach has helped establish ElectroTV as a brand associated with honest value rather than marketing exaggeration.

ElectroTV's operations extend beyond product manufacturing to include comprehensive after-sales support and customer service infrastructure. The company recognizes that televisions are long-term household investments, and customer experience does not end at the point of sale. To support this, ElectroTV has invested in service networks, technical training programs, and standardized diagnostic procedures to ensure timely and effective resolution of customer issues. This service-oriented mindset is a central pillar of the company's brand identity.

From a market perspective, ElectroTV positions itself as a versatile brand capable of serving diverse customer segments. Its product range includes compact televisions designed for urban apartments and secondary rooms, as well as large-format displays intended for immersive home

entertainment setups. Despite this range, ElectroTV maintains consistency in build quality, software support, and usability across all models, ensuring that customers receive a reliable experience regardless of price point.

ElectroTV also places significant emphasis on software stability and long-term usability. Modern televisions are increasingly software-driven, and ElectroTV treats the operating system and user interface as critical components rather than secondary features. Regular software updates, security patches, and performance optimizations are part of the company's lifecycle management strategy, helping extend product relevance and maintain compatibility with evolving content platforms.

Sustainability and energy efficiency form another important aspect of ElectroTV's corporate philosophy. The company integrates energy-efficient components, optimized power management systems, and environmentally responsible packaging practices wherever feasible. ElectroTV televisions are designed to comply with regional energy standards and to minimize unnecessary power consumption during standby and active use. These efforts reflect the brand's commitment to responsible manufacturing and long-term environmental considerations.

Internally, ElectroTV fosters a culture of continuous improvement and cross-functional collaboration. Engineering, design, quality assurance, and customer support teams regularly share feedback and performance insights to refine product specifications and address recurring issues. This feedback-driven development cycle allows ElectroTV to evolve its offerings in response to actual user experiences rather than theoretical assumptions.

ElectroTV's growth strategy is rooted in steady expansion and long-term brand credibility rather than rapid, unsustainable scaling. The company prioritizes product consistency, supply chain reliability, and customer trust as the primary drivers of market presence. By maintaining disciplined control over manufacturing processes and distribution partnerships, ElectroTV ensures that product quality remains uniform across regions and production batches.

## **Mission**

ElectroTV's mission is to design and deliver smart television solutions that enhance everyday living by combining dependable technology, thoughtful design, and accessible pricing. The company is committed to creating products that integrate seamlessly into modern households, ensuring that users can enjoy high-quality visual and audio experiences without unnecessary complexity. ElectroTV believes that advanced television technology should be practical, intuitive, and reliable, enabling customers to focus on content and entertainment rather than technical configuration or maintenance.

A core aspect of ElectroTV's mission is to prioritize real-world performance over theoretical specifications. The company focuses on optimizing picture clarity, color accuracy, sound output, and system responsiveness in everyday usage scenarios such as streaming, live television, gaming, and home cinema. By emphasizing functional excellence, ElectroTV ensures that each product delivers consistent performance throughout its lifecycle, even under extended daily usage

conditions. This approach reflects the company's belief that true product value is measured by long-term customer satisfaction rather than short-term feature differentiation.

ElectroTV is also committed to building trust through transparency and responsible product communication. The mission extends beyond manufacturing to include clear representation of product capabilities, limitations, and recommended use cases. By providing accurate and honest information, ElectroTV empowers customers to make informed purchasing decisions that align with their specific needs. This commitment to integrity reinforces the brand's relationship with customers and establishes ElectroTV as a dependable presence in the consumer electronics market.

In addition, ElectroTV's mission includes delivering strong after-sales support and service reliability. Recognizing that televisions are long-term household investments, the company places equal importance on post-purchase experience. Through trained service personnel, standardized diagnostic procedures, and responsive support channels, ElectroTV aims to ensure that customers receive timely assistance and sustained product performance throughout the ownership period.

## **Vision**

ElectroTV's vision is to become a globally trusted television brand recognized for innovation, reliability, and long-term customer value. The company aspires to shape the future of home entertainment by continuously adapting to evolving consumer expectations, technological advancements, and digital content ecosystems. ElectroTV envisions a future where televisions serve as intelligent, responsive hubs for entertainment, information, and connectivity, seamlessly integrating with the broader digital lifestyle of users.

A key element of ElectroTV's vision is to achieve sustainable growth through consistent quality and customer trust rather than rapid expansion driven by short-term trends. The company aims to build a brand identity associated with durability, software stability, and meaningful feature integration. By maintaining disciplined control over product development and manufacturing processes, ElectroTV seeks to ensure that every product bearing its name reflects the same standards of performance and reliability.

ElectroTV also envisions playing a responsible role in the global electronics ecosystem by emphasizing energy efficiency, environmental responsibility, and ethical manufacturing practices. The company aims to reduce environmental impact through efficient power management, sustainable packaging, and compliance with regional energy regulations. This long-term vision reflects ElectroTV's commitment to aligning business growth with environmental stewardship and social responsibility.

Ultimately, ElectroTV's vision is centered on creating enduring relationships with customers, partners, and stakeholders. By listening to user feedback, investing in continuous improvement, and maintaining transparency in operations, ElectroTV strives to evolve as a brand that customers can rely on for years to come. The company's vision extends beyond individual products to encompass a holistic commitment to quality, trust, and innovation in the home entertainment industry.

## Our Products

### 1. ElectroTV E32 Smart - Compact 32-inch smart TV

#### ElectroTV E32 Smart



### 2. ElectroTV E40 Smart - Mid-size Full HD TV



### 3. ElectroTV E43 Smart - Family-oriented TV



### 4. ElectroTV E50 Pro - Entry-level 4K TV



## 5. ElectroTV E55 Pro+ - Premium 55-inch 4K TV



## 6. ElectroTV E58 Vision Large-format TV





## 7. ElectroTV E65 Cinema - Home cinema style TV



## 8. ElectroTV E75 Cinema Max - Home cinema TV with Ultra-large screen



**9. ElectroTV Q55 Ultra QLED TV with vibrant, saturated colors**



**10. ElectroTV Q65 Ultra - Flagship QLED TV with premium picture quality**





## Product Details

Product Name	Description	Variants Available	Price (INR)	Key Features
<b>ElectroTV E32 Smart</b>	<ul style="list-style-type: none"> <li>• Compact HD-ready TV for bedrooms and small living spaces</li> <li>• Optimized for streaming and cable TV</li> <li>• Energy-efficient design</li> </ul>	32-inch HD	₹14,999	<ul style="list-style-type: none"> <li>• Android TV</li> <li>• HD Ready Display</li> <li>• 20W Sound Output</li> </ul>
<b>ElectroTV E40 Smart</b>	<ul style="list-style-type: none"> <li>• Balanced Full HD television for everyday viewing</li> <li>• Suitable for apartments and medium rooms</li> <li>• Stable performance for OTT platforms</li> </ul>	40-inch Full HD	₹19,999	<ul style="list-style-type: none"> <li>• Android TV</li> <li>• Full HD Display</li> <li>• Chromecast Built-in</li> </ul>
<b>ElectroTV E43 Smart</b>	<ul style="list-style-type: none"> <li>• Full HD smart TV with enhanced picture processing</li> <li>• Designed for family entertainment</li> <li>• Smooth UI performance</li> </ul>	43-inch Full HD	₹22,999	<ul style="list-style-type: none"> <li>• Android TV</li> <li>• HDR Support</li> <li>• 24W Speakers</li> </ul>
<b>ElectroTV E50 Pro</b>	<ul style="list-style-type: none"> <li>• Entry-level 4K UHD television</li> <li>• Ideal for movies and casual gaming</li> <li>• Improved color accuracy</li> </ul>	50-inch 4K UHD	₹34,999	<ul style="list-style-type: none"> <li>• Google TV</li> <li>• 4K UHD Resolution</li> <li>• HDR10 Support</li> </ul>
<b>ElectroTV E55 Pro+</b>	<ul style="list-style-type: none"> <li>• Premium 4K TV with immersive viewing</li> <li>• Designed for large living rooms</li> <li>• Enhanced audio output</li> </ul>	55-inch 4K UHD	₹42,999	<ul style="list-style-type: none"> <li>• Google TV</li> <li>• HDR10+</li> <li>• 40W Sound Output</li> </ul>
<b>ElectroTV E58 Vision</b>	<ul style="list-style-type: none"> <li>• Large-format display with balanced performance</li> <li>• Optimized for streaming and sports content</li> <li>• Modern slim-bezel design</li> </ul>	58-inch 4K UHD	₹47,999	<ul style="list-style-type: none"> <li>• Google TV</li> <li>• Wide Color Gamut</li> <li>• MEMC</li> </ul>
<b>ElectroTV E65 Cinema</b>	<ul style="list-style-type: none"> <li>• Cinematic home entertainment experience</li> <li>• High brightness and contrast levels</li> <li>• Suitable for premium home setups</li> </ul>	65-inch 4K UHD	₹59,999	<ul style="list-style-type: none"> <li>• Dolby Vision</li> <li>• Dolby Audio</li> <li>• 50W Speakers</li> </ul>
<b>ElectroTV E75 Cinema Max</b>	<ul style="list-style-type: none"> <li>• Ultra-large screen for immersive viewing</li> <li>• Ideal for home theaters</li> <li>• Advanced picture tuning</li> </ul>	75-inch 4K UHD	₹84,999	<ul style="list-style-type: none"> <li>• Dolby Vision</li> <li>• Dolby Atmos</li> <li>• Gaming Mode</li> </ul>
<b>ElectroTV Q55 Ultra</b>	<ul style="list-style-type: none"> <li>• QLED display with enhanced color accuracy</li> <li>• Premium build quality</li> <li>• Optimized brightness</li> </ul>	55-inch QLED 4K	₹54,999	<ul style="list-style-type: none"> <li>• QLED Panel</li> <li>• HDR10+</li> <li>• Wide Color Gamut</li> </ul>
<b>ElectroTV Q65 Ultra</b>	<ul style="list-style-type: none"> <li>• Flagship QLED television</li> <li>• Designed for high-end users</li> <li>• Superior brightness and contrast</li> </ul>	65-inch QLED 4K	₹69,999	<ul style="list-style-type: none"> <li>• QLED Panel</li> <li>• Dolby Vision</li> <li>• 120Hz Refresh Rate</li> </ul>


## **Contact Us**

ElectroTV welcomes inquiries from customers, partners, and business stakeholders regarding our products, services, and support offerings. Our corporate and regional offices are structured to ensure prompt assistance, transparent communication, and efficient resolution of queries. Whether you are seeking product information, sales support, or after-sales service, our teams are available through the contact details provided below.

### **Head Office (Corporate Headquarters)**

#### **ElectroTV Electronics Pvt. Ltd.**

ElectroTV Tower, Plot No. 42,  
Tech Park Avenue, Sector 18,  
Gurugram – 122015, Haryana, India


 Phone: +91-11-4567-8900

 Email: [corporate@electroTV.com](mailto:corporate@electroTV.com)

#### **Regional Branch Offices**

##### **North Region Office**

ElectroTV Regional Office – North  
2nd Floor, Orion Business Center,  
Noida Sector 62, Uttar Pradesh – 201309


 Phone: +91-120-678-2345

 Email: [north.sales@electroTV.com](mailto:north.sales@electroTV.com)

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##### **South Region Office**

ElectroTV Regional Office – South  
Sigma Tech Plaza, 5th Floor,  
Whitefield Main Road,  
Bengaluru – 560066, Karnataka

 Phone: +91-80-5123-7788



 Email: [south.support@electroTV.com](mailto:south.support@electroTV.com)

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##### **West Region Office**

ElectroTV Regional Office – West  
Apex Commercial Complex,



Andheri East,  
Mumbai – 400069, Maharashtra

 Phone: +91-22-4455-9900  
 Email: west.sales@electrotv.com

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### **East Region Office**




ElectroTV Regional Office – East  
Infinity IT Park, Block B,  
Salt Lake Sector V,  
Kolkata – 700091, West Bengal

 Phone: +91-33-4098-1122  
 Email: east.support@electrotv.com

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### **Customer Care & Service Support**

For product installation, troubleshooting, warranty information, and service requests, customers may contact our centralized support team.

 Toll-Free: 1800-555-ETV1 (1800-555-3881)  
 Email: support@electrotv.com  
 Website: www.electrotv.com (*fictional*)