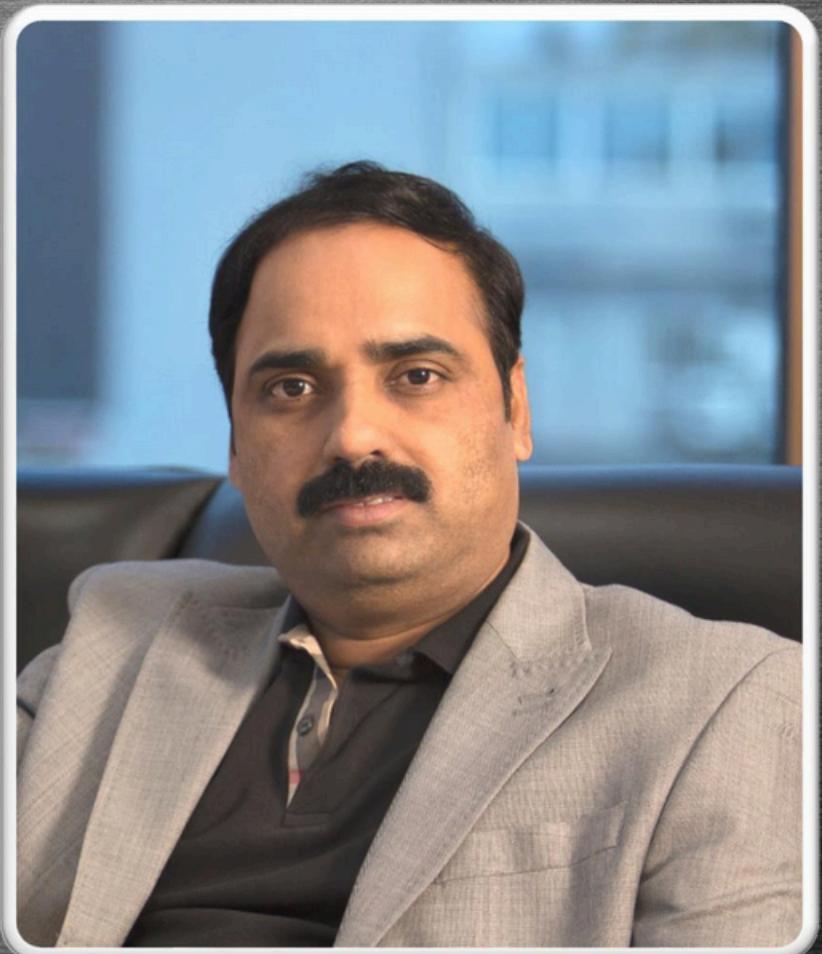


CELKON
GROUP



CELKON



Y GURU

Chairman and Managing Director



A Resolute Visionary, Guru is committed
to take Celkon to the next level and
make a mark in the Indian mobile
phone industry.

Transforming The Future Together

Established in 2009, Celkon has evolved into a leading mobile brand, now serving as a comprehensive electronic solutions provider for governments and businesses across various states in India. Our unwavering commitment to innovation, quality, and societal progress positions us as a trusted partner in fulfilling the nation's electronic and telecom requirements.

Customized Electronic Solutions:

At Celkon, we take pride in our ability to deliver customized electronic solutions spanning across various domains

Our offerings include:

- Mobiles
- Tablet
- TVs
- Laptops
- Interactive Flatpanels
- Desktops
- Smart Class room Solutions
- Skill /Ai Lab Solutions



OUR VISION

At Celkon, our vision is to spearhead transformative innovation in key areas:

- **Facilitating Digital Education with Smartphones, Tablets & Laptops**
- **Empowering Smart Classrooms through Interactive Flat Panels**
- **Enhancing Advanced Learning through LMS and Built-in Content**
- **Revolutionizing Tech Education with ICT Labs**
- **Advancements in IoT for Smart Connectivity**

Our commitment lies in propelling progress across these domains to redefine the landscape of education, technology, and connectivity.



Facilitating Digital Education with
Smart phones, Tablets,
TVs & Laptops:

Transform digital education with our dynamic Smart phones, laptops and tablets, prioritizing accessibility and versatility for interactive, personalized learning experiences.



- **Empowering Smart Classrooms through Interactive Flat Panels:**

Our commitment to reshaping education is realized through smart classrooms and Interactive Flat Panels, offering a technology-enhanced learning experience that benefits both educators and students.

- **Enhancing Advanced Learning through LMS and Built-in Content:**

Elevate learning with our advanced LMS and rich device content, streamlining curriculum management and assessments for personalized learning paths.



- **Revolutionizing Tech Education with ICT Labs:**

Discover a new era of tech education with Celkon, the trailblazer in customized ICT Labs setup. Our specialized spaces feature advanced technology infrastructure, providing optimal environments for hands-on training, experimentation, and research.

- **Advancements in IoT for Smart Connectivity:**

Celkon leads the way in IoT innovations, creating a more efficient, connected, and secure way of life.

OUR LEGACY

Innovators from the Beginning Founded in 2009, Celkon has emerged as a symbol of innovation and quality in the mobile industry. From pioneering feature phones to becoming one of India's top mobile brands, our journey is marked by path-breaking achievements.



MANUFACTURING EXCELLENCE

Proudly "Made in India" Our manufacturing units in Hyderabad and Tirupati marked a significant step in the "Make in India" initiative. We were the first to manufacture mobile devices in South India, fostering economic development and creating job opportunities, especially for women. The foundation stone laid by Prime Minister Shri Narendra Modi in Tirupati in 2015 was a testament to the vital importance of local manufacturing.



Inauguration of Celkon Manufacturing Hub by
Honorable PM Shri Narendra Modi Ji

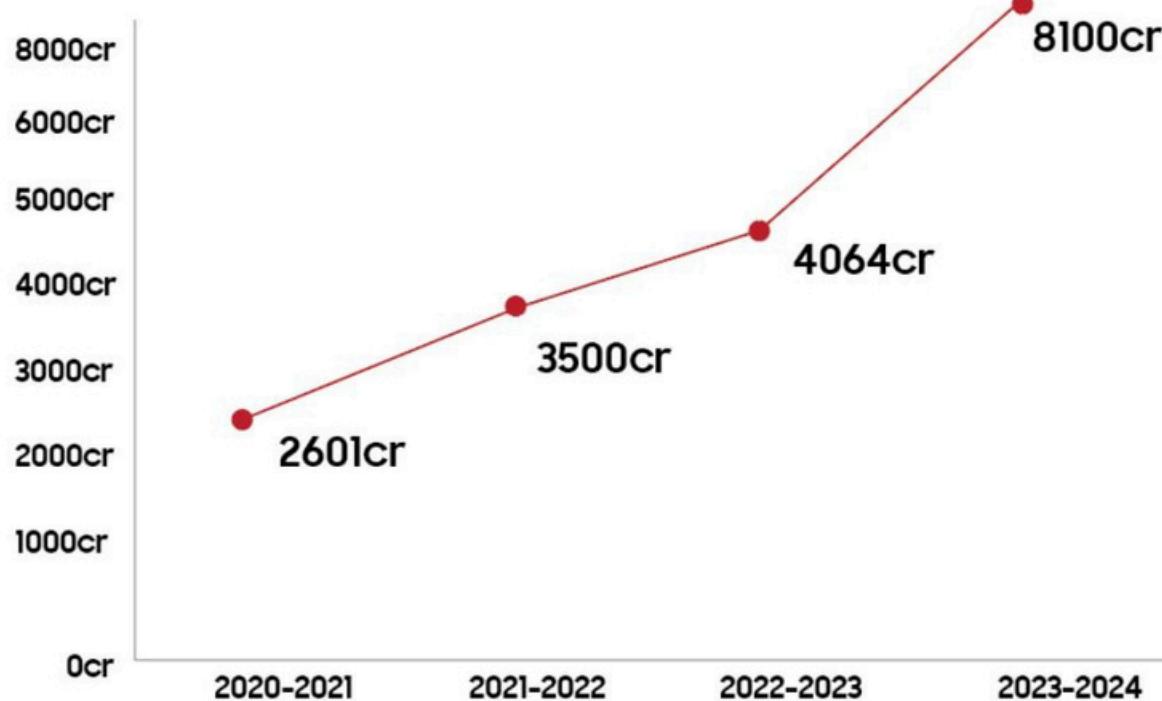


Launch of Celkon Manufacturing Unit by
Honorable CMN. Chandrababu Naidu Garu



Inauguration of Celkon Manufacturing Plant by
Honorable Minister KTR Garu

CELKON GROUP TURNOVER



\$1 Billion USD



22-Acre Electronics Manufacturing Cluster

Welcome to 7 Hills Digital Park, your premier EMS area facilitator.

Located on a 22-acre campus, our state-of-the-art facilities cater to the diverse needs of the electronics manufacturing industry.



Key Industry Players:

Foxlink: High-quality adapters and cables.

SUNNY OPOTECH: Cutting-edge camera lens technology.

22-Acre Campus: For innovation, production, and growth.



RadiantAppliancesandElectronicsPvt.Ltd

RadiantApplianceandElectronicsisapremiermanufacturerinthe
consumerelectronicsandhomeappliancesindustry.Asoneofthelargest
TVmanufacturersinIndia,wecatertoOEMswithover40%marketsharein
the Indian Television Market.



State of the Art Infrastructure:

11Acres

: Greenfield facility for LED TV assembly

200KSFT

: Ultra-modern manufacturing and warehouse, plus
150K SFT new expansion

CleanRoom

: Class 10,000 LCM assembly

ScalableTechnology

: Advanced manufacturing lines

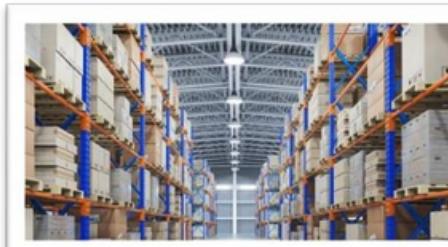
SkilledWorkforce

: Delivering top-quality products

Certifications :

ESD5.20.20(2021) & ISO9000

6LCM+6FALines



**SAP and WMS Driven
Manufacturing**

2500+

Employees

4.5m

4 Million LED TVs Manufactured
Since Inception

Certificate

ISO 9001 | ISO 14001 |
ISO 45001

Resojet Washing Machines Manufacturing EMS Plant

Unit Location: E-City, Maheshwaram, Hyderabad

- Resojet State of the art Fully Automatic Washing machine factory setup spread over 6 Acres located in the Electronics manufacturing Cluster in E-City, Fab City Hyderabad - Very close to the Hyderabad International airport.
- Strong focus on Local sourcing of components
- Common line for Front and Top loading Washing Machine with an annual capacity of 6 Million Units

Key Features

- Product Range 6Kg-12Kg
- Tub Assembly, Control Panel Final Assembly,
- Testing Line and Packaging Line
- Testing Facility: HV Test, Water Leakage test (IPX4), Transportation Test, Noise Test, Reliability and Benchmarking Lab



India's first front load washing machines factory at Hyderabad in Collaboration with 

TECHNICAL COLLABORATIONS

Skyworth



TCL



ELECTRONIC MANUFACTURING SERVICES



SAMSUNG

NOKIA

Panasonic®

COOCAA



MOTOROLA



OUR RETAIL ARMS





- We Started our Journey on March 8. 2018 From Anantapur (Andhra Pradesh)
- We are spread across 85+ locations in both Telugu States of India (Andhra Pradesh & Telangana) with the Motive of "Happi Employees, Happi Customers, Happi Stakeholders & Happi Associates".
- We follow the Traditional culture of Namskaram during presales of customer at our store, and clapping to the customer post sale. We have 2mn+ Happi Customers.
- We are a 750 Crore + Turn Over Company for past two consecutive years.
- We have been Awarded as India's Best Retail in Consumer Durables by RAI for 2021 & 2023.
- We have been Awarded as Best Emerging Brand in Digital Campaign By Times of India Consecutively for 2019, 2020 & 2021.
- We are highest ASP Chain of Both Telugu States.
- South India's Top 3 LFR in Premium sellout.
- No. 1 in Premium Smartphone Contribution (>40k)
- We served 2.5 lakhs children with midday meal in collaboration with the Akshaya Patra.
- We donated 10000+ Blood to the needy from our DataBase.





- Established in 2018: Leading mobile retail chain in India.
- Product Range: Smartphones, Tablets, Accessories, Laptops, Smart TVs from top brands.
- Target Audience: Tech enthusiasts, offering superior shopping experiences.
- Endorsement: Promoted by Oscar-winning RRR fame Jr. NTR.
- Store Locations: Andhra Pradesh, Telangana, and Maharashtra.



- Growth: Fastest mobile retail chain in South India to reach 75+ stores.
- Turnover: Approx. 500 crores.
- Consistent Growth: 14% CAGR.
- Customer Relations: Known for innovative practices like birthday cakes and discount vouchers for customers.



- Utilizes a robust centralized app-driven technology for customer relationship management, capturing missing customers, communication, sale tracking, attendance management and more.
- Embracing a robust business philosophy, Celekt prioritizes not only revenue but also a strong focus on the bottom line.
- The company adheres strictly to brand guidelines, maintaining a zero-tolerance approach towards infiltration.
- The leadership team actively engages in new product launch activities, leveraging their insights to generate market buzz through reviews, ensuring effective virality.



- Celebrities and influencers play a pivotal role in the introduction of new products, with extensive social media promotion aimed at enhancing product awareness.
- Achieved No. 1 sales for new arrivals from different brands, showcasing excellence in the market, and securing the highest market share based on consumer preference.
- Built lasting partnerships with key industry players.
- Acknowledged with numerous awards from various entities for achievements in the retail sector.

**DELIVERING ELECTRONIC
SOLUTIONS TO GOVERNMENT
ENTITIES NATIONWIDE**



GOVT OF RAJASTHAN



बिहार सरकार



सत्यमेव जयते

Government of Assam

SOLUTIONS WE OFFER

SMARTPHONES



Interactive Flat Panel (IFP)



TABLETS



LAPTOPS



SOLUTIONS WE OFFER

SMART TV



DESKTOPS



GPON(ONT,OLT)



OUR OFFERINGS ACROSS STATES



OUR COLLABORATIONS



Microsoft

acer



LG



ViewSonic®
See the difference.



Qualcomm



THANK YOU