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CTRONIQ establishes STARTRONIQ joint venture to target India's fast-growing consumer tech market

New master distributor will accelerate product availability and channel reach

CHENNAI, INDIA – Consumer electronics brand [CTRONIQ](#) has established a joint venture in India to target the country's fast growing market for consumer electronics and consumer technology products. The new company, [STARTRONIQ](#), has been set-up in Chennai, India, in association with local partner Jainul Abdeen, who will help develop CTRONIQ's brand awareness and channel reach in India. Abdeen already operates multiple in-country businesses across several sectors, including logistics and fashion.

STARTRONIQ will operate as a master distributor and agent for CTRONIQ products in India, Sri Lanka, the Maldives and Mauritius. By combining high quality products, attractive price points and a strong retail channel strategy, CTRONIQ continues to build significant market share in countries it operates in – including major markets in the Middle East.

Jainul Abdeen, Director at STARTRONIQ India, said: "There is huge potential for CTRONIQ's products within the Indian market and the other countries covered by STARTRONIQ. We plan to develop CTRONIQ's Indian presence and availability across multiple channels including retail, online and business-to-business."

"We evaluated many consumer electronics brands before entering into this partnership with CTRONIQ. We believe that CTRONIQ is the perfect brand for the Indian market because of the breadth of its portfolio and the quality of the products," he added.

STARTRONIQ has already started discussions with channel partners and plans to focus on several product categories covered by CTRONIQ including tablets and power banks.

STARTRONIQ has already signed up in-country partner Vunited, who will sell CTRONIQ tablets and power banks through online and offline channels.

Atheeq Ahmed, Co-Founder at CTRONIQ, commented: "The formation of STARTRONIQ represents an important step on the CTRONIQ brand journey. We are committed to working

closely with channel partners and bringing to market an array of products across multiple categories that are suited to the needs of local consumers.”

“We will carefully select retailers, e-tailers and resellers that understand the CTRONIQ brand identity and will work together with them to build out business in India. CTRONIQ already has a strong reputation across the wider Middle East region and we are now ready to expand geographically,” he added.

“Working with STARTRONIQ, we will bring to market products that are suited to the needs of consumers in India - and other markets covered by the agreement - ensuring that we offer the quality, functionality and product price points that will appeal to a wide customer base,” Ahmed concluded.

The electronics market in India is one of the largest in the world and is anticipated to reach US\$400 billion by 2022, growing at a compound annual growth rate (CAGR) of 24.4%.

About CTRONIQ:

CTRONIQ is a UK-based entity and the brand was established in 2012. CTRONIQ is a leader in providing innovative digital solutions and mobile devices that meet consumers’ evolving needs. Built with digital lifestyle in mind, CTRONIQ products are created by a team of industry experts with a wealth of design experience. All CTRONIQ products aim to provide the ultimate user experience. CTRONIQ’s product portfolio continues to evolve and now spans TVs, tablets, wearables, smartphones and accessories. With a strong commitment to channel partners, CTRONIQ continues to expand its availability and consumer reach worldwide. www.ctroniq.co.uk

Supporting Images:



Atheeq Ahmed, Co-Founder at CTRONIQ

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If you require additional information on CTRONIQ and STARTRONIQ, wish to arrange interviews with company executives, or have follow-up questions, please contact stuart@waggle-global.com or call +44 (0)20 8133 7934