



## Origin

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Started in the year 1997, with a vision to provide world class products, which are great on design and performance yet easy on pocket, that every household in the country can afford.



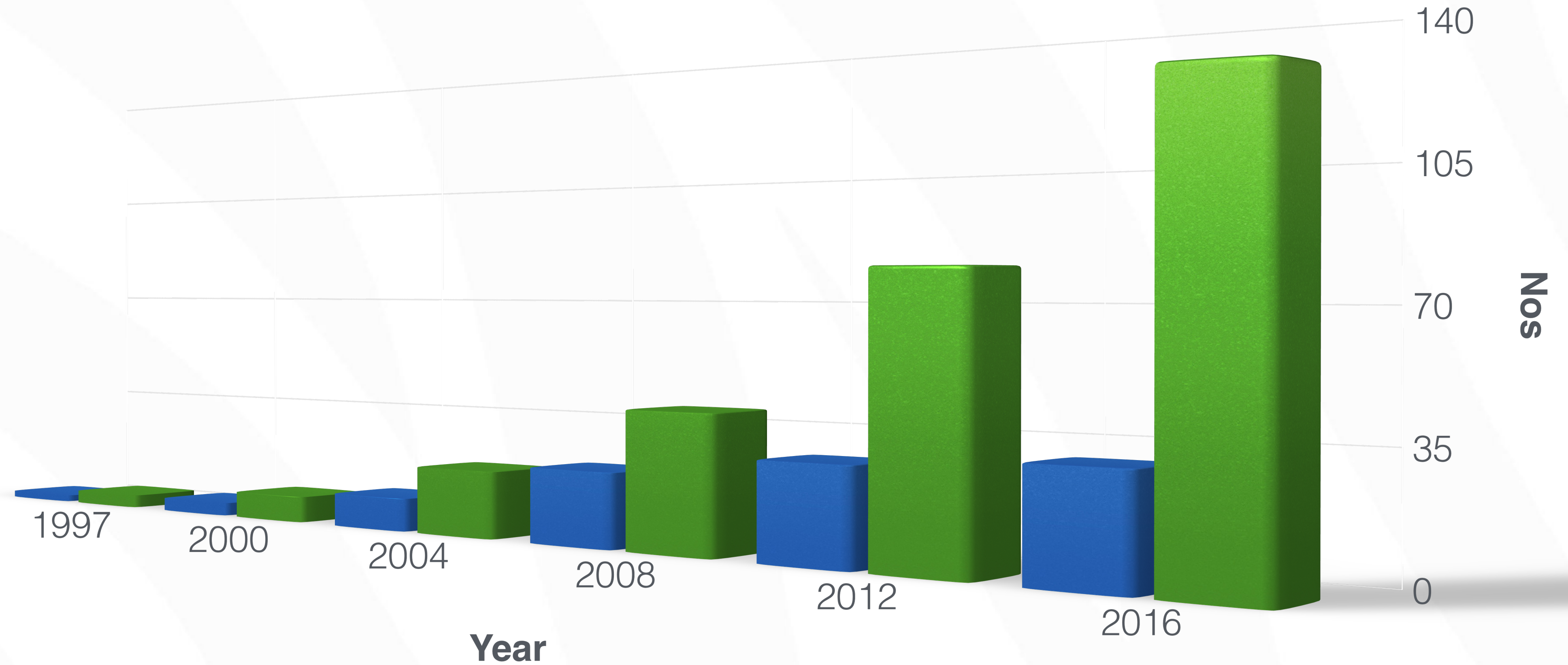
# Increase in footprint



**Branches**

**Service centers**

31 Branches  
128+ service centres





Consistent 30-35%  
CAGR  
for last 4 years

Today

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1000+ Employees

a **Zebronics**

product is sold *every*

**6 secs**

50,000+ Retail outlets



Complete range of IT peripherals by 2006

Entry into consumer electronics segment in **2008** with **speakers**

Expansion of consumer electronics with **Television** launch in **2015**

Entry into **surveillance** segment in **2015**

**Air cooler** launched **2016**

**Mobile accessories** launched in **2016**

## Core strength

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- **Logistics** - World class supply chain management.
- **Storage** - Centralised stock control with warehouse at branches.
- **Reliability** - Providing a edge over competition in after sales and service.
- **Channel network** - Vast range of dealers and distributors, availability of products even at farthest corner of the country.
- **Work force** - Experienced and dynamic team.
- **Marketing** - Innovative marketing strategies.
- **Finance** - Strong finance team with proper control of accounts and credit management system.
- **Sales** - A Stellar sales team, taking the company to new heights.



Complete rebranding early 2015



# Products

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IT Products

Speaker

LED TV

Air coolers

Surveillance

Accessories



## IT Products



Cabinet



Power supply



Motherboard



Keyboard



Mouse



Webcamera



Monitor



UPS



TV Tuner

# Products



## Speakers



Tower speaker



5.1 Speaker



4.1 Speaker



Sound bar



2.1 Speaker



2.0 Speaker



Portable Bluetooth Speaker



## LED TV



Wide range from 16-48"



## Air coolers



Desert



Sleek



Room



## Surveillance



Camera



PTZ camera



DVR



NVR



Video door phone



UPS



Power supply

# Products



## Accessories



Computer accessories

Mobile/Tablet accessories

Gaming accessories

Laptop accessories

Headphone earphone

Fitness band

# Awards



## Hard work uncorks possibilities

**WINNER 55 | INDUSTRY AWARDS 2012 - 2016**

- Best Tech Emerging LED TV, Music Accessories and Surveillance Product Brand - 2015  
**The Economic Times**
- INNOVATION IN MARKETING  
**Inc. Innovative 100**
- Fastest growing computer accessories & peripherals brand  
**COLLECTIVE BRANDS**
- Best Portable Speaker of the Year 2014  
**MOBILITY**
- No.1 Indian Keyboard & Mouse Brand - 2016  
**DI**
- Best headphones 2012  
**INFOFRIEND IT AWARDS 2012**
- Best Indian Power Supply Brand - 2015  
**NCN**
- Best Multimedia Speakers 2015  
**NCN**
- No.1 Indian Speaker 2014  
**DI**
- Best In India For AV Products 2015  
**SME CHANNELS**

Best Multimedia Speaker Brand - 2016 <b>DI</b>	No.1 Indian Headphones Brand - 2016 <b>DI</b>	Best Speaker Brand 2015 <b>DI</b>	Best Indian Peripheral Brand - 2015 <b>NCN</b>	Best Corporate Gifting Products 2015 <b>SME CHANNELS</b>	Best Earphone & Headphone Brand 2015 <b>DI</b>	Best Power Bank Brand - 2015 <b>DI</b>	Best Indian Peripheral Brand - 2014 <b>NCN</b>
Best Multimedia Speakers - 2014 <b>NCN</b>	Best Multimedia Speakers 2014 <b>NCN</b>	Best Headphone Brand - 2014 <b>NCN</b>	India's No.1 Peripheral Brand - 2014 <b>DI</b>	Best 7.1 channel Headphone Iron Head - 2014 <b>DI</b>	Best Indian Peripheral Brand - 2014 <b>NCN</b>	Most Popular UPS - 2014 <b>NCN</b>	Best Indian peripheral Brand - 2013 <b>SME CHANNELS</b>

## What critics say



Portable and exciting device - **ZEE Business**



ZEB-VR is as good a fit as global brands costing rs10,000 and more - **Asian Age.**

Music lovers who are looking for a portable bluetooth speaker that is also light on pocket, Zebronics UFO makes a serious case for itself - **Auto X.**

Zebronics UFO is feature-packed speaker with loud and crisp sound - **Financial Express**

If you want a good speaker for rs3000, Zebronics UFO is for you - **CNBC Awaaz**



Zebronics redefines the traditional design of conference phones - **Architect and Interior, India**

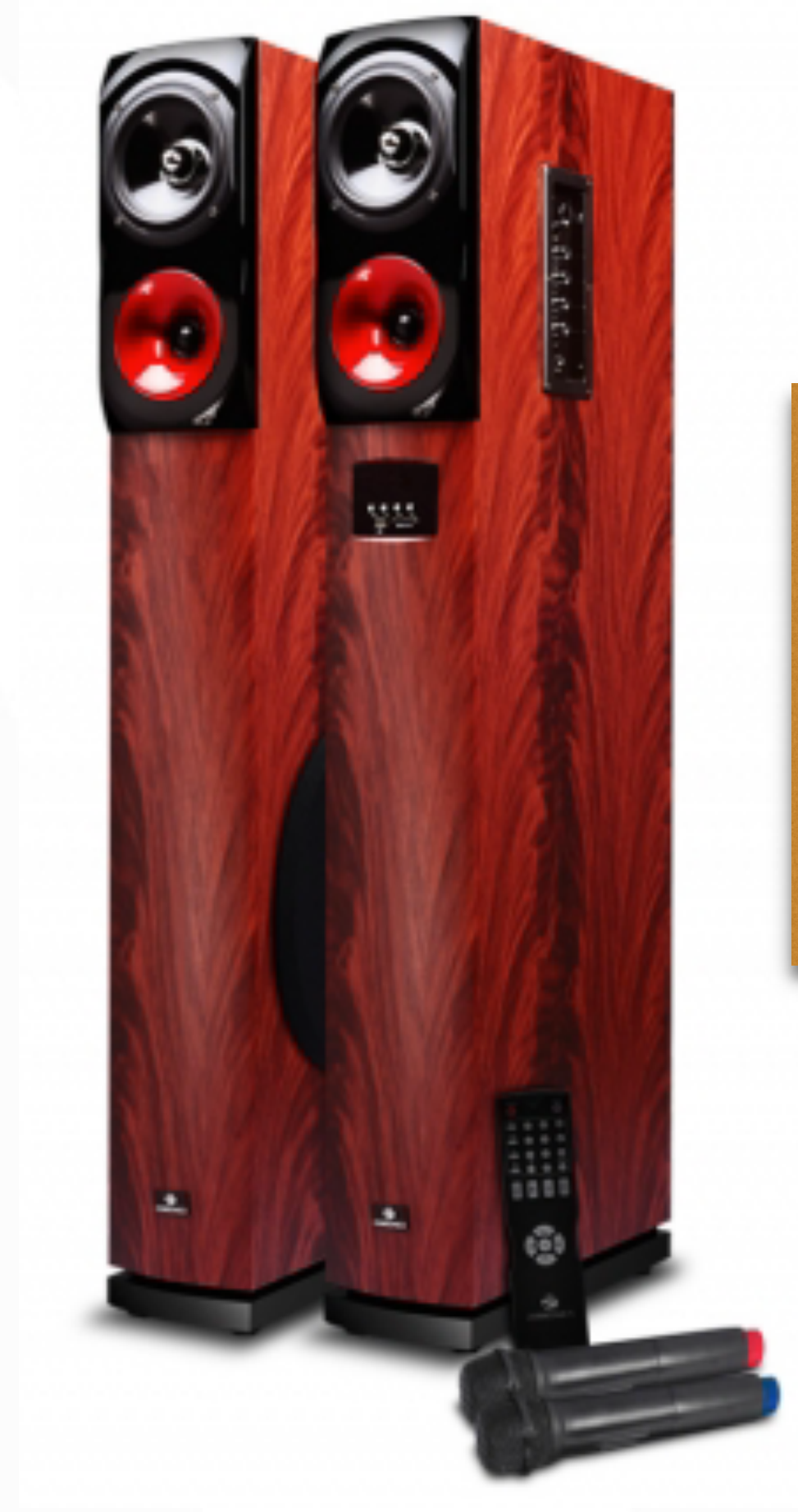
# What critics say



The interiors have been well thought out with cable management in mind, and we hardly came across any setbacks where we had to reroute the cables -  
**Digit**



A little glitz never hurt anyone, how about some glamorous gadgets - **Wedding VOWS**



The Zebronic tower speakers are beautifully designed with an impressive listening experience - **Financial express**

# What critics say



A cool cabinet,  
quite literally -  
**Digit**



Iron Head will take you  
to the virtual world -  
**Navbharat**

This speakers is so cool  
that i am taking this home -  
**CNBC Awaaz**



# In the news






# In the news

**Zebtronics ZEB-5OLED**  
This is one of the cheapest 50-inch LED TVs available today. It is HD ready and has an 8ms response time. Ports include 3 x HDMI, VGA, composite, component, USB, Ethernet and headphone out. The USB port supports playback of all major audio and video formats. Other features include built-in WiFi and Miracast support.



## Zebtronics launches SNOW SERIES

Zebtronics has launched two models: ZEB-3203LED and ZEB-3203LED. The ZEB-3203LED is a 32-inch HD LED television priced at Rs. 18990, with one-year on-site warranty and after-sales services. The TV boasts a contrast ratio of 300000:1, wide viewing angle of 178 degrees, vertically and horizontally, 12W sound output among other features.

## Slim HD LED television

Zebtronics India Pvt. Ltd has launched ZEB-3203LED television, an 80cm (32 inch) HD LED television priced at Rs. 18990, with one-year on-site warranty and after-sales services. The TV boasts of a contrast ratio of 300000:1, wide viewing angle of 178 degrees, vertically and horizontally, 12W sound output among other features.



**Zebtronics ZEB-VR**  
Zebtronics has launched their own virtual reality headset that works with a majority of Android devices with 4.5 to 6-inch displays. A free app has to be downloaded on the smartphone to better with the headset. It comes with a magnet lock and adjustable front cover to fit the phone. Other features include motion sensors for gaming and a magnetic toggle switch with metal reed, aluminum and ceramic disc.



## Zebtronics launches its advanced Wireless Video Surveillance Door Phone ZEB-VDP RF

Zebtronics, a brand known for its diversified technological innovations to create enriching experiences, launches another innovation to its security range of Video Door Phones: ZEB-VDP RF, which now acts as the Video Door Phone and also plays the dual role of Surveillance, to meet your different needs. Offering the complete platform for the users in the Wireless Video, connectivity which shall be a wireless signal keeping your security technology intact. Putting the concept of safety and surveillance into the user's hands, ZEB-VDP RF sports the most advanced features that meet the customer's safety requirements with utmost flexibility, a great step in making the life safer and convenient. The ZEB-VDP RF is easy to install, since you can mount it on the wall and adjust the lens. With a wide display, and in-built microphones, it allows you to see and converse, attach the door & also monitor with the person on the other side of the entrance door without having to open it. The accompanying camera offers high quality, clear images along with the VGA quality. Also on the removable SD Card for recording images/videos. Even at night, you don't have to use a flashlight, it comes with a built-in night vision camera with IR LEDs, thereby ensuring its functionality or performance remains unaffected.



**TOWERING ACOUSTICS**  
**ZEBRONICS 5.1 SHARK TOWER**  
Zebtronics' 5.1 Shark Tower Speakers come with a LED display and the colours of the light can be changed automatically or manually, complementing the music you're listening to. The speakers boast 3-way acoustic design paired with 1.5-inch tweeters and 3-inch mid-range drivers. The Shark speakers can stream music via Bluetooth and can also be connected to PC, high-definition TV, MP3 player or DVD player. It also has a USB port and an SD/MMC card slot along with a remote control.  
Price: ₹21,111

## Zebtronics launches Galaxy Speakers

Now lightweight for your Travel leading suppliers, Audio/Video products and of its latest 'Galaxy Speakers'. The confluence of light and sound, a visual treat while you play onto your favorite track into a complete mesmerizing audio - visual pure LOUD sound!



## यूएफओ ब्लूटूथ स्पीकर्स

यूएफओ स्पीकर्स को जल्दिये यूएफओ को ब्लूटूथ कनेक्शन फंक्शन के लिए इन्टिग्रेट किया जा सकता है. इसमें बिल्ट इन यूएफओ माइक्रोफोन और हेडसेट सुविधा है. इसमें ब्लूटूथ 4.0 टेक्नोलॉजी और 1400एमएएच की बैटरी है. स्पीकर्स को यूएसबी ड्राइव या माइक्रो एसडी कार्ड से जोड़ा जा सकता है. स्पीकर्स में 3.5एमएम एक्जाम्प्लर इनपुट है जिसकी मदद से इसे मोबाइल फोन, कैमरेट, आइपैड या अन्य ऑडियो स्त्रों से जोड़ा जा सकता है. एम्पी3 चार्ज चार्जर या सॉफ्ट है. पारदर्शक और फोटेबल एलईडी डिस्प्ले है.



**Zebtronics launches bluetooth gaming peripherals brand Zebtronics has launch bluetooth enabled game controllers for Android smartphones and tablets. While the ZEB-75 comes with spring loaded mount for mobiles, 350WG has a stainless steel telescopic spring mount for mobiles and tablets.**

## जेब्रोनिक्स ने अपना 21.5 इंच का एलईडी मॉनिटर जेब-ए22एचडी 'योर पिक्सेल' लॉन्च किया

जेब्रोनिक्स ने अपना 21.5 इंच का एलईडी मॉनिटर जेब-ए22एचडी 'योर पिक्सेल' लॉन्च किया. यह मॉनिटर 1777 कानों में सुनने लायक है. यह मॉनिटर 100000 पिक्सेल का प्रदर्शन करता है. स्टारबर्स्ट कैमरा व्यापक दायरे में प्रदर्शन करता है और हर परिदृश में क्लियर कालिडि वीडियो प्रदान करता है. यह 24 बर्से लॉन्च किया है. यह मॉनिटर 1.5 एचडी के साथ है. यह मॉनिटर 1.5 एचडी के साथ है.



## Zebtronics offers Diwali Gifting Ideas

Diwali is the time to give gifts to your friends and family. Zebtronics offers a variety of Diwali gifting ideas. You can gift a Zebtronics bluetooth gaming controller, a Zebtronics bluetooth speaker, or a Zebtronics LED monitor. These gifts are perfect for anyone who loves technology.



## जेब्रोनिक्स ने तेजी से चार्ज करने वाले अपने 11,720एमएएच पावर बैंक जेडईवी-एमसी12000पीडी को लॉन्च किया

जेब्रोनिक्स ने तेजी से चार्ज करने वाले अपने 11,720एमएएच पावर बैंक जेडईवी-एमसी12000पीडी को लॉन्च किया. कीमत महज 1980 रुपये. - डिजिटल डिस्प्ले - लीडियम बैटरी - स्टैंडिंग स्टूड - टॉर्न लाइट



**नैनो कैमरों से पाएं भी दमदार वीडियो**  
Zebtronics has launched its Nano cameras. These cameras are small in size but offer high-quality video recording. They are perfect for surveillance and security purposes.



## Goody for gamers

Zebtronics has launched its gaming cabinet H2, designed exclusively to meet the needs of gamers and enthusiasts across India at a budgeted price of ₹2,700. H2 comes with Dual 80mm side fans with back grill and a provision for optional fan on the rear panel for superior cooling airflow. Utilising seven expansion slots, these cabinets are compatible with most of the graphics processor units available in the market.



## गैडजेट्स

गैडजेट्स के लिए Zebtronics का सबसे अच्छा विकल्प है. हमारे गैडजेट्स आपको अपने जीवन को आसान बना देंगे. हमारे गैडजेट्स में शामिल हैं: ब्लूटूथ स्पीकर्स, गैमिंग कंट्रोलर, एलईडी मॉनिटर, पावर बैंक, और नैनो कैमरे. हमारे गैडजेट्स आपको अपने जीवन को आसान बना देंगे.



## झेब्रोनिक्स ज्यूक बार

झेब्रोनिक्सने नुकताच झेब ज्यूक बार २ बाजारात उपलब्ध करून दिला आहे. यामध्ये ब्लूटूथ चं फिचर देण्यात आलं आहे. त्याचबरोबर एलईडी डिस्प्ले, यूएसबी पेन ड्राईव्ह, इन बिल्ट एफएम, रिमोट कंट्रोल, मॅन्युअल व्हॉल्यूम अॅडजस्टमेंट अशी विविध वैशिष्ट्ये या झेब ज्यूक बार २ मध्ये देण्यात आली आहेत.



## Zebtronics launches MONSTER SOUND

Zebtronics has launched its MONSTER SOUND series. This series features high-quality audio reproduction and is perfect for music lovers. The speakers are designed to provide a rich and immersive listening experience.



रूपये है। मजबूत मेटल फ्रेम के इस माडस की डिजाइन आकर्षक है और यह उपयोग के हाथों में बिल्कुल फिट होता है तथा सभी प्रकार की तकड़ से मेल खाता है। माडस के दोनों ओर एंटी-स्लिक (चिकनाई विरोधी) एंर्गोनामिक त्वर ग्रिप तीव्र मूवमेंट के लिए अथवा माडस का उठाने के दौरान ऊंगलियों को रिसिस्टेंट प्रदान करती है। परिष्कृत फ्लो डिजाइन के साथ बनाये गये, एंर्गोनामिक अल्यू लाइट मेटल फ्रेम द्वारा सर्वोत्कृष्ट दृढ़ता प्रदान की जाती है।



## PRODUCT LAUNCH

### AUTHENTIC SOUND

Zebtronics has unveiled its newest iron-head headphones to enhance the audio landscape that goes beyond the limits of whatever you might have experienced. It delivers astounding sonic depth and a virtual world through a simulated 3D surround sound. Designed with durability and comfort, it features a uniquely padded headband and extra cushioning. Priced at Rs 2,199, it is available at all leading retail stores and e-commerce portals.



## Zebtronics introduces 'Companion'

Zebtronics brings to you 'Companion' the latest in series of Wireless Keyboard and Mouse, offering wireless connectivity with 2.4GHz transmission. The newest wireless array brings in comfort and functionality of your work to 'De clutter your desk' which unclutter your mind. Companion 5 complements this by offering freedom, mobility and simplicity. It's sleek and user friendly design with superior performance at an affordable price point make Companion 5 an irresistible combination.



# A responsible brand



## **ZEB HEALTH**

A healthier you - Conducting health campaigns where one can come and ensure a healthy living.

## **ZEB ENVIRONMENT - Nurturing growth**

Nurturing the growth of environment and keeping the surroundings clean initiative.

## **ZEB TECH - Sharing is Learning**

A Platform given to the students to bring out the best in them and prepare them for challenging future.

## **ZEB-LEARN - Spreading smiles, Discovering wisdom**

Helping Homes, Orphanages and NGOs to create an environment of optimism and help them in their growth

# A responsible brand



## ZEB HEALTH

- Health clinic at Pallikaranai, chennai, for under privileged chennai for past 8 years, 10rs fees, 40 patients daily.
- Blood donation camps organised regularly by Zebronics employees.
- Financial all for patients in hospitals
- Yoga training sessions for elderly at old age home.



# A responsible brand



## ZEB LEARN

- Fun cum learning activities.
- Zebronics team goes to orphanages.
- Activities which bring in colors of joy with an ultimate ray of vibrancy all around.
- Activities such as painting, singing, dancing and memory games.



# A responsible brand



## ZEB TECH

- Competition for the school children.
- Debate, Quiz, Just a minute, Essay Writing.
- Competitions involve Speaking and Writing Skills make one an intellectual player.
- We have covered 200+ schools till now and have a target of 1000 schools per annum.
- Academic sponsorship program, to support the student from families with low income.



# A responsible brand



## ZEB ENVIRONMENT

- Motto of this is to inspire people to keep the environment clean and make the world a better place to live in.
- Zebronics employees have cleared the plastic waste from the coast in Chennai.
- We have also done swachh bharat abhiyaan in many location across the nation where we cleaned the computer markets with collaboration from our partners.





# Marketing



Hoarding



Magazine



Airline magazine



## Bhuvi spells doom for Kiwis on gloomy day

Pacer's 5/33 And Saha's Unbeaten 54 Put India in Command



Newspaper



Cricket



Television commercial/sponsorship





## TVC

- 40, 20 and 10sec
- Live on TV channel and online
- Language
  - English
  - Tamil
  - Telugu
  - Malayalam
  - Odia
  - Bengali
  - Hindi



# Marketing



Music event



Dealer meet



Co branding



Expo



Holiday with ZEB



Shop branding



BTL

Market branding



Road shows



Mall Event



College fest



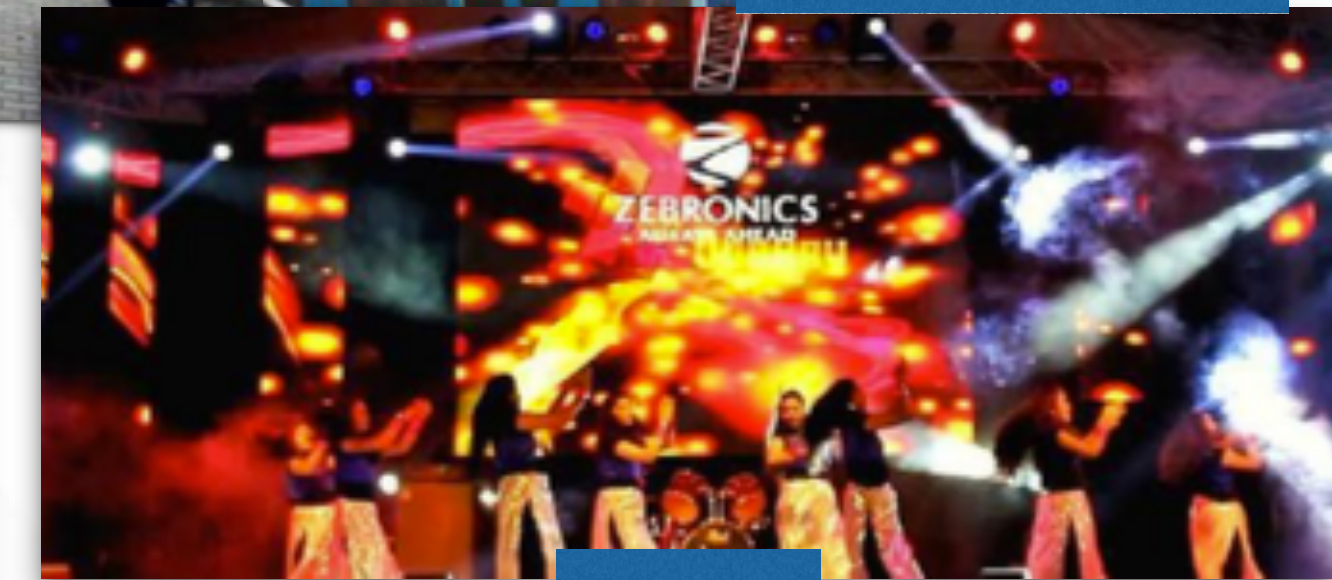
Auto/Bus/Train Branding



Corporate engagement



Event



# Marketing



Website co-branding

Twitter

Whats app

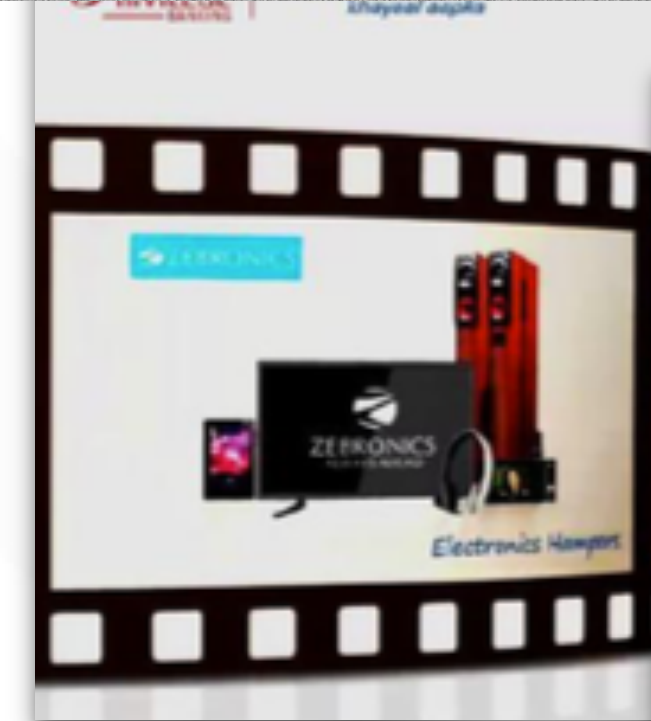
Youtube

Social

Facebook

Emailer

Instagram



Thank You



[www.zebronics.com](http://www.zebronics.com)