



## DIXON, AN INDIAN ELECTRONICS BRAND, PLANS AROUND 50% FY REVENUE GROWTH IN 2024:

[Dixon Technologies \(India\)](#), an electronics manufacturer, anticipates a nearly 50% rise in sales for the current fiscal year, primarily from its mobile phone business. According to [Dixon's managing director](#), Atul Lall, their mobile phone business is the biggest growth driver. The company expects to generate 180 billion rupees (\$2.16 billion) in revenue for the whole year ending in March, of which 40–50% will come from its mobile phone manufacturing and assembly business.



- Dixon Technologies (India), a maker of electronics, said on Tuesday that it anticipates a nearly 50% rise in [revenue for the current fiscal year](#), helped by the expansion of its mobile phone business.
- The **\$155 Billion Indian Electronics** market has gained from major global manufacturer's diversifying their supply chain from China, While the local government's

production linked incentives to drive local production have also helped companies such as Dixon.

- Atul Lall, the managing director of Dixon, said to Reuters, “**largest trigger of growth for us in our mobile phone business,**” on the fringes of an electronics convention in Chennai, the city of Tamil Nadu, a major hub for manufacturing.



- According to Lall, revenue for the entire year ending in March might reach **180 billion rupees, or \$2.16 billion**. Between 40% and 50% of that amount would come from the company's manufacturing and assembly of mobile phones and their accessories.
- The company, which began producing color televisions in India in 1984, **currently operates 23 manufacturing facilities there and provides services to clients that include Samsung in South Korea and Robert Bosch**, a German manufacturer of washing machines.
- The diversification of supply chains by large global manufacturers from **China has benefited the \$155 billion Indian electronics market**. Additionally, companies like Dixon have benefited from the local government's production-linked incentives.

#dixon #eletronicplant #AtulLall

#revenue growth #profitrate

#technologies #manufacturinghub

#billionrupees #robertbosch

#germany #southkorea #23manufacturingplants