

## **Zetwerk Group Company Commissions Mega Manufacturing Facility For Hearables, Wearables and IoT Devices At Noida**

- Facility inaugurated by Minister of State for Electronics and I.T., Rajeev Chandrasekhar
- Zet Town aims to produce 10 million devices annually at the new factory

**Noida, May 18, 2022:** Zet Town India Pvt Ltd, a Zetwerk company, today unveiled its new state-of-the-art manufacturing facility at Noida in Uttar Pradesh. The plant was inaugurated by the Honourable Minister of State for Electronics and Information Technology, Rajeev Chandrasekhar.

Spread out over an area of 50,000 sq.ft, the factory comprises 16 manufacturing lines with advanced testers and a world-class innovation lab for product development. With the objective of strengthening India's manufacturing capabilities in the smart technology space, the factory has been established to create ODMs (Original Design Manufacturer) in hearables, wearables and IOT devices.

Speaking about the new facility, **Rajeev Chandrasekhar, Honourable Minister of State for Electronics and Information Technology**, said: *"Over the last 5 years, the Prime Minister has been focusing extensively on bolstering our domestic capabilities in the electronics market. He recognised this as an incredible growth opportunity for Indian manufacturers prior to the pandemic and over the last two years, that opportunity has growth multi-fold. India has the potential to contribute around 400 billion units of electronics, which would account for 9-10% of the overall global value chains, from the current supply potential of 1-2%. Ambitions have been reset and companies like Zetwerk are playing a pivotal role in making this vision a reality. Their model is unique and can be scalable across the world. We extend our full support to Zetwerk and will work closely with them to identify newer synergies that benefit the industry and strengthen domestic capabilities."*

*"As a brand that's committed to the ethos of Make In India, it has always been our endeavour to find ways to strengthen our capabilities as the world's next big manufacturing hub and reduce import dependency. Through our manufacturing capabilities at this new facility, we bring a design-based product proposition to the Indian market in the wearables and hearables space. This is a unique scalable model that has the potential to effectively disrupt the monopoly of Chinese manufacturers by addressing the export requirements of industries across the world,"* said **Rahul Sharma, Co-Founder, Zetwerk**.

Products manufactured at Zet Town's new ODM facility are developed using a customisable model that enables the company to control the smart technology in the device by customising product features and positioning in keeping with the requirements of customers.

*"We are pioneering an ODM and EMS offering in the wearables and hearables space with a technology-first, people-first approach. With a focus on design, integration and innovation, we customise our products to cater to the specific needs of various segments. As we scale our business model to meet global demand, we aspire to be amongst the first in India to export Designed & Made in India wearables and hearables products to the world,"* said **Shalabh Srivastava, Chief Executive Officer, Zet Town India.**

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Zet Town India Pvt Ltd is a leading ODM in India's Hearables and Wearables space with single-point comprehensive product life cycle support, focusing on design and manufacturing services in the larger IoT domain. It has dedicated teams for Research & Development, Design, Sourcing, Assembly & Testing and a state-of-the-art manufacturing facility in Noida with 16 manufacturing lines with advanced testers and a world-class innovation lab for product development.

**About Zetwerk:**

Zetwerk is a managed marketplace for contract manufacturing. Zetwerk partners with the world's leading industrial and consumer enterprises to get their products manufactured via a global network of small manufacturers, where Zetwerk helps with supplier selection, pricing and fulfilment of orders. Zetwerk offers manufacturing solutions across a diverse range of industries such as Oil & Gas, Renewables, Aerospace, Infrastructure, Apparel, Electronics and Retail. For customers, Zetwerk's global manufacturing network ensures products are manufactured faster, at competitive prices and with world-class quality. In addition, Zetwerk's in-house Manufacturing Operating System software, ZISO, enables digital selection of supply, real-time tracking across stages, visual updates of products getting made, seamless communication across stakeholders and quality assurance of the final product, thereby offering customers peace of mind. For manufacturing partners, Zetwerk drives higher utilization of manufacturing capacities and offers various portfolio services (including logistics, raw material procurement, working capital access) to drive revenue growth and optimize manufacturing costs.

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