

Blaupunkt to invest Rs 100 cr in Indian TV manufacturing; aims to gain 10% market share in mid-premium segment

The Rs 100 cr investments will be aimed towards new launches, manufacturing plant, sound technology, marketing and expansion plan in 3 years.



Anurag Sharma · ETRetail

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New Delhi: Blaupunkt, a German consumer electronics brand, is planning to expand in India and global market as well



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manufacturing plant at Hapur, Uttar Pradesh.

In an interaction with ETRetail on Wednesday, the company said that it will invest this amount over the course of 3 years towards new launches, manufacturing plant, sound technology, marketing and expansion.

Currently, Indian contract manufacturer Super Plastronics Pvt Ltd (SPPL), an exclusive licensee of Blaupunkt, is handling its manufacturing, branding, designing, packaging, and retailing supply chain in India.