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Veira to invest INR 450 Crore on new unit to hike production capacity

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Veira, a consumer electronics and appliances manufacturer, is planning to invest an estimated **INR 450 Crore** for a new manufacturing unit in Greater Noida. The primary goal of this investment is to enhance the production capacity of air coolers and washing machines.

Currently, Veira produces approximately 1 Lakh units of these appliances annually. With the new facility, the company aims to increase this capacity to **5 lakh units** per year. This expansion reflects Veira's commitment to serving both domestic as well as international markets.

By the end of FY25, Veira anticipates that these product segments will contribute around 15% to its overall revenue. The manufacturer already makes air coolers for 23 Indian and global brands, as well as washing machines for 25 such brands. It currently operates two facilities in Noida, covering a combined area of 5 Lakh-SqFt.