



Elista, a locally produced consumer electronics company, intends to build a production facility to help it enter international markets and to meet the growing domestic demand.

Elista is a subsidiary of **Tekno Dome** Group, the only distributor of products for Toshiba Lifestyle. The company debuted a number of consumer electronics products in August 2020 under its own brand, including Smart LED TVs, washing machines, dishwashers, air conditioners, and IT equipment like UPS, keyboards, and LED monitors, among others.

“The first two years of journey have been very exciting. We managed to touch a revenue of ₹158 crore in FY22 against a target of ₹125 crore. Revenues from TV sales were ₹110 crore, exceeding the target of ₹80 crore,” stated Saket Gaurav, Chairman and Managing Director, **Elista**.

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