

Leading electronics manufacturing company to invest Rs 100 crore in the next three years | 1



With a goal of reaching a revenue of Rs 500 crore in the same time frame, Videomax International Pvt. Ltd. (VMI) would invest Rs 100 crore over the course of the next three years in the expansion of the consumer electronics, smart accessories, and home audio brand Skyball. Skyball plans to generate \$100 million in revenue this year.

We have two production facilities with a combined factory space of 120,000 square feet in Greater Noida and Roorkee. We prioritise giving our customers the greatest technology possible, according to Sandeep Gupta, chairman and managing director of VMI & Skyball. The first line of Skyball devices will include soundbars, tower speakers, bluetooth speakers and party speakers.

Skyball also plans to expand its portfolio in the wearables category with the launch of its smartwatches in June 2023 with an initial concentration on online platforms, followed by a pan-India expansion into offline stores.

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