



To produce its audio devices in the nation, Xiaomi India and Optiemus Electronics Limited (OEL) have established a partnership.

Through this collaboration, Xiaomi has begun manufacturing at the OEL factory in Noida, Uttar Pradesh, for its first domestically manufactured audio product.

With this collaboration, the company is targeting a 50 per cent increase in smartphone domestic value addition over the next two years.

The move signifies a larger initiative in the artificial internet of things (AIoT) domain, commencing with the localisation of wireless audio products, the company said in a statement.

“This partnership marks a major milestone in our efforts to accelerate our localisation of products and components to bring out high-quality devices that will be ‘Made in India’, at honest pricing,” said Muralikrishnan B, President, Xiaomi India.

The company has established the world’s leading consumer AIoT (AI+IoT) platform, with 589 million smart devices connected to its platform (as of December 31, 2022), excluding smartphones, tablets and laptops.

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