



Super Plastronics Pvt Ltd (SPPL) is investing Rs 300 crore in its second television manufacturing plant in Hapur, Uttar Pradesh. As the exclusive brand licensee partner in India, the company sells LED TVs under the brands Kodak, Thomson, and Blaupunkt.

The company already manufactures televisions at its Noida facility, which has a capacity of about 500,000 units.

“We expect the Hapur plant to begin operations in the next two quarters. In the first year, we are making investments of about ₹300 crore. With enhanced capacity, our aim is to produce one million made-in-India televisions in the next financial year. With growing demand for bigger sizes of LED TVs, our bigger focus will be on making televisions of 40 inches and above,” said Avneet Marwah, Director and CEO.

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