

Lumax-DK Jain Group - Alliance Partner for Alps Alpine Asia Co. Ltd.
Unveils Premium Car Audio Range for India

Largest range of Premium Audio Infotainment Products

New Delhi, 7 September 2021: Lumax-DK Jain Group and Alps Alpine Asia Co. Ltd. unveiled the Premium range of Alpine Car Audio Infotainment systems for India. With the unveiling of Premium Head Units & Digital Sound Processor (DSP), Alpine has now become the only company to offer the largest range of Premium Car Audio infotainment in India.

For over 4 decades, ALPINE brand has been synonymous with premium sound quality & innovation. They offer Best in Class Car Audio Systems & are one of the leaders in Sound systems globally. Alpine has been at the forefront of innovation when it comes to audio-visual products for the vehicle. The Alpine philosophy combines intelligent engineering and a constant pursuit of superior materials to create products that delight the ears with the music, one loves to hear. With the new range introduction, Alpine has brought to the Indian market, its most premium and the high-end Audio Sound systems including Digital Sound Processors & Multimedia Display Players. The new products also include high quality sound Speakers & Amplifiers Range (X, R & S Series) & Bass Tube Sub woofers.

Alpine has joined hands with Lumax-DK Jain Group to establish the distribution & marketing of their products in India.

Speaking at the unveiling Mr. Mizuki Kanai, Alpine Asia Brand Business, Senior Manager said, “Alpine is a total car-life solution brand based on Premium Sound. The high-end Alpine products offer customisation, connectivity, communication and the sound of music backed by superior technology and relentless R&D. Having served customers around 100 countries, today we present the Premium range of in-vehicle infotainment for the Indian music lovers, giving them best in class acoustic experience”.

Display Units : Presenting the 11 inch screen, the largest in-car screen in India with dramatic ‘Floating Look’. Both the 11” & 9” display units have floating display With five vertical adjustments, four angles, and two separate depths, you can position the floating display in the most optimal position. 7 inch screens are also available. Access to Apple CarPlay and Android Audio with Google assistance for media and navigation facilitate focus on the road. WVGA display and Swipe Graphical User Interface through large icons are easy to use. HDMI input or output are well compatible for high quality video.

Digital Sound Processors – Presenting the widest range in India with output options of 6, 8 and 12 channels. Tuning can be done either wirelessly via Bluetooth from a smartphone or through a wired USB connection with a PC. You get real time Tuning results and compare them with the “Before” & “After” effect. To ensure True Sound experience, the final sound tuning is done by Sound Master at ALPINE headquarters, Japan.

The organized Audio-infotainment market in India is approximately \$ 80 million with premium segment contributing to 20%, planning to be the leader in the Premium Segment in coming 5 years.

Mr Vineet Sahni, Group CEO, Lumax-DK Jain Group said, "In India the Alpine product portfolio has always been very strong. Specially in the Speakers, Amplifiers & sub-woofer range. Lumax will continue to market the Alpine products as exclusive partner, leveraging its strong market understanding and a robust sales network to expand the outreach of the Alpine products across India."

Lumax has a sales team across the key States in India, supporting 35 Distributors and 20 Premium dealers in the country. The Alpine premium range will be available across India in approximately 250 retail outlets in the first phase. The range will include Alpine HALO series - iLX-F2611E, iLX-269E, iLX-W660E Display Units, UTX-M08 & UTX-A09 Hi Res Head Units, DSP range of PXE-R500,600 & 850X. Products like DSPs, Hi-Res audio & X series range of speakers and amplifiers will be available only at Premium Retail counters that will be branded as "Alpine Premium Dealer".

"Alpine devices provide a new way for in-car infotainment to our customers, who have a discerning ear for good music. Audio is now intrinsic to in-car experience and we are excited to present to the Indian customer the world class offerings from Alpine. The robust range of products caters to diverse customer segments who prefer exceptional quality and experience on the move", further continued **Mr Sahni**.

Alpine has developed the **best sound** for each media as a mobile media specialist. Alpine F#1 status (3rd Gen)- the world's First Full Spec Hi-Res for Cars- that has been globally launched, will be available for Indian customers from Dec. 2021.

About **Lumax, DK Jain Group**:

Lumax-DK Jain Group, a leading player in the Indian Automotive industry is a provider of a wide range of automotive solutions (Complete Lighting Modules, Chassis, Integrated Plastic Modules, Gear Shift Lever & Shift Tower, Integrated Plastic Modules, 2-wheeler Chassis & Swing Arm, 3-wheeler Trailing Arm, 2/3 - wheeler lighting, Gear Shifter and Shift Towers, Emission Systems and Seat Frames, among others). With market leadership in automotive Lighting solutions and Gear Shift levers, Lumax has been the preferred supplier to almost all the leading OEMs in India. The group with a sales turnover of INR 2700 crores (2020-21), has 9 Partnerships with leading companies in the global automotive industry, having 15 entities spread across 31 locations and 7 states of the country. For more information about the Group and its businesses, please visit our website www.lumaxworld.in

About **Lumax Auto Technologies Limited**:

Lumax Auto Technologies Ltd. through its wholly owned subsidiaries and joint ventures, has been a manufacturer of wide range of products (Integrated Plastic Modules, 2/3-wheeler Lighting, Chassis, Gear Shift Lever, Emission Systems, Seat Frames, Oxygen Sensors, etc). We are market leaders in Design, Testing and Manufacturing of Gear Shift levers in India. The Company has a robust pan-India distribution network with 17 manufacturing plants across

India in all major Auto clusters. Our key customers include Bajaj Auto, Honda Motorcycles and Scooters, Mahindra & Mahindra, Maruti Suzuki, Tata Motors and Toyota. For more information about the Group and its businesses, please visit our website <http://www.lumaxworld.in/lumaxautotech.com/>

About Alpine:

Alpine is a Japanese car electronics subsidiary of the Japanese electronics component manufacture Alps Alpine Co., Ltd. specializing in car audio and sound system for OEM and Aftermarket Brand. Alpine's engineering headquarters are in Iwaki, Fukushima Prefecture, Japan. Alpine also has manufacturing and development facilities globally (China, ASEAN, North America, Europe). Established in 1967, ALPINE has launched many world's first products in the market (The world's smallest CD changer, iPod link Head-unit , Premium Hi-End total system F#1 etc.)

Alpine offers a wide range of items, including in-car multimedia, amplifiers, speakers, subwoofers and sound processor and in-car entertainment. Please visit to our web site <http://www.alpine-asia.com/en>