



**SINGER**

Over 170 Years of Trust Worldwide

**May 24, 2024**

**To,  
Listing Department,  
BSE Limited,  
Floor-25, Phiroze Jeejeebhoy Towers  
Dalal Street, Fort,  
Mumbai- 400 001**

**Scrip Code: 505729**

**Sub: Press Release**

**Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

Dear Sir/ Madam,

We enclose herewith the press release for the launch of the Sewing Machine on May 24, 2024.

The disclosure will also be available on the website of the Company at [www.singerindia.com](http://www.singerindia.com).

You are requested to take the above information on record.

Thanking you,

Yours Sincerely

**For Singer India Limited**



**Rupinder Kaur  
Compliance Officer & Company Secretary**

Encl: As above

**SINGER INDIA LIMITED**

Registered & Head Office : A-26/4, 2<sup>nd</sup> Floor, Mohan Co-operative Industrial Estate, New Delhi - 110044.

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CIN : L52109DL1977PLC025405

## SINGER India introduces 3-in-1 Sewing, Embroidery and Quilting Machine

- *SINGER India Launches a digital campaign "Revive Traditions with SE9185."*
- *SE 9185 makes embroidery fun and easy with its Wi-Fi capability, Software and mySewnet App and 7-inch color touchscreen.*

**May 24, 2024, New Delhi:** SINGER India Limited, a leading brand in the sewing machine and home appliances category, announced the launch of its latest 3-in-1, Wi-Fi enabled sewing machine, The SE9185.

To mark the launch, SINGER India has launched a digital campaign, "**Revive Traditions with SE 9185**", the campaign is a heartwarming ode, to the timeless bond of handcrafted garments, in which one sees a nostalgic moment between a mother and her pregnant daughter, who walks in with a piece of garment that her mother had made for her as a child. The frame captures the cherished bond and memories between the mother and daughter, highlighting the desire of the daughter to create a garment for her unborn child. However, due to the lack of time and skills, she struggles with embroidery and stitching. The next frame displays how SE 9185, with its user-friendly features helps the young mother to create a beautiful garment with complete ease.

The campaign celebrates a deep sense of love which one experiences when one finds a piece of garment handcrafted by mothers and grandmothers. It emphasizes how we treasure handmade items and encourages new consumers to *#ReviveTraditions* with SE 9185, which makes the art of crafting easy and simple with complementary *software* and *mySewnet app*.

The campaign aims to connect, engage, and build excitement with the new age, socially aware consumers around the trend of creating, crafting, and embroidery.

**The top features of SE 9185 are:**

- Wi-fi enabled.
- Large 7 – inch color touchscreen
- My Sewnet App
- Post Power outage – resume embroidery design.
- Free 100 MB Cloud Storage
- 151 Built-in embroidery designs with 10 Embroidery fonts
- 250 Built-in Stitches
- Sewing Speed at 850 SPM & Embroidery Speed 450 SPM

**SE9185** boasts of mySewnet **mobile app**, which allows for monitoring of designs, receiving updates on progress and even thread levels. The machine features a 7-inch touchscreen and with Wi-Fi connectivity, users can access 250 built-in stitches, four sewing fonts, and seven types of one-step buttonholes. The machine resume designs in case of a power outage. It includes multiple built-in designs, featuring interesting and new patterns such as birds, tigers, bees, cameras, heels, margaritas, paws, and lipsticks.

**Rakesh Khanna, Vice Chairman and Managing Director of SINGER India, said, “We are thrilled to introduce our game changer, the SINGER SE 9185. Our latest launch makes sewing & embroidery fun, easy and simple. We believe that today's consumers want to learn skills which allow them to showcase their creativity and there is another set of consumers who want to create something unique for themselves and for their loved ones but may not know how to do it, so they may be wanting solutions, driven by technology and that is exactly what SE 9185 offers. With software and an app, the machine allows for downloading of favorite designs, aids conversion into a prespecified format and then embroiders the design. All this without learning embroidery.” “We are confident of capturing a significant market share in this category with the new launch.”**

SE9185 has been placed across key trade locations in Bihar, Delhi, Haryana, Jharkhand, Kerela, Northeast, Punjab, Telangana, and Uttar Pradesh and will be available across the country over the coming few weeks. New consumers can call on the helpline number: 1800-103-3474 to request a free home demonstration.

**About SINGER India:** SINGER India Limited is a renowned consumer durables company with a proud heritage spanning 170 years. Established in 1851, the company has been at the forefront of manufacturing and selling sewing machines globally. With a diversified portfolio of sewing products, small domestic appliances, and consumer durables, SINGER India remains committed to its legacy of delivering world-class products and exceptional customer experiences. Headquartered in New Delhi, SINGER India operates through an extensive network of showrooms, distribution channels, and after-sales service centers across the country. For more details, please visit: <https://singerindia.com/>.

**RSVP**

**Shalini Gupta, 9810105771**

**SINGER India Limited**