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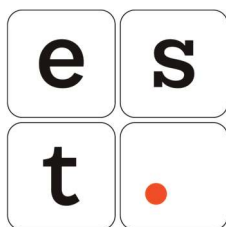
**FOR IMMEDIATE RELEASE**

**Schneider and Brandverse Partner to Bring Premium Consumer Electronics to India**

PARIS, April 24<sup>th</sup>, 2025 – Schneider, a globally recognized consumer electronics brand, is set to make a bold entry into the Indian market through a strategic licensing agreement with Brandverse. This partnership will introduce Schneider-branded small domestic appliances (SDA), audio products, and televisions to Indian consumers across both online and offline retail channels.

As part of established.inc's portfolio of globally renowned brands, Schneider has a long-standing legacy of quality and innovation. After more than a year of strategic planning and crafting a go-to-market (GTM) strategy tailored for Indian markets, Brandverse is set to launch the first wave of Schneider products, across the audio and TV categories, starting in June 2025, with further category expansions to follow.

"We are excited to bring Schneider Consumer's legacy of innovation and craftsmanship to Indian households through Brandverse's deep market expertise," said Nirav Patel, CEO and Co-founder of Brandverse. "For nearly a century, Schneider has paved the way for innovation in user experience through premium products. Our aim is to make this high-quality innovation accessible to Indian consumers through our robust distribution network and established retail partnerships."



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TALISMAN BRANDS (Luxembourg) S.A.R.L.

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Management:

Michael Purcell

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“At Brandverse, we believe that technology should empower rather than overwhelm. Our mission is to break down barriers, making the most advanced innovations simple, practical, and within reach for all.”

Through this collaboration, Schneider and Brandverse are poised to deliver high-quality, accessible technology to Indian consumers, reinforcing Schneider’s reputation for reliability and design excellence.

#### **About Schneider**

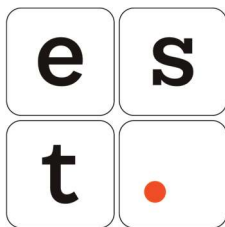
Founded in 1934, Schneider is a French brand offering inspired and inspiring collections of home appliances, televisions, audio products, computers and power tools. Its ambition: to elevate everyday life by providing elegantly designed devices that incorporate cutting-edge technology and are built for intuitive, eco-friendly use.

<https://www.schneiderconsumer.com>

#### **About Brandverse**

Brandverse, a subsidiary of World Digital Ventures Pvt. Ltd., is a strategic brand enabler that helps global consumer electronics and lifestyle brands succeed in India. With deep market intelligence and proven go-to-market expertise, Brandverse ensures seamless market entry and sustainable growth.

As part of the World Digital Ventures ecosystem, Brandverse operates alongside WOGOM, a leading B2B e-commerce platform with over 6,000 registered retailers, and World Finverse, the financial arm powering MSME growth. This ecosystem gives Brandverse a unique advantage, combining retail, digital commerce, and financial innovation to deliver market-ready solutions that drive brand success.



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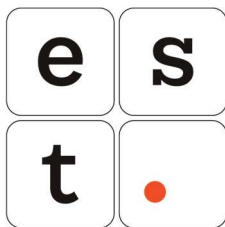
**About established.inc**

established.inc is a premier brand licensing company, connecting heritage brands with leading manufacturers and retailers worldwide. Our portfolio includes 12 globally recognized brands, such as RCA, Blaupunkt, Thomson, Nordmende, Schneider, and more, spanning consumer electronics, home appliances, smart homes, e-mobility, and green energy.

Ranked #37 among global licensors and #1 in the pure electronics and appliances industry, our 100+ licensees generate over \$1 billion in annual retail turnover. With a strong presence across the USA, Europe, the Middle East, and Asia, our licensing model drives business growth, product innovation, and retail success.

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