

EASYTECH GLOBAL PRIVATE LIMITED

Eligibility for resolution applicants under section 25(2)(h) of the Code :

As per section 25(2) (h) of the Code Resolution Professional shall invite prospective resolution applicants, who fulfil such criteria as may be laid down by him with the approval of committee of creditors, having regard to the complexity and scale of operations of the business of the corporate debtor and such other conditions as may be specified by the Board, to submit a resolution plan or plans.

Accordingly the following eligibility criteria has been fixed for prospective resolution applicants:

Net worth : Minimum 5 Crores as on the date of publication of Expression of interest
Turnover : Minimum 25 Crores for the financial year 2017-18

About EASYTECH GLOBAL

Easytech global pvt. Ltd was formed in 2014 with a goal to become leading smartphone accessories brand in premium category, Graviti is the brand name given and patented for this category. Graviti brand name is registered, graviti.com domain is bought from owner in USA. Launched in 2015 in metros and major towns in states with approx. 60 pan India distributors with reach of more than 2000 premium retailers, retail units were installed at high footfall retailers.

Lot of high level work on brand strategy, product development, brand identity, packaging, retail branding and communication was done by professionals. Designed and developed own id and tools for target segment. High level customised packaging is created, Customised retail units are designed. Product were taken quality certification like CE, BIS , rohs etc. iPhone cables were apple certified.ID design is patented

Lot of other trademarks to support main brand is registered like- UNICURVE, True Audio, True Shield, True Audio, TRUEPOWER, TUECONNECT and TRUECHARGE.

Later introduced G KIT brand for lower middle segment also registered.

Brand got good traction at premium retailers and high end quality cautious consumers.

Achieved volume speed against projection could not support the infra created and work done on brand strategy.