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## OUR TEAM

**JATIN SEHGAL**

**Director**

Ex-KPMG and Ex-British Airways with  
7+ years work experience



**SIMRAT SINGH**

**Director**

Ex-KPMG, currently working with EY,  
having 13+ years work experience



**JAYANT BHATIA**

**Legal and Compliance Head**

Ex-Gooddot, with 7+ years of corporate  
and litigation experience in white collar  
crimes with law enforcement agencies

**ZORAWAR SINGH AHLUWALIA**

**Media and PR head**

Marketing and Sales Head at DIAGEO  
INDIA, UNITED Breweries. YouTube  
influencer, Media Personality



## Contact

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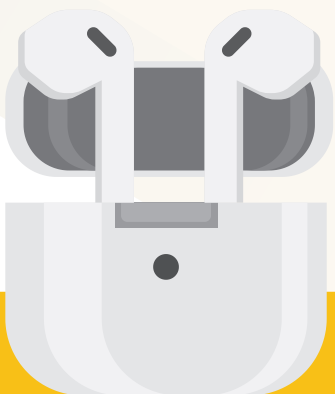
[www.mifitpal.com](http://www.mifitpal.com)

# ABOUT US

True wireless earbuds (TWS) have become as common as smartphones in India and have become one of the most common accessories a smartphone user buys in the country and are no longer something only the rich buy.

We are a company founded by passionate music enthusiasts who uphold unwavering standards for the quality of our electronic devices. Through thorough research, we have identified a significant segment of the Indian population that prioritizes affordability while also seeking durable and high-performing products.

Recognizing the need for superior sound quality and durability during various activities such as travel, workouts, and online learning, we embarked on the journey of establishing our own brand of earbuds, home theatre systems, and speakers. We are on a mission to provide customers with a range of products that deliver exceptional audio experiences while withstanding the test of time.



# HISTORY

Viraaj Tradex Private Limited was established on May 23, 2022, with the primary objective of importing raw materials for earbuds, home theatre, and portable speakers. Our intention was to assemble these components in India and resell them under our own brand as a pilot project. Eventually, we plan to establish a separate brand independent of Viraaj Tradex Private Limited.

On June 4, 2022, we successfully launched our brand, MIFITPAL, which operates within the framework of the "Make in India" initiative set forth by the government.



# VISION

To establish our own assembly line for the production of all earphones and electronic components, achieve self-sufficiency and enhance our manufacturing capabilities.



# MISSION

To become a fully home-grown brand by 2026 and within a three-year timeframe, we aim to build a substantial customer base and position ourselves as an Indian brand that aligns with the "Make in India" initiative driven by the Indian government.



# VALUES

At MIFITPAL, our company ethics stand on four fundamental pillars: QUALITY, PRICE, PROMOTION, and PLACE. We strictly adhere to these core values, fostering a competitive work environment among our employees while prioritizing customer satisfaction and product quality.

# BUSINESS STRATEGY

Our company's strategic focus is on nationwide growth, targeting college students and price-sensitive individuals who seek durable and high-quality products. To cater to the demand across India, we will engage with prominent online platforms such as AMAZON, FLIPKART, and MYNTRA.

Additionally, we will have our own website for direct sales, which will provide same-day delivery in the Delhi NCR region. Furthermore, we have established partnerships with influencers to promote our products and plan to collaborate with corporate clients for the B2B channel.

