



MAKE IT *POSSIBLE*

Revolutionising Electronic Accessories for the New-Age Creator Economy



DIGITEK

WHO WE ARE

Digitek is a leading brand in photography, videography, and smartphone accessories, built to serve the evolving needs of modern creators. With a strong focus on quality, accessibility, and performance, the brand has established itself as a key player in the electronic accessories industry.

All products are designed to meet international standards (FCC, CE, ROHS, UL, BIS) ensuring reliability across global markets.

Brand New Identity That Moves Forward

The arrow within the “**D**” is a deliberate design element that represents forward movement and clear direction. It reflects Digitek’s constant focus on progress and its commitment to evolving with the needs of creators.

More than a visual detail, it symbolises a mindset, one that prioritises action, adaptability, and continuous growth. This aligns closely with the brand philosophy, “**Make It Possible**,” which is centred on reducing barriers and enabling creators to move from idea to execution without delay.



Imaging & Electronic Solutions

Digitek operates across twelve major segments





**RING LIGHTS
& STICK LIGHTS**



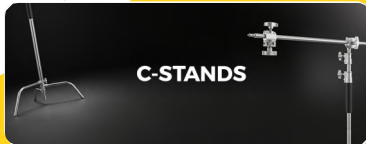
SNOOTS



DRY CABINETS



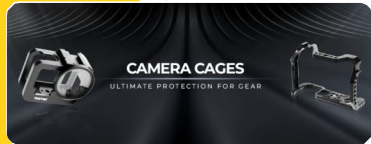
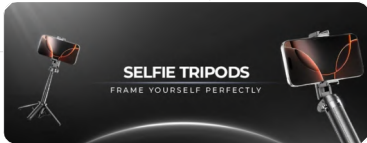
SOFTBOXES



C-STANDS



**BATTERIES &
BATTERY CHARGERS**



First Phase of Established Performance in India



blinkit

zepto

firstcry



Category Leaders & Bestsellers on Amazon India and a number of other platforms like Blinkit, Swiggy, Zepto, Big Basket, FirstCry & JioMart.

amazon Top Sellers



Sponsored @

DIGITEK® (DTR 550 LW)
Capacity, Aluminum Alloy

4.3 ★★★★★ (2.1K)

3K+ bought in past month

₹1,699 (₹566.33/count) M.R.P.
(32% off)

Up to 5% back with Amazon Pay IC

FREE delivery **Sat, 18 Apr**
Or fastest delivery **Tomorrow**

Add to cart



Sponsored @

Digitek Lite DCL-1500
Remote, AC Power - 3

4.1 ★★★★★ (2K)

500+ bought in past month

₹5,099 M.R.P.: ₹17,999
Up to 5% back with Amazon Pay IC

FREE delivery **Sat, 18 Apr**

Or fastest delivery **Tomorrow**

Add to cart



Sponsored @

DIGITEK® (DRL-18H)
Control, Lighting Int.

3.8 ★★★★★ (5.2K)

3K+ bought in past month

₹3,949 (₹789.80/count)
(44% off)

Up to 5% back with Amazon Pay IC

FREE delivery **Sat, 18 Apr**
Or fastest delivery **Tomorrow**

Add to cart



Sponsored @

DIGITEK® (DTR 550 LW)
Capacity, Aluminum Alloy

4.3 ★★★★★ (2.1K)

3K+ bought in past month

₹1,699 (₹566.33/count) M.R.P.
(32% off)

Up to 5% back with Amazon Pay IC

FREE delivery **Sat, 18 Apr**
Or fastest delivery **Tomorrow**

Add to cart



Digitek
DWM 101 Wireless Microphone
Working Time, for DSLR Cam

Auxiliary

3.8 ★★★★★ (2.8K)

500+ bought in past month

₹4,099 M.R.P.: ₹6,995 (41% off)
Up to 5% back with Amazon Pay IC

FREE delivery **Sat, 18 Apr**
Or fastest delivery **Today 2 pm - 4 pm**

Add to cart

Best seller



Digitek
(DLS-9FT) Lightweight Diffuser,
Portrait, Soft

4.2 ★★★★★ (5.2K)

1K+ bought in past month

₹759 M.R.P.: ₹1,295 (41% off)
Up to 5% back with Amazon Pay IC

FREE delivery **Sat, 18 Apr**
Or fastest delivery **Tomorrow**

Add to cart

Best seller



Digitek
(DCR-007) USB-A 3.0 & Micro
SD/SDHC/SDXC Card Reader

4.3 ★★★★★ (1.4K)

3K+ bought in past month

₹299 M.R.P.: ₹599 (50% off)
Up to 5% back with Amazon Pay IC

FREE delivery **Sat, 18 Apr**
Or fastest delivery **Tomorrow**

Add to cart



Digitek
DWM-116 2-in-1 Wireless Microphone
Type C-to-C & C to LTC, DSLR

Wireless

3.8 ★★★★★ (1.7K)

2K+ bought in past month

₹3,699 M.R.P.: ₹5,995 (38% off)
Up to 5% back with Amazon Pay IC

FREE delivery **Sat, 18 Apr**
Or fastest delivery **Today 2 pm - 4 pm**

Add to cart

Building a Global Creator Brand

Digitek's journey began with a clear focus, establishing a strong presence in the Indian market. Through consistent growth, wide distribution, and creator trust, Phase 1 laid a solid foundation.

Now, Phase 2 marks the next step

Digitek is expanding into global markets with the vision to build a widely accessible and trusted creator brand across regions.



Enter **high-growth creator** economies



Build strong **distribution networks**



Establish brand visibility and trust



Deliver a consistent product **experience globally**



How We Enter & Build Markets

Digitek's approach goes beyond short-term sales. The focus is on building a sustainable creator ecosystem.

CREATOR ACCESSIBILITY

Ensuring that products are easy to access, simple to use, and priced to reach a wide range of creators, from beginners to professionals.



SCALABLE DISTRIBUTION

Building strong online and offline networks that allow the brand to expand efficiently while maintaining consistent availability across regions.



REAL-WORLD ENGAGEMENT

Creating direct connections with users through demonstrations, workshops, and on-ground activations to drive product understanding and trust.



LONG-TERM BRAND BUILDING

Focusing on consistency, reliability, and visibility to establish Digitek as a trusted name rather than just a product choice.

How We Build the Brand



Outdoor
Hoardings

Presence at
Music Festivals &
Cultural Events

University
Activities

Cinema
Advertising

Dedicated
Training Videos

Ads on all major
E-Commerce &
Digital Platforms

Offline Workshops for
hands-on engagement

Exhibition
Participation &
Support

Influencer
Marketing &
Collaborations

Creator
Centric Events

Celebrity
Endorsement

In-store Demo
Units for product
experience

Global Promotions Strategy



Driving Seasonal Demand

- Black Friday
- Thanksgiving
- Christmas
- New Year
- Easter



In-Store Experience

- Interactive demo setups
- Product trials for customers
- Visual merchandising support
- Retail engagement activities



Digital & Live Commerce

- Live product demonstrations
- Online live sales during key events
- Real-time audience interaction
- Creator-led showcases

Support That Stays After the Sale

Structured Service Systems Designed for Trust

Omnichannel Support

Email · Phone ·
WhatsApp · Website
Easy and flexible ways
for customers to
connect

On-Box Help Access

Support details are
available on every
package Instant
access without search
effort

Automated Ticket Resolution

CRM-based ticket
generation for every
query Structured and
trackable support
system

Extensive Service Network

Central service hub +
multiple partner
locations Faster and
more convenient
support access

Warranty Assurance

1-Year warranty across
product categories
Confidence in product
reliability

Quick Repair & Replacement

Fast turnaround for
creators and
professionals Minimal
downtime, maximum
productivity

Events & Exhibitions



How Digitek Executes SIS Model



Creator-Focused Display Setup

Products are arranged based on real usage: lighting, tripods, microphones, and mobile gear presented as a working setup rather than isolated items



Integrated Product Ecosystem

Cross-category display (camera + mobile accessories together) to show how products work as a complete solution.



Hands-On Product Experience

Customers can test lighting, and camera accessories to understand performance before purchase



Branded Visual Identity

Consistent look and feel aligned with Digitek's global identity for stronger recall





digitekglobal.com