

About Onida

With 41 years of Innovation and Excellence, MIRC Electronics Limited (ONIDA) has always been known for high quality innovative and futuristic products. It has been an enduring brand in the Indian Consumer Durable space, and has won the trust of millions of consumers. The brand's vision is to make Indians proud of the 'Made in India' products which are far better than the competition and would stand out for Style, Functionality and Affordability, the 3 key aspects that Indian customers seek.

The brand commenced its journey in 1981. Being an Indian company, the company understands the unique requirements of the Indian consumer – more than any other company does. This has found expression in so many of the innovative products that have been launched over the years. This understanding of the consumer is one of the core strengths of the company that has enabled it to compete in the market in categories like Air Conditioners, LED Panel Displays, Washing Machines, Microwave Ovens and Refrigerators.

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Having won the trust of millions of consumers in the Indian Durable space, the brand has been instrumental in introducing new technologies and innovative products and has been communicating about these innovations to consumers in the right way and through the right mediums.

This trust bestowed upon us by our consumers is truly a reflection of our continued success. We always believe in offering the best quality products with high-end specifications at affordable prices, thereby, empowering users with luxury at an attractive price.