

SHREE RAM ENTERPRISES

# Presenting **IKA**

Empowering Your Mobile Lifestyle with Premium, Innovative, and  
Reliable Accessories.

# About Shree Ram Enterprises

## A Legacy of Excellence

Based in the heart of India, Shree Ram Enterprises has established itself as a premier distributor and manufacturer in the fast-paced mobile tech industry.

We are driven by a singular mission: to bridge the gap between cutting-edge technology and everyday affordability. Through our flagship brand, IKA, we bring world-class mobile accessories to the modern Indian consumer.

**Trust, Quality, and Innovation** form the pillars of our operational philosophy.



---

# Introducing IKA

Designed for Performance. Built for Life.

# The IKA Ecosystem



## Power

High-efficiency GaN adapters, intelligent fast-charging cables, and ultra-compact, high-capacity power banks engineered for safety and speed.



## Audio

Immersive True Wireless Stereo (TWS) earbuds and neckbands featuring Active Noise Cancellation (ANC), deep bass, and crystal-clear voice tech.



## Protection

Military-grade drop-tested cases and tempered glass screen protectors combining sleek aesthetics with uncompromising device safety.

# IKA Audio Series

Experience sound exactly as the artist intended. The IKA Audio line is meticulously tuned for the Indian audiophile, delivering punchy bass and pristine highs.

- ✓ Up to 40 Hours of uninterrupted playback
- ✓ Ergonomic, feather-light design for all-day comfort
- ✓ Bluetooth 5.3 with ultra-low latency for gaming



# IIKA Power Solutions

## 2.0 A Adapter + Nylon Braided Cord



Never run out of charge again. Our power accessories are built with intelligent power delivery chips that protect your device while charging it at blistering speeds.

- ⚡ 20W to 65W PD/QC Fast Charging Adapters
- ⚡ Tangle-free, 10,000+ bend lifespan braided cables
- ⚡ Advanced multi-layer overheating protection

# The IKA Quality Promise



## Rigorous R&D and Testing

Every IKA product undergoes 15+ stress tests, including drop tests, temperature variation checks, and plug-cycle testing to ensure absolute reliability.



## Certified for Safety

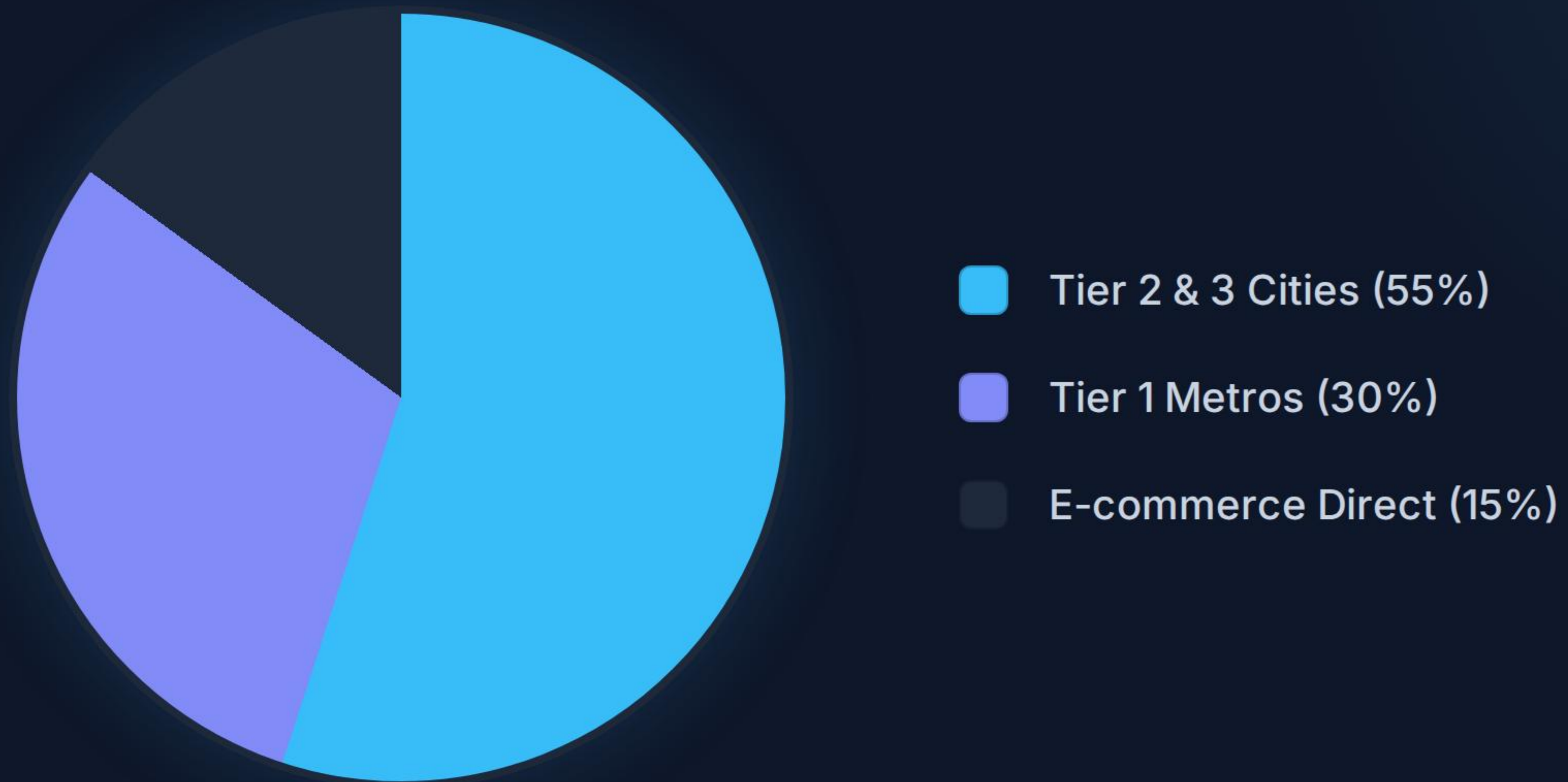
100% of our power electronics and batteries are BIS certified, adhering strictly to Indian regulatory standards for consumer safety.



## Comprehensive Warranty

We stand by our products. We offer a hassle-free, minimum 6 to 12-month replacement warranty across our entire catalogue, supported by dedicated customer service.

# Market Reach & Penetration



*Our stronghold is penetrating the rapidly expanding Tier 2 and Tier 3 markets in India, providing premium aspirational tech at accessible price points.*

# Our Competitive Edge

## Premium Yet Accessible

We believe high-quality tech shouldn't be a luxury. IKA is uniquely positioned to offer the build quality and aesthetic of tier-1 brands at a fraction of the cost.

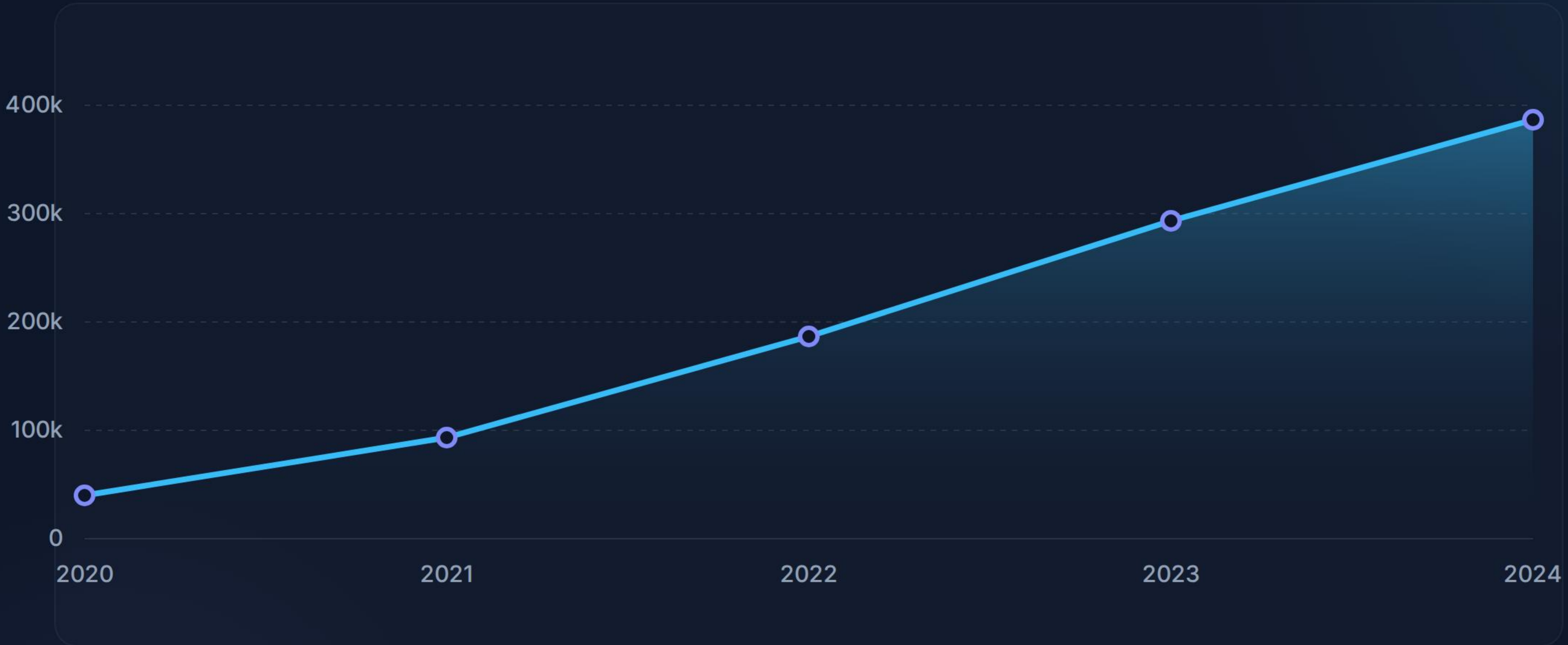
- Direct manufacturing partnerships
- Optimized supply chain logistics
- Low marketing overheads, high product value

## Agile Distribution Network

Shree Ram Enterprises leverages a deep, established network of regional distributors and retailers, allowing IKA products to reach shelves faster than competitors.

- Over 5,000+ retail touchpoints
- Strategic regional warehousing
- Responsive inventory management

# Brand Growth Trajectory



*IIKA has demonstrated a consistent YoY growth in unit sales since inception, reflecting strong consumer trust and expanding market footprint.*

# The Future Roadmap

## Expanding the Ecosystem

As the mobile landscape evolves, so does IIKA. In the coming year, we are significantly expanding our product portfolio into the smart wearables sector.

### Upcoming Launches:

Premium Smartwatches with AMOLED displays

IoT integrated Smart Home devices

Expansion into modern multi-brand retail outlets



# Partner With Us

Join Shree Ram Enterprises in shaping the future of mobile accessories.

Shree Ram Enterprises

Brand: IKA Mobile Accessories | India

# Image Sources



[https://img.freepik.com/premium-photo/modern-desk-setup-featuring-latest-smartphone-laptop-side-by-side-with-stylish-accessories-minimalist-background\\_1206300-3263.jpg](https://img.freepik.com/premium-photo/modern-desk-setup-featuring-latest-smartphone-laptop-side-by-side-with-stylish-accessories-minimalist-background_1206300-3263.jpg)

Source: [www.freepik.com](http://www.freepik.com)

---



[https://www.psbSpeakers.com/media/.renditions/catalog/category/M4U/PSB\\_M4U\\_TWM\\_-\\_Gym\\_11\\_2048x2048.jpg](https://www.psbSpeakers.com/media/.renditions/catalog/category/M4U/PSB_M4U_TWM_-_Gym_11_2048x2048.jpg)

Source: [www.treoo.com](http://www.treoo.com)

---



<https://i.ebayimg.com/images/g/Kx0AAOSwhvJmtXzx/s-l1200.jpg>

Source: [www.ebay.com](http://www.ebay.com)

---



[https://img.freepik.com/premium-photo/modern-technology-gadgets-flat-lay-with-laptop-smartwatches-phones\\_1346134-24672.jpg](https://img.freepik.com/premium-photo/modern-technology-gadgets-flat-lay-with-laptop-smartwatches-phones_1346134-24672.jpg)

Source: [www.freepik.com](http://www.freepik.com)