FEDUS

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Company logo

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FEDUS was founded in 2020 by Cheeku Technologies during a time when internet penetration in India was growing rapidly and the culture of working from home was becoming the new normal. With this shift, the demand for network accessories such as ethernet cables, power cables, CCTV cables, audio cables, HDMI cables, RJ11 cables, RJ45 connectors, routers, USB Cable, CCTV power supply units, LAN testers, and USB to Ethernet adapters began to rise at an unprecedented pace.

In the beginning, we started as a small company, selling other brand laptop & computer accessories, speaker cables, mobile accessories, and consumer appliances to Indian buyers. However, after two years of experience, we realized something very important: most global network accessories brands did not take the Indian consumer seriously. Their main focus was on exporting to foreign markets, while the Indian market was either ignored or supplied with cheap, low-quality products.

While buyers in foreign countries had access to premium-quality USB hubs, crimping tools, hot air heat guns, laptop accessories, electric kettles, cooler water pumps, and home appliances, Indian consumers were left behind with substandard choices. Recognizing this gap, we launched FEDUS in 2020 with a mission: to provide high-quality, durable, and affordable cables, electronics, and networking gear designed for Indian conditions.

In just three years, FEDUS has proudly sold more than 1 million products and has become a top Amazon brand in the network accessories category. Our products are engineered to withstand India’s diverse climate—performing seamlessly in the freezing minus temperatures of Kashmir as well as in the scorching 55°C heat of Rajasthan.

At FEDUS, we believe that quality should never be restricted. In today’s world, where data consumption, home appliances, and networking needs are increasing rapidly, keeping your hardware up-to-date is essential. Talented creators, gamers, musicians, and everyday users in India deserve access to the same quality cables, power strips, cleaning kits, Ethernet & PoE Switch, USB

LED bulbs, CCTV camera cables, Laptop Sleeves Bag, and audio-video solutions available globally—without having to pay outrageous prices.

That’s why FEDUS is dedicated to research and development, ensuring we continue to innovate and deliver reliable, affordable, and future-ready products to every Indian household and business.

While most of the big names in network accessories still belong to foreign markets, FEDUS is proudly building its name as India’s No.1 D2C brand—with a vision not just to serve India but to become the first Indian brand in this category whose products will also be widely available and respected in foreign countries.

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