



# Smarteefi

Control Your Appliances,  
**Anytime from Anywhere**



WORKS WITH  
alexa



works with  
Google Assistant



# Smart Home

Smarteefi Products are designed to make your life simpler and smarter. All the functions that can be controlled such as blinds, lighting, heating, fan, repellent machines, air-conditioning, aquarium, garden equipment, charging points and many more can be easily monitored and controlled from anywhere & anytime.

With its advanced "schedule features" set it once and forget the routine daily task. e.g. Switch ON all Balcony lights at 6 p.m. and Switch OFF at 10 p.m.

Seamless integration with smart assistants provides convenience to all family members, no hassle to reach to switchboard or even smart phone. Ensure peace of mind, in times of covid where people are sensitive to touch at common places.

This brochure provides you with an overview of possibilities to make your home smarter. Time to Upgrade from Sweet Home to Smart Home

***"Smarteefi, a friend that's always nearby,  
A constant companion that never is gone.  
With voice and touch, we control its might,  
A device that makes our life so right.  
A true partner in everything."***



# Index

## About US

### Product Range

- ||| Smart Plug
- ||| Smart Extension Boards
- ||| Smart Modular Switches - Soft Push Series
- ||| Smart Modular Switches - Touch Series
- ||| Retrofit Smart Node Series
- ||| Non-Modular Smart Switch Plate
- ||| Accessories

## Common Specifications

### Product Features

- ||| Alexa/Google Home Compatible
- ||| Various ways to control appliances
- ||| Scheduling Features
- ||| Personalization Features
- ||| Security Features
- ||| Technical Support
- ||| Special Modules
- ||| Energy Monitoring
- ||| Gauranteed Schedule

## Contact Us

# About Us

Smarteefi is the brand name of “Coreembedded Technologies Pvt. Ltd”. Since 2016, we have been developing innovative products and functions to make life simpler and smarter for our users. With our wide range of products, you can combine these and design your own unique Smart Home to manage and control your appliances anytime from anywhere.

All of our products are developed over self developed Smarteefi Cloud platform, providing reliable and secure connectivity of your home appliances over internet.



Vocal for Local

## Mission

“To provide home users a

**Reliable, Secure & Cost-Effective**

Control of its appliances over internet.”

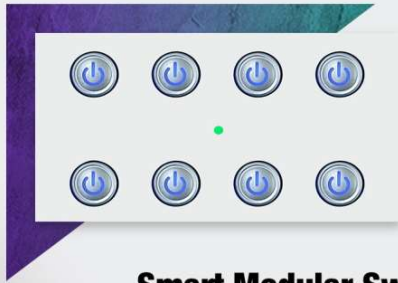
## Vision

**Made in India, for the world**

To be the chosen platform service provider For home automation products by Indian Manufacturers.

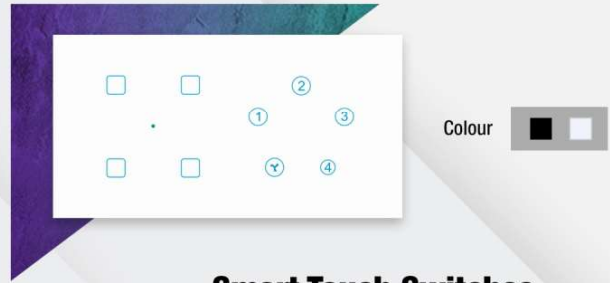


# Product Range



## Smart Modular Switches

Vide range of modular soft push switches to choose for designing your own smart switch board.



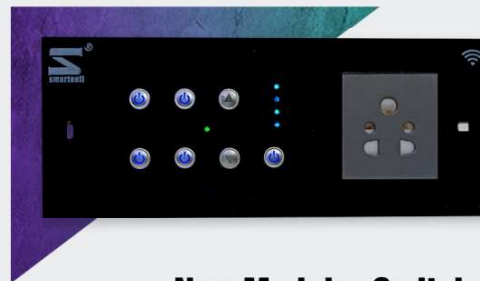
## Smart Touch Switches

Vide range of modular touch switches, in 2 color variants, to choose for designing your own smart switch board.



## Smart Modular Switch Plates

Ready made switch plates for commonly used configurations in both touch and soft push series.



## Non-Modular Switch Plates

Non Modular switch plates for basic configuration of a room.



## Smart Power Extension

Multi Output, smart choice to manage multiple device at your finger tips



## Smart Retrofit Modules

Upgrade your existing switch boards with our range of retrofit modules



## Smart Plug

Single Output , simply plug to existing socket to make your appliance smart

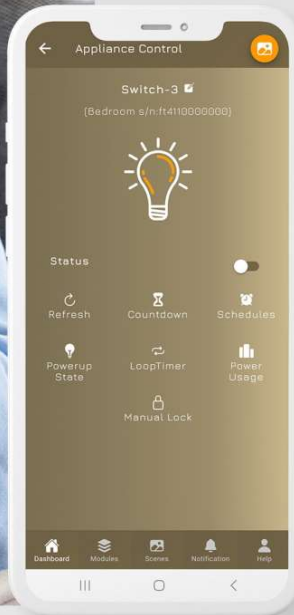
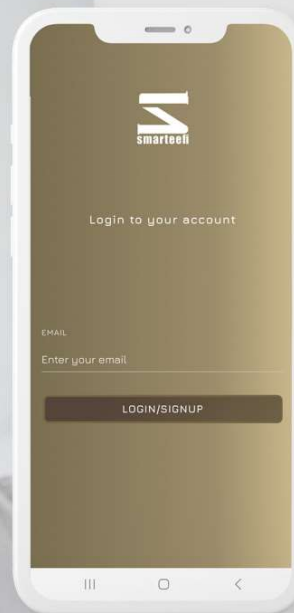
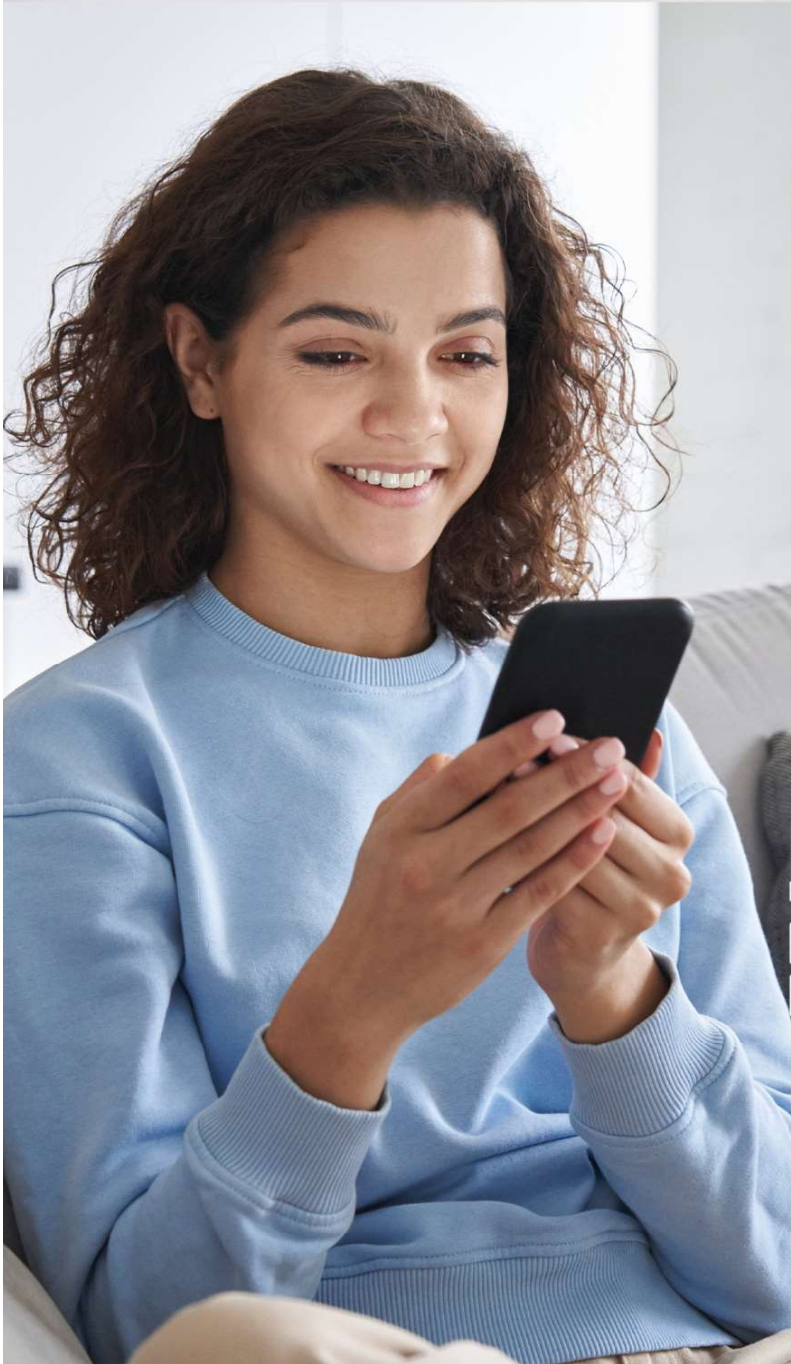


## Accessories

Electrical accessories for your home needs

# One platform to control everything

## Smarteefi App



# Smart Plug



## About

16A Smart Plug with Daily and Real time Energy Monitoring to manage your heavy appliances like AC, Geyser, Water Pumps. Simply plug in your appliance to Smarteefi Smart Plug and make them Smart Appliance. Can be used for any other appliance running over 6A power supply also.

## Features

- Guaranteed Scheduling
- Energy Monitoring
- APP & Voice Control
- Countdown Timer
- Restore State on Power Cut/Resume
- Offline Mode



### GUARANTEED SCHEDULING

Can set daily/weekly schedules to automate ON/OFF appliances as per family needs. Once schedules are set to device, it can execute even if internet breaks down or power-cut/power-resume happens.



### ENERGY MONITORING

Can tracks daily power consumption and also provide Real Time Voltage, Current and Power Readings.



### App & Voice Control

In addition to manual control can also control your appliances via Smarteefi APP (available on both Android, iOS) or by Voice Control through Alexa, Google Home.



### COUNTDOWN TIMER

Inbuilt countdown timer can guarantee that your appliance is switched off automatically after specified duration every time you switch-on the appliance. Once set, it works without internet also. (Timer will not resume if there is a power cut in between.)



### RESTORE STATE ON POWER CUT/RESUME

It can restore last state on Power cut scenarios. Also, user can decide if he wants restore behavior or "Always OFF" or "Always ON" on power cut/resume. This setting can be easily changed from Smarteefi APP.



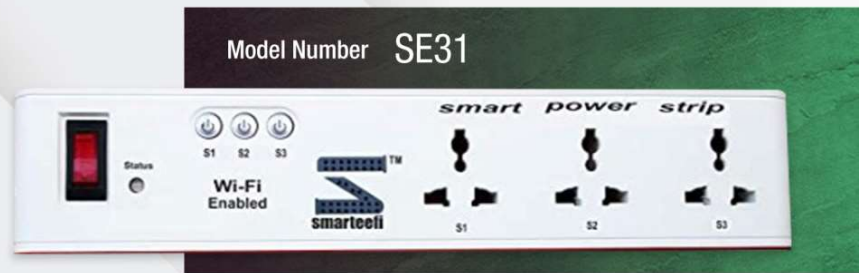
### OFFLINE MODE

Even if Internet is down, can be operated in offline mode. Mobile and switch need to be connected to same router.

# Smart Extension Boards

## SE31

3 Port Smart Power Strip. Launched in 2016, was the world's first smart power strip with individual switch controls on the device.



Model Number SE31

Model Number SE51



## SE51

5 Port Smart Power Strip. Individual sockets can be controlled by SmarteeFi APP, Alexa or Google Assistant.

## SE51-GS

5 Port Smart Power Strip with Guaranteed Schedule feature.

Model Number SE51-GS



## SE51-USB

- 5 Port Smart Power Strip having 18W PD Charger (USB-A & USB-C) + 4 Socket.
- Socket. 18W charging ports support USB-A (QC 3.0) and USB-C (PD) with fast charging power delivery protocol.

Model Number SE51-USB



## SE51-USB-GS

- 5 Port Smart Power Strip having 18W PD Charger (USB-A & USB-C) + 4 Socket with Guaranteed Schedule.
- 18W charging ports support USB-A (QC 3.0) and USB-C (PD) with fast charging power delivery protocol.

Model Number SE51-USB-GS





# Smart Extension Boards


## Specifications




Model Number	SE31	SE51	SE51-GS	SE51-USB	SE51-USB-GS
Output	3 Ports	5 Ports	5 Ports	4 Ports + 1 Dual USB Port	4 Ports + 1 Dual USB Port
USB Port Output	NA			USB-C : PD USB-A : QC 3.0 [5V/3A, 9V/1.7A, 12V/1.5A]	
Current Rating	10 Amps				
Guaranteed Schedule	YES	NO	YES	NO	YES
Energy Monitoring	NO	YES			
Individual Switch Control	PHYSICAL, APP, VOICE CONTROL		APP, VOICE CONTROL		
Size L/B/H (cms)	32 / 6.5 / 3.5		35 / 6.5 / 3.5		
Weight (gms)	430		515		
Cable Length (Mtr)	2.0		1.5		
Warranty	1 YEAR	1 YEAR	2 YEARS	1 YEAR	2 YEARS

# Smart Modular Switches


## Soft Push Series



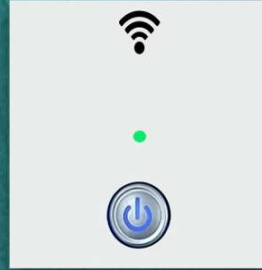
**PS11**  
1 Port , 16A




**SS21**  
2 Port , 6A each




**SS41**  
4 Port , 6A each




**PS11-EM**  
PS11  
+Energy Monitoring



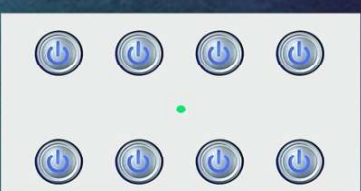
**SS21-16A**  
2 Port , 16A each




**SF11**  
Fan Controller  
4 Level speed control




**SB81**  
8 Port , 6A each



**SB81-16A**  
7 Port , 6A each  
1 Port , 16A



**FB41**  
4 Port , 6A each  
1 Fan Controller



**CC11**  
Curtain Controller

# Smart Modular Switches

## Soft Push Series

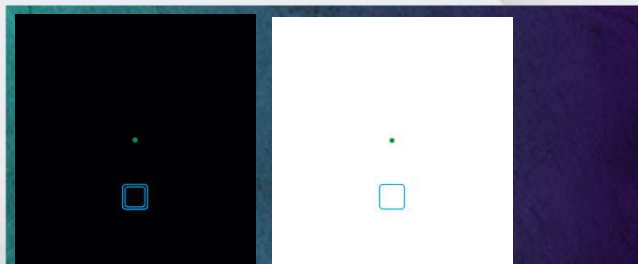
### Specifications

PS11

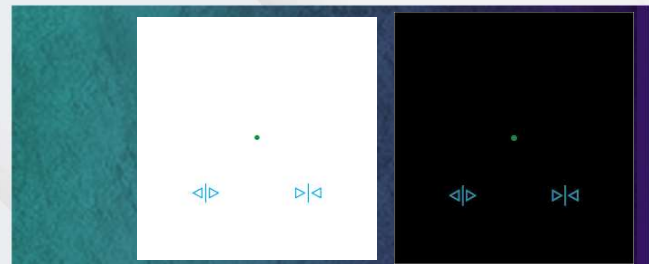
Model Number	SP11	SS21-16A	SS21	SS41	SF11	CC11	SB81	FB41	SB81-16A	PS11-EM
Output	1 Port 16A	2 Port 16A	2 Port 6A	4 Port 6A	Fan Controller	Curtain Control	8 Port 6A	4 Port 6A + 1 Smart Fan	7 Port 6A + 1 Port 16A	1 Port 16A With Energy Monitoring
Guaranteed Schedule	NO						YES			
Max Load per Gang [Resistive]	3500W		500W					500W + 3500W (for 16A Point)		3500W
Max Load Total [Resistive]	3500W	7000W	2000W					2000W + 3500W (for 16A Point)		3500W
Size	2M						4M			2M
Fits in Plate of Smarteefi or Anchor ROMA	2M [3" x 3"] and above						4M [5"x3"] and above			
Warranty	2 Years									

# Smart Modular Switches

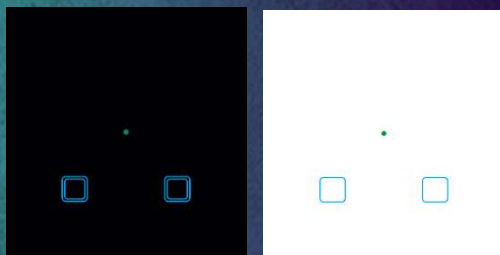
## Touch Series (White / Black)



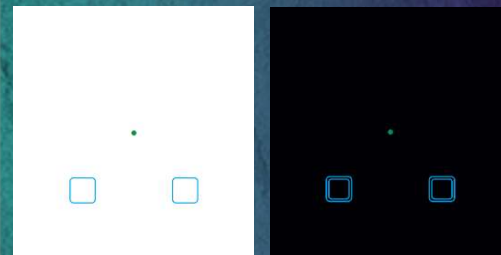
**TS11-B/W** | 1 Port , 16A



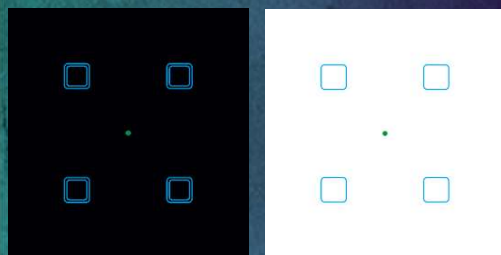
**TC11-B/W** | Curtain Controller



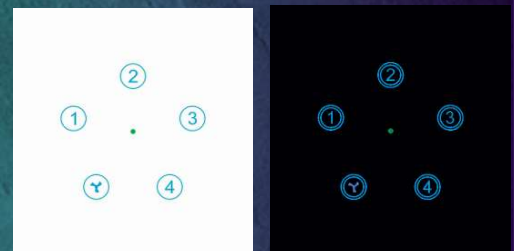
**TS21-B/W** | 2 Port, 6A each



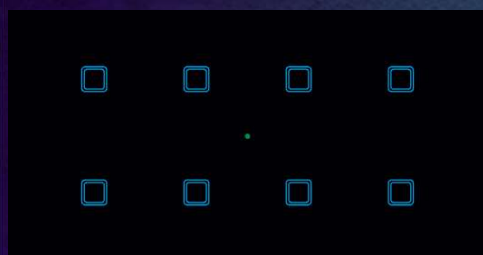
**TS21-16A-B/W** | 2 Port , 16A each



**TS41-B/W** | 4 Port , 6A each

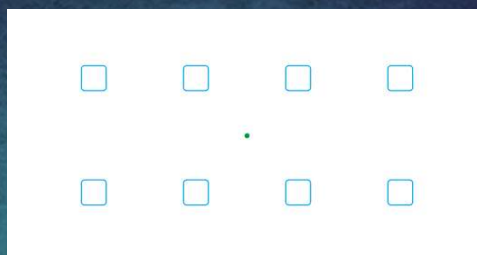


**TF11-B/W** | Fan Controller



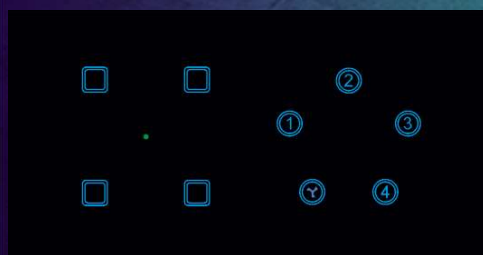
**TS81-16A-B/W**

7 Port , 6A each  
1 Port , 16A



**TS81-B/W**

8 Port , 6A each



**FT41-B/W**

4 Port , 6A each  
1 Fan Controller

# Smart Modular switches

## Touch Series (White/Black)

### Specifications

Model Number	TS11	TS21-16A	TS21	TS41	TF11	TC11	TS81	FT41	TS81-16A
Output	1 Port 16A	2 Port 16A	2 Port 6A	4 Port 6A	Fan Controller	Curtain Control	8 Port 6A	4 Port 6A + 1 Smart Fan	7 Port 6A + 1 Port 16A
Guaranteed Schedule	YES								
Max Load per Gang [Resistive]	3500W		500W					500W + 3500W (for 16A Point)	
Max Load Total [Resistive]	3500W	7000W	2000W					2000W + 3500W (for 16A Point)	
Size	2M						4M		
Fits in Plate of Smarteefi or Anchor ROMA	2M [3" x 3"], 3M[4"x3"], . 4M [5"x3"], 6M [8"x3"], 8M-H [9" x 3"], 8M-S [5"x5"], 12M [8"x6"], 18M [9"x9"]						4M [5"x3"], 6M [8"x3"], 8M-H [9" x 3"], 8M-S [5"x5"], 12M [8"x6"], 18M [9"x9"]		
Warranty	1 Year								

# Retrofit

## Smart Node Pro Series



**NS11**

1 Port, 16A  
+ Energy Monitoring



**NS41**

4 Port, 6A



**NF41**

4 Port, 6A  
1 Fan Controller



**NS61**

6 Port, 6A



**NS21**

2 Port, 6A



**NS51**

5 Port, 6A



**NS61-16A**

5 Port, 6A  
1 Port, 16A



**NS81**

8 Port, 6A

# Retrofit

## Smart Node Pro Series

### Specifications

Model Number	NS11	NS21	NS41	NS51	NS61	NS81	NF41	NS61-16A
Output	1 Port 16A	2 Port 6A	4 Port 6A	5 Ports 6A	6 Ports 6A	8 Ports 6A	4 Port 6A + 1 Smart Fan	5 Port 6A + 1 Port 16A
Max Load per Gang [Resistive]	3500W	500W					500W + 3500W (for 16A Point)	
Max Load Total [Resistive]	3500W	2000W					2000W + 3500W (for 16A Point)	
Size cms L/B/H	6 / 5 / 2.2		10.5 / 6 / 2.2					
Fits in Modular Box Size	2M onwards 3" x 3		4M onwards 5" x 3					
Warranty	1 Year							
2 Way Connection	Supports 2 Way Connection							

# Retrofit

## Smart Node STD Series



### NS11

1 Port, 16A  
+ Energy Monitoring



### NS41

4 Port, 6A



### NF41

4 Port 6A  
1 Fan Controller



### NS61

6 Port 6A



### NS61-16A

5 Port, 6A  
1 Port, 16A



### NS21

2 Port, 6A



### NS51

5 Port, 6A



### NS51-16A

4 Port, 6A  
1 Port, 16A



### NS81

8 Port, 6A



# Retrofit

## Smart Node STD Series

### Specifications

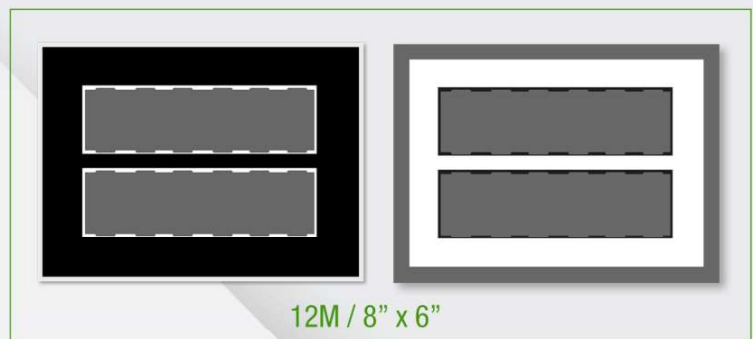
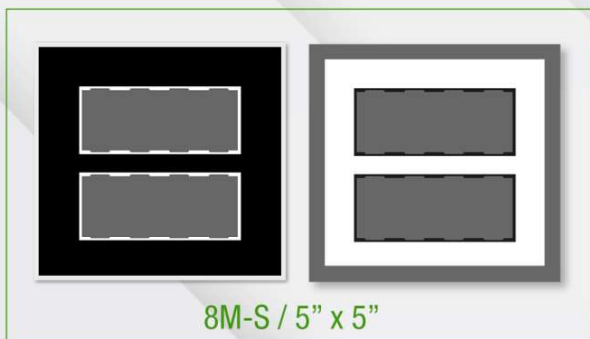
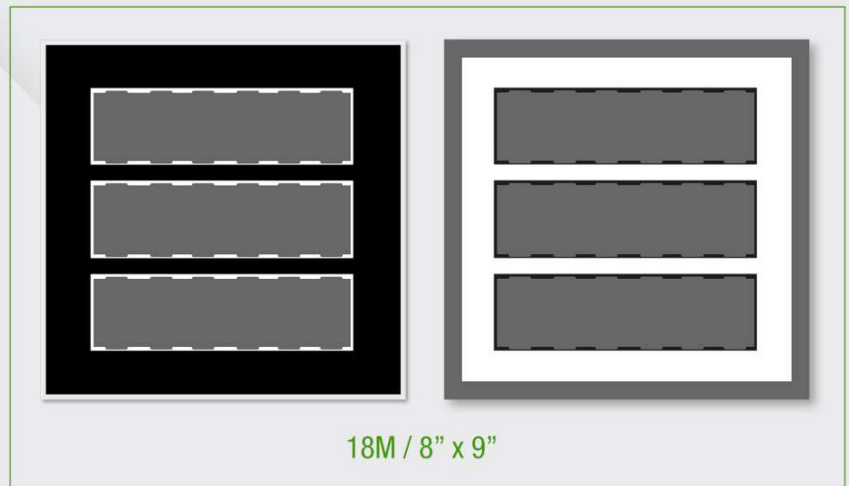
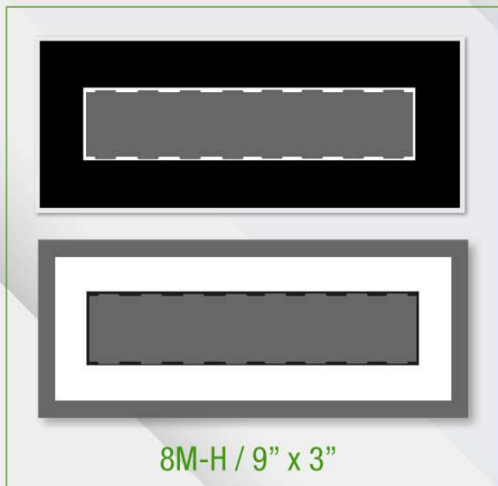
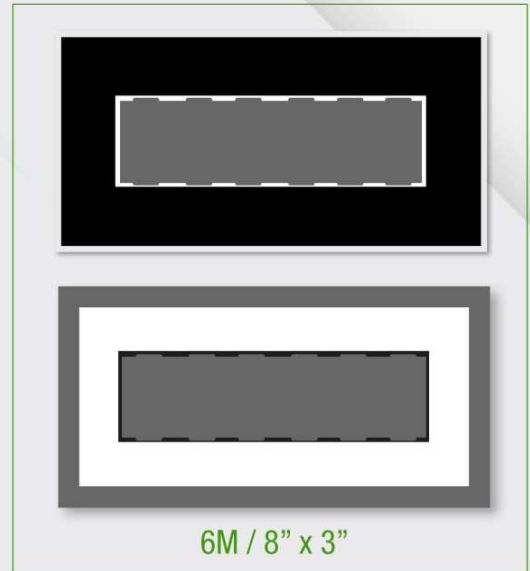
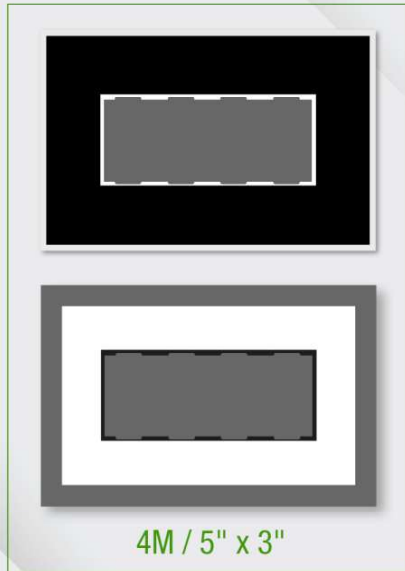
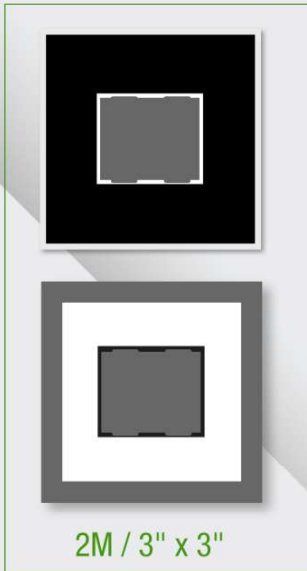
Model Number	NS11	NS21	NS41	NS51	NS61	NS81	NF41	NS51-16A	NS61-16A	
Output	1 Port 16A	2 Port 6A	4 Port 6A	5 Ports 6A	6 Ports 6A	8 Port 6A	4 Port 6A + 1 Smart Fan	4 Port 6A + 1 Port 16A	5 Port 6A + 1 Port 16A	
Max Load per Gang [Resistive]	3500W	500W					500W + 3500W (for 16A Point)			
Max Load Total [Resistive]	3500W	2000W					2000W + 3500W (for 16A Point)			
Size cms L/B/H	6 / 5 / 2.2			10.5 / 6 / 2.2						
Fits in Modular Box Size	2M onwards 3" x 3			4M onwards 5" x 3						
Warranty	6 months									

Smarteefi Retrofit Node Switch Series modules bring automation to your home without making any changes to way you are accustomed to use traditional switches. Install these smart modules to transform your place's traditional switches into smart switches that are hands free with the help of voice assistant and can be controlled from outside your home also with the help of your own smartphone.

Quick and hassle-free installation and easy to use functionality makes life easier for everyone, especially for the professionals who travel frequently for work by giving control over your appliances, be it at Living/Dining, Kitchen, Bedroom, Toilet, Guest Room, Garage, Store, Garden, Terrace or any other place at home or office.

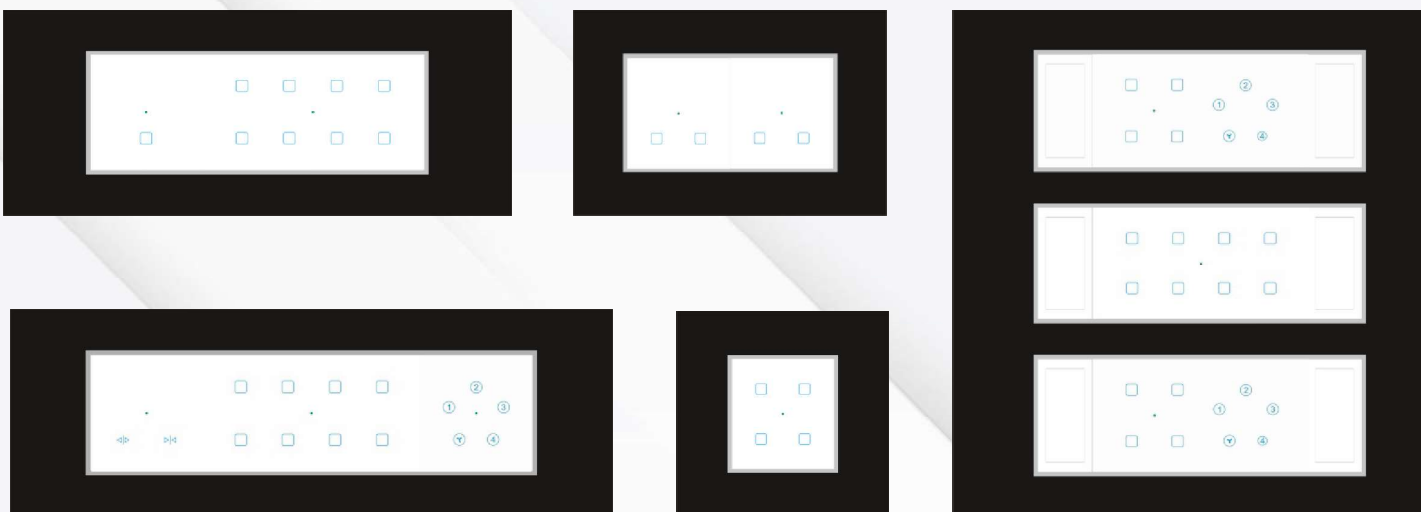
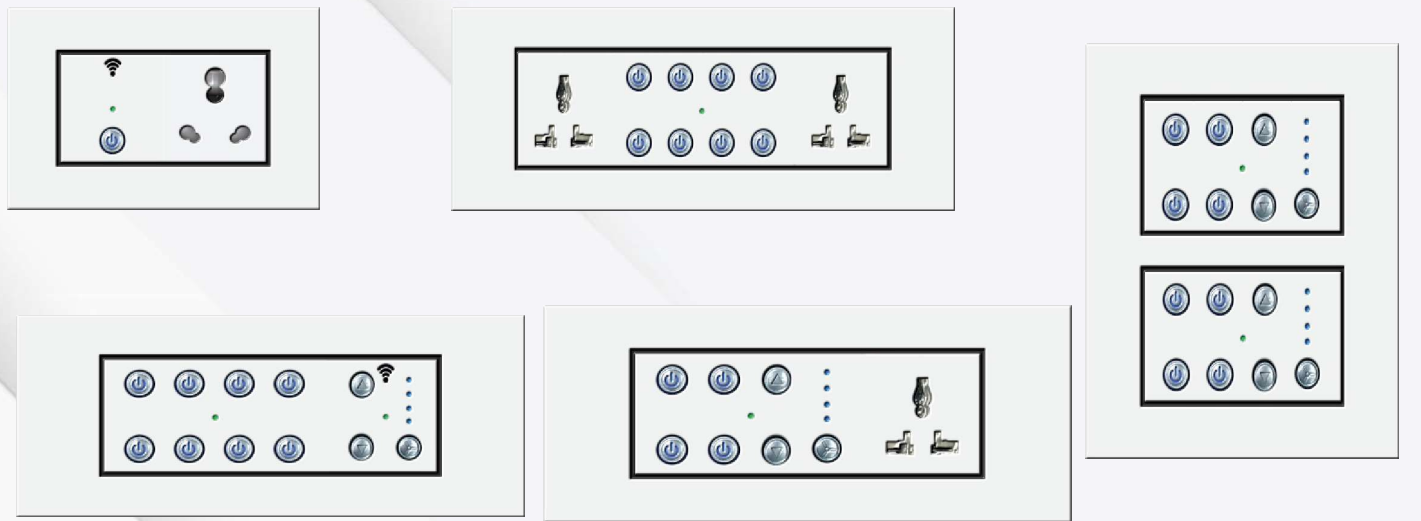
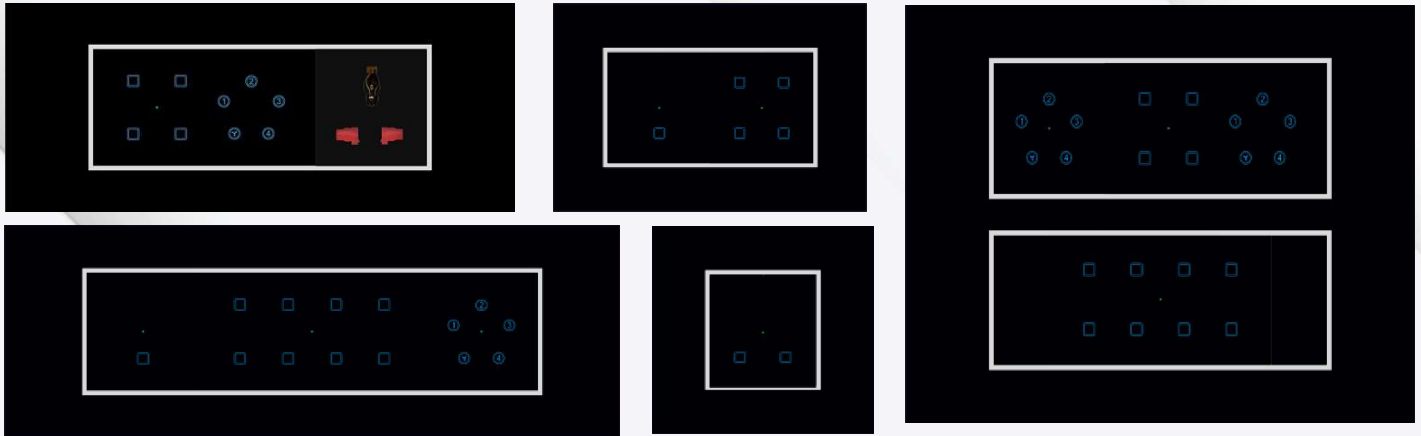
# Modular Designer Frames

Customized frames from SmarteeFi for your Smart Switch Boards



# MODULAR COMPONENTS

Sample Configuration



# Non-Modular Smart Switch Plate



**Model : FB41-6M-H**

6M Switch Plate, 4 Smart Points,  
1 Fan Controller, 1 Socket 6A



**Model : SB81-6M-H**

6M Switch Plate, 8 Smart Points,  
1 Socket 6A



**Model : FB41-8M-H**

8M Switch Plate, 4 Smart Points,  
1 Fan Controller, 2 Sockets 6A



**Model : SB81-8M-H**

8M Switch Plate, 8 Smart Points,  
2 Sockets 6A



**Model : FB41-8M-S**

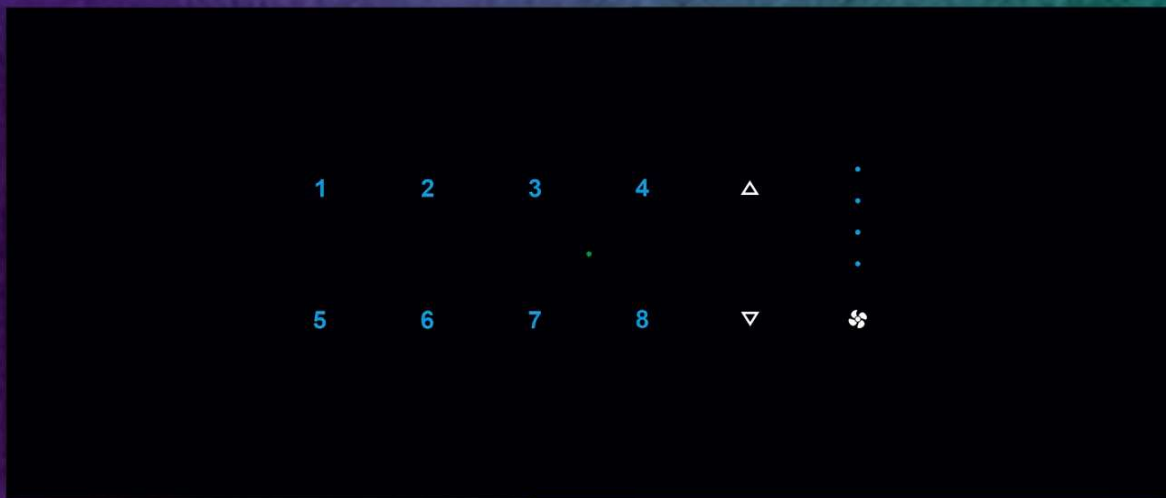
8M-Square Switch Plate, 4 Smart Points,  
1 Fan Controller, 2 Sockets 6A



**Model : SB81-8M-S**

8M-Square Switch Plate, 8 Smart Points,  
2 Sockets 6A

# Non-Modular Smart Touch Plate



**Model : FT81-6M**  
**6M Switch Plate**

||| 8 Smart Points

||| 1 Smart Fan Controller

**Single Unit elegant Smart Touch Plate  
in Mirror Finish  
with all the features of Smarteefi.**

Max Load per Gang  
[Resistive]  
500W

Max Load Total  
[Resistive]  
2000W

Warranty  
1 Year

# Non Modular Series

## Specifications

Model Number	FB41-6M-H	SB81-6M-H	FB41-8M-H	SB81-8M-H	FB41-8M-S	SB81-8M-S
Components	4 Smart Points 1 Smart Fan Controller 1 6A Socket	8 Smart Points 1 6A Socket	4 Smart Points 1 Smart Fan Controller 2 6A Sockets	8 Smart Points 2 6A Sockets	4 Smart Points 1 Smart Fan Controller 2 6A Sockets	8 Smart Points 2 6A Sockets
Plexiglass Plate	6 Modular		8 Modular Horizontal		8 Modular Square	
Max Load per Gang [Resistive]	500W					
Max Load Total [Resistive]	2000W					
Warranty	1 Year					

# Accessories



## USB-PD-18W

18W Dual Port Fast Charger (BIS Certificate)  
USB-C : PD | USB-A : QC 3.0

### Available for :

- \* Roma Classic
- \* Panasonic - Urban Modular
- \* Norisys
- \* Crabtree - Athena



**Universal Socket**  
6A - White



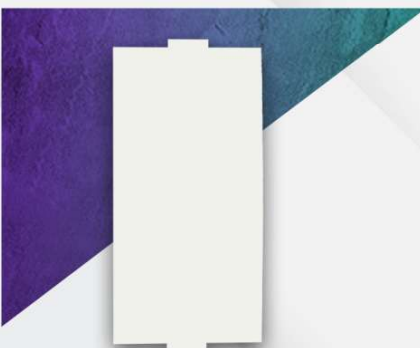
**Universal Socket**  
6A - Black



**5 Pin Socket**  
6A - White



**5 Pin Socket**  
6A - Black



**1 Modular Blank**  
White



**1 Modular Blank**  
Black

# Common Specification for Smart Modules

Operating Voltage	110-240V
Operating Frequency	50/60Hz
WiFi Frequency	2.4GHz b/g/n
APP Control	Smarteefi APP    Android / iOS
Voice Control	Alexa , Google Home
API Support	Only for business use cases based on volume and subscription model. <i>Not available for individual home automation</i>
Hub Required ?	NO
Warranty Terms	<ul style="list-style-type: none"><li>• For Repair/Replacement under warranty period user need to send the device to our support center in Ghaziabad (U.P.) on own cost. No other charges involved</li><li>• Post Warranty &gt; Repair service is available on paid basis</li></ul>
Others	Neutral Connection required for all Retrofit and Modular (Push/Touch) series of Models



# Digital Assistant

Integrate Amazon Echo or google assistant into your Smart Home and you will benefit from even more comfortable functions.

 Google Assistant

**"Hey Google, turn [ON/OFF] the fan."**

 amazon alexa

**"Alexa, "Turn ON the living room light."**

# Various Ways to Control



## Via Manual Mode

The traditional way to control your appliances in home is the physical touch mode. With Smarteefi smart switches, you still have the option to operate by physical touch. Though, once u are used to operate from App or Voice Control you are never going to walk to switch board.



## Via Mobile APP

With our Smarteefi app you gain access to your Smart Home from anywhere. Arrange your switches by home/office/rooms and easily check and control all your lights/appliances from smartphone / tablet. Via app you can check and act at any time whether kids have forgotten to switch OFF Fan or Geyser, office lights are still ON in the night. This makes it possible to maintain control – even when not at home/office.



## Via voice control

“Alexa, Switch ON Bedroom Light”.

The system answers: “Okay”

With the presence of the intelligent voice control you can manage all the smart switches in your house via voice commands. Especially practical when you don't want to get up or pickup even smartphone at the moment.

# Scheduling Features

## Daily / Weekly Schedule

Weekly and Daily Scheduling facility allows you to save energy bills by automating ON/OFF conditions at specified time.

These schedules can be set on each one of individual points and multiple schedules can also be set on each point.

Very useful for routine task like Geyser, Mandir light, Outdoor lights, Aquarium routines, Mosquito repellent machines and many more.



## Loop Timer

Repeat operation to conserve energy, manage appliances like Water Cooler Motor, Aquarium devices, Garden irrigation controls, AC and many more.

Can also set it up for a fixed time interval.

**from 11p.m. to 4 a.m.**

**AC - Switch ON for 15 min**

**AC - Switch OFF for 5 min**

## Countdown Timer

Just connect respective charger to any one of the sockets, set count down timer for fixed time and go to sleep - no worry to switch OFF after charging is complete.

Useful for any appliances which you want to operate for a limited time. So once set, it will automatically Switch OFF after fixed duration whether you have switch ON manually, or from APP or Voice Control. This works even if there is no internet connection.

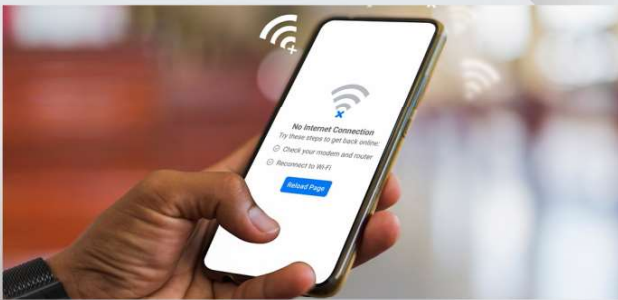
**Water Geyser (~30 min)**

**Turn OFF water Geyser after it is ON for 30 mins**



## Configurable Restore Behaviour (On Power Cut/Resume)

"Powerup State" option remembers switch state before Power cut and takes it back to same state on power resume. Other options - "Always OFF", "Always ON".



## Control over local LAN

Can switch ON/OFF devices from Smartefi APP even if internet service is down, provided the Smartefi devices and mobile is connected to same WiFi router.

## Visual Indicators

Modular switches do have LED indicator light for connection status and current switch state(ON/OFF). Switch status are always in sync on Smartefi APP and Voice assistant.



## Multi User Control

Multiple users of family can have complete control over all the switches from their own mobile phone/tablets, with common login.

## Energy Consumption Report

Provides monthly energy consumption reports based on duration of switch ON and load attached to it.



# Personalization Features

## Display Icon for switches

Vide range of icons are available in smarteefi app to visually differentiate the switches. You can also set the icons from your phone gallery or Camera to give your switches personalized look in Smarteefi App.



## Device Sharing

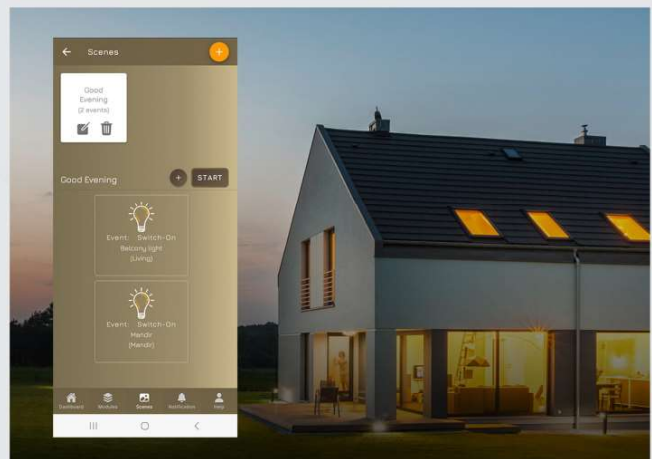
You can also share the devices to guest at home or your office supervisor. They too will have complete control on the switches for operational purpose only for those limited devices and not for rest of devices in your account.

## Scene Support

Multiple switches can be triggered to simultaneously switch ON/OFF.

Good Evening Scene

Switch ON all Balcony and Mandir Lights.



# Personalization Features



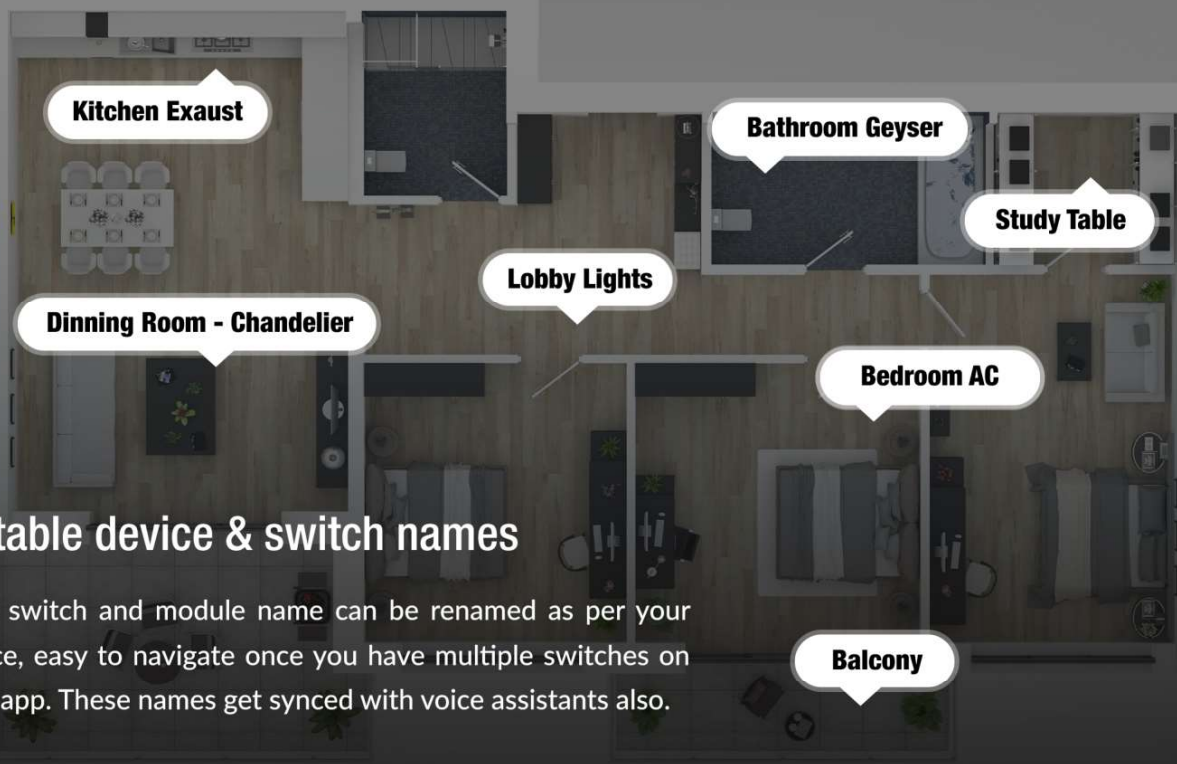
## Multi-Home, Multi-Room Support

Easy interface on Smarteefi app to arrange your switches and modules as per home/office/floor wise. Under each Home category you can further arrange them as per rooms.

Ground Floor -> Bedroom 1, Kitchen, Living

First Floor -> Kids Room, Guest Room

Office -> Reception, Conference Room



## Editable device & switch names

Each switch and module name can be renamed as per your choice, easy to navigate once you have multiple switches on your app. These names get synced with voice assistants also.

# Security Features

## Delay Timer

Configurable duration to avoid bad electricity reaching to your appliance on power resume.

It Prevents critical appliances with initial power surge.

Default setting is 1 sec.

**e.g. Set it as 5 sec, so device will get powered ON only after 5 sec after power cut occurs.**



## Surge Protection

In built surge protection in all the models of Smarteefi, to protect it from high voltage.



## Physical & Online security

Device authentication in form unique serial number and activation code on all Smarteefi modules, so they can be added to only 1 account at a time. All the communication between Smarteefi device and Smarteefi cloud is in the form of Encrypted Communication.



## Manual Lock

With this feature you can disable the access of device from physical operation. So, the switch can be operated only from App or Voice Control. This prevents usage of appliances by unauthorized persons.



## Notification Support

Mobile notifications are provided for all the manual operations and scheduled events, so that you can check any unauthorized operation.

# Technical Support

## Warranty

Repair Warranty is provided for any manufacturing defect on all the products. User need to send the unit to our service centre, it will be repaired and shipped back with no additional charges. Post warranty period, repair service is available on paid basis at a very nominal cost, giving you peace of mind.



## DIY Installation and WiFi Configuration

Simple installation and Wi-Fi configuration process which can be done by anyone

## Help videos

Smarteefi YouTube channel provides all the videos for product installation, Wi-Fi configuration, setup of Alexa and Google Home, app features and new product launches.



## Technical support over email/chat /call

Dedicated technical support team to provide assistance over email/ Whatsapp / Phone call for product installation and Wi-Fi configuration.

## Lifetime F/w upgrade (OTA)

Lifetime firmware upgrade is provided for all the Smarteefi devices (over the air), so users always have access to the latest features.



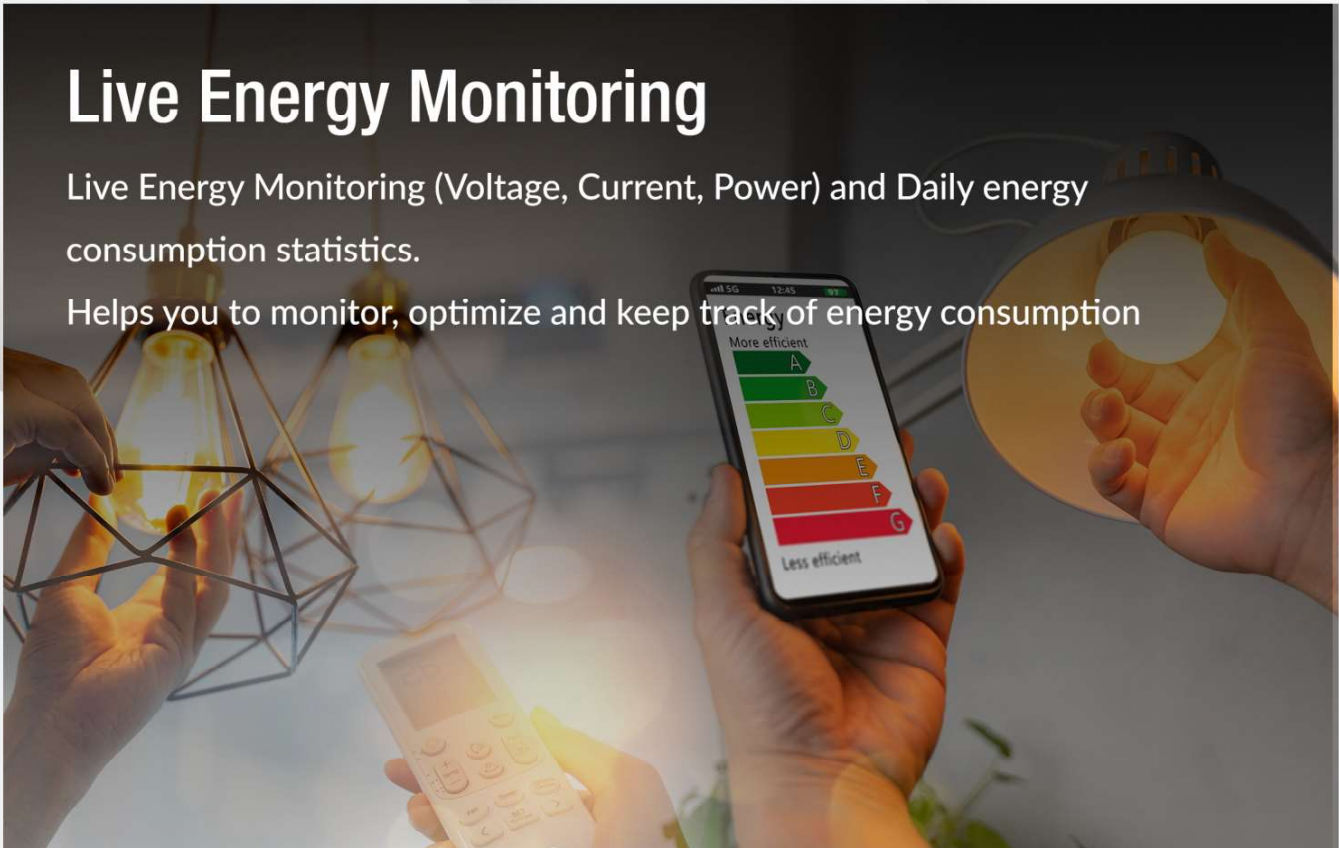


# Special Features (on selected models)

## Live Energy Monitoring

Live Energy Monitoring (Voltage, Current, Power) and Daily energy consumption statistics.

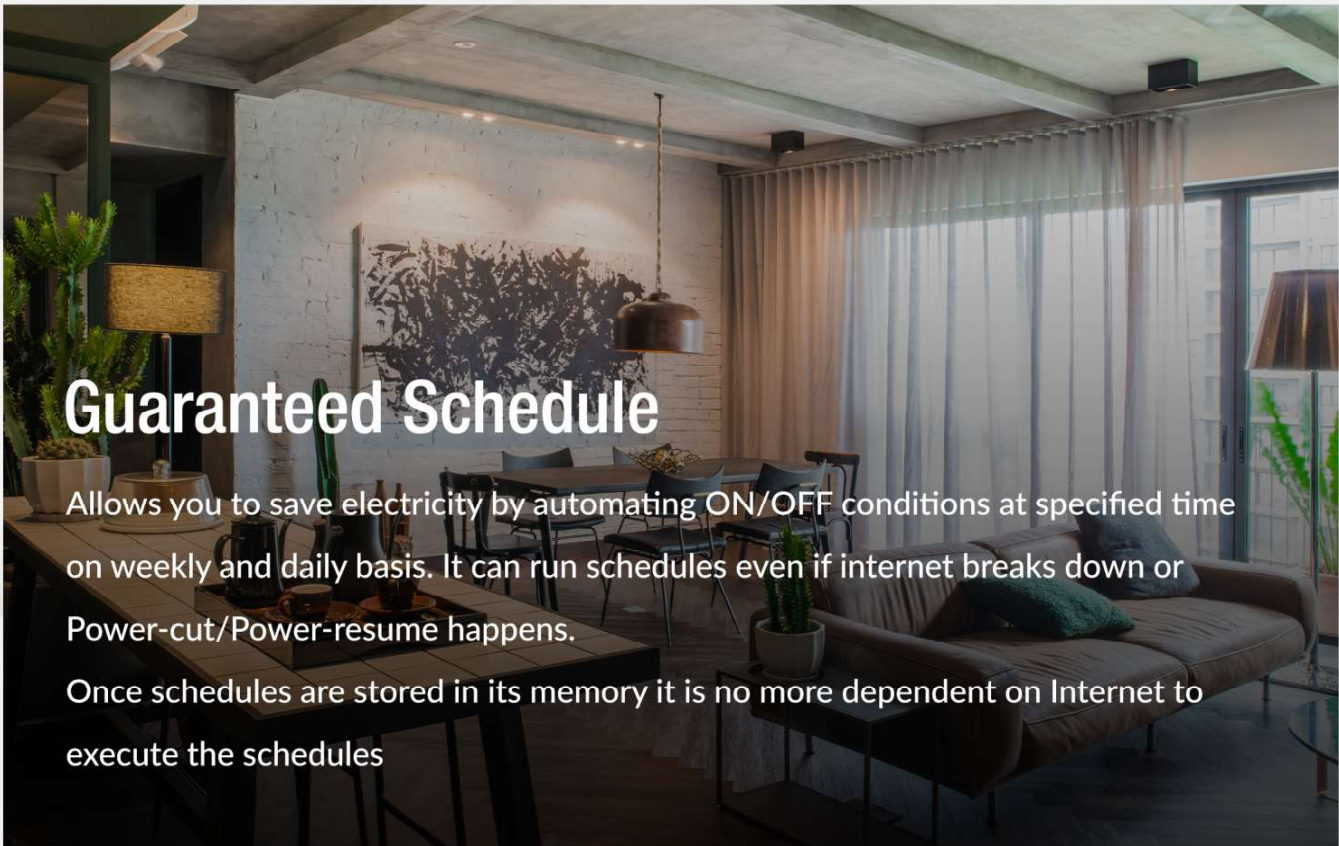
Helps you to monitor, optimize and keep track of energy consumption



## Guaranteed Schedule

Allows you to save electricity by automating ON/OFF conditions at specified time on weekly and daily basis. It can run schedules even if internet breaks down or Power-cut/Power-resume happens.

Once schedules are stored in its memory it is no more dependent on Internet to execute the schedules



# FAN

With our Smart Fan Controller, can easily switch ON/OFF, change fan speed from mobile app or voice control. You can also set schedule on the speed of your normal fan.

e.g. Set Fan speed to level 2 at 4 A.M.

# Curtain

Smart curtain controller module to control and schedule your curtains via mobile app or voice control.

# Heavy Appliances

Special modules for your heavy appliances like AC, Geyser, Steamer, Room Heater, LED Strip lights, Water pumps.

Applicable Models :

Smart Plug : SP11

Node Switch : NS11, NS51-16A, NS61-16A

Modular Soft Push : PS11, PS11-EM, SS21-16A, SB81-16A

Modular Touch : TS11, TS21-16A, TS81-16A





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#### Terms & Conditions

- Payment Terms : 100% Advance
- GST Applicable : 18% on all items
- Shipping Terms : Ex Works Ghaziabad
- All taxes are applicable at the time of dispatch of goods

