

The smart home, made in India.

IoT Electronics designs and builds smart controllers for every part of the connected home — lighting, touch switches, sensors, curtains, displays and whole-home automation — with our own circuit boards, firmware and apps, made at our plant in Katni.



● Circuit design

● Firmware

● Apps

● Production

SHOP ONLINE →

From circuit board to app, under one roof.

Founded in 2020 by Ashish Mishra, IoT Electronics makes smart controllers in India, end to end. We design the electronics, write the firmware, build the apps and produce the boards at our own plant — so every product is supported by the people who made it.

2020

Founded by Ashish Mishra

Katni

Our manufacturing plant, Madhya Pradesh

In-house

Design, firmware, apps and production

— WHAT WE DO OURSELVES



Circuit design

Schematics and PCB layouts for every board we sell.



Firmware

The software inside each controller and display, updated over Wi-Fi.



Apps

Our Android app, and the control page each controller serves itself.



Displays & controls

The Smart Knob display and the buttons on the boards.



Installation support

Point-to-point wiring diagrams for every model.



Production & testing

Built and tested at our plant in Katni.



Ashish Mishra
FOUNDER

THE TEAM

AB

Atul Barman

PM

Prakash Mishra

NM

Neelakshi Mishra

AM

Ayush Mishra

MT

Muneesh Tiwari



IoT Electronics Manufacturing Plant

Village Atariya, near NH 43 Highway
Katni, Madhya Pradesh 483501



+91 63528 64032

Advanced tech, engineered in-house.

Every IoT Electronics product is built on our own platform — hardware, real-time firmware, wireless links and apps, designed together so each one makes the others better. The same platform carries every family we make, from lighting to switches, sensors and curtains.

In-house

hardware, firmware and apps

Local

control on your own network — no cloud needed

OTA

firmware updates over the air

Katni

designed and built at our own plant



04 Interfaces — how people use it

Android app

Built-in web control

Smart Knob display

On-device buttons

03 Connectivity — how it stays in reach

Wi-Fi + own hotspot

Device-to-device radio

Works without internet

Over-the-air updates

02 Firmware — what makes it smart

Real-time control engine

Adaptive timing

Modes & effects

Day & night awareness

01 Hardware — what it is built on

Our own circuit boards

Dimming & pixel drivers

Isolated 220 V switching

Sensor inputs

SENSE



Motion sensor
someone walks in



Touch switch
a tap on the wall



Smart display
a turn of the knob

DECIDE



on the device, no internet needed

ACT



Lights
set to the moment



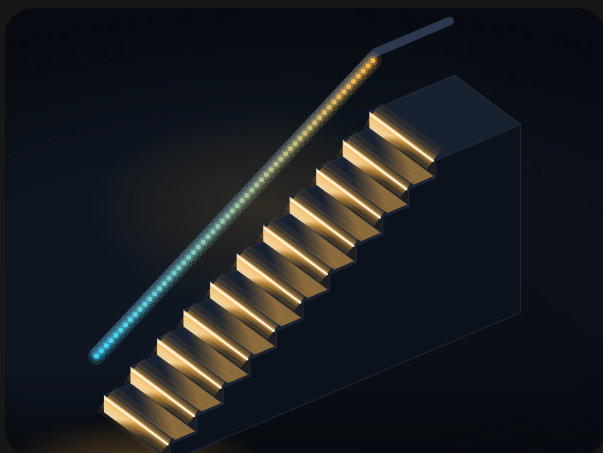
Curtains
open or close on cue



Whole home
one scene, every room

One company. Every controller in your home.

We start with the controller — the part that makes a home smart — and build every product around it: lighting, switches, sensors, curtains, displays and whole-home automation, all on one platform.



SLC SERIES · 3 MODELS

Stair Lighting Controllers

Automatic stair lights that follow you up and down — 24 steps, a pixel handrail, an Android app and a Smart Knob.

● SLC-D24 · 12 V DC

● SLC-A24 · 220 V AC

● SLC-P24 · Pro

- 15 lighting modes
- 138 effects
- Android app
- Smart Knob
- Live demo online

ON THE NEXT PAGES →



Smart lighting

Lighting that senses, dims and follows you.



Touch switches

Glass touch panels in place of the wall switch.



Motion sensors

Presence that switches lights by itself.



Smart curtains

Curtains and blinds from the wall or the app.



Smart displays

Round touch displays and knobs that run a room.



Home automation

Every device, one system, the whole home.



Have a project in mind?

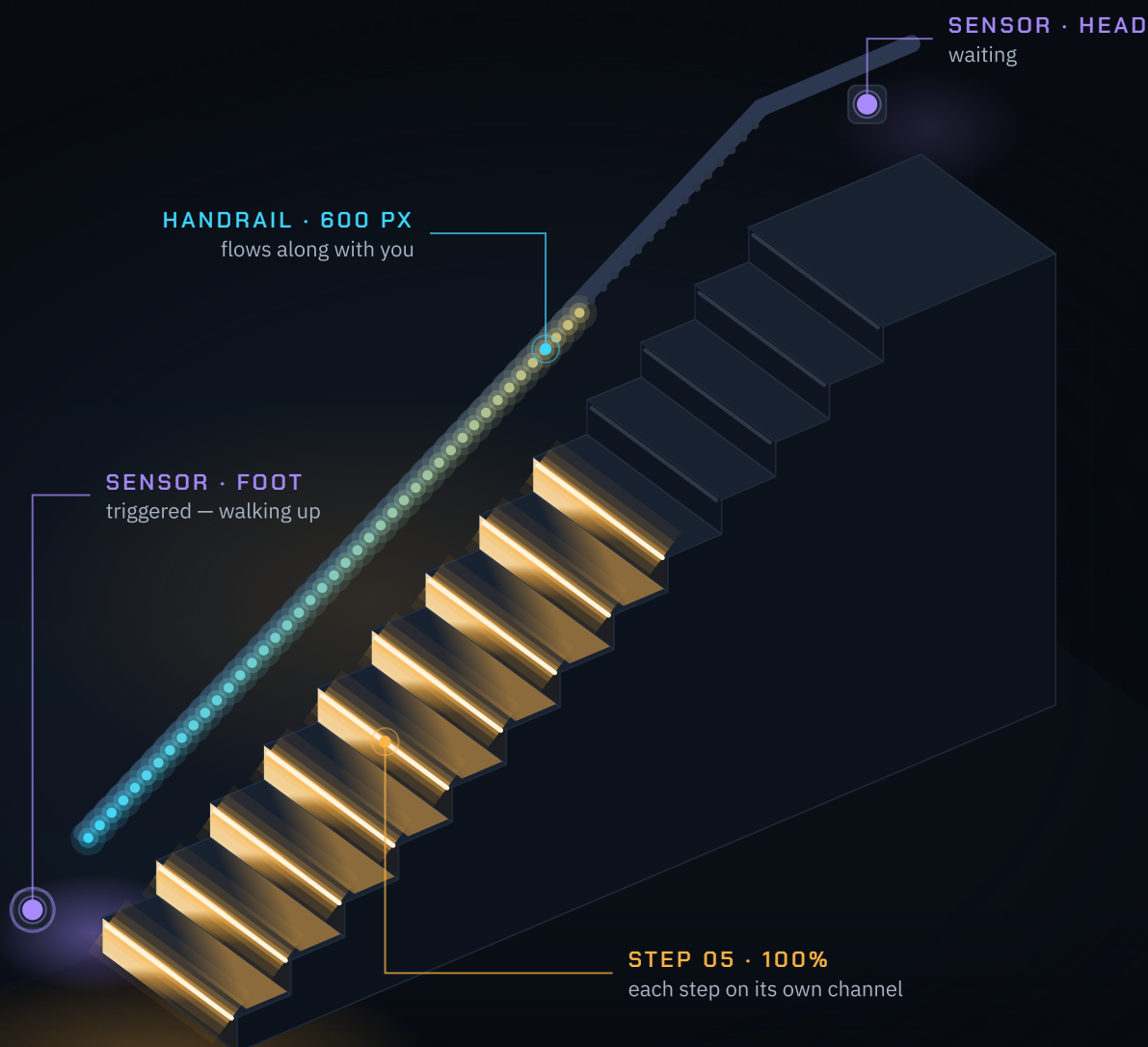
Builders, dealers and installers — tell us what your projects need.

+91 63528 64032

— SLC SERIES · SMART STAIR LIGHTING CONTROLLERS

Light that **walks** with you.

Step onto the stair and it wakes up — one step after another, a pixel handrail flowing beside you, then fading once you've gone. Three controllers, one app, every kind of stair light.



● SLC-D24 · 12 V DC

● SLC-A24 · 220 V AC

● SLC-P24 · Pro

SHOP ONLINE →

DESIGNED & PRODUCED IN-HOUSE

Walk in. The stair wakes up.



01 A sensor sees you

at the first step or the last, so it knows which way you're going.



02 Steps light in turn

at walking pace, in the direction you're walking.



03 The handrail flows

a pixel strip runs up beside you, in any colour.



04 It fades behind you

once you've reached the end — or the moment you step off.

24

steps, each on its own channel

1,800

LEDs on the handrail (600 pixels)

15

modes for four kinds of installation

138

effects for festivals and parties



Both directions

Sensors at the foot and the head; the light always runs from the end you step on.



Learns your pace

Leave the off-delay on AUTO and it times real walks up and down, then holds the light just long enough.



Off early, not on a timer

When someone clears the far end, the fade can start at once instead of waiting out the delay.



Only after dark

Night mode knows sunrise and sunset for your city and keeps the stair dark by day.



Follow Me

A pool of light moves with your feet while the rest of the stair glows faintly.



Set by eye

Each step keeps its own pixel count, so an uneven flight still lights step-true.



Watches its sensors

The app shows each sensor's health and flags one that is stuck.



Updates over Wi-Fi

New firmware installs from the phone. No cable, no site visit.



No router? Still works

The controller brings up its own hotspot, so the phone can always reach it.

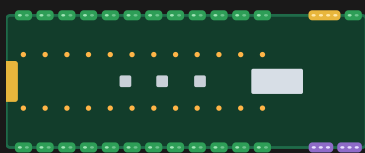
— CHOOSE YOUR CONTROLLER

Three controllers. One system.

The same firmware, the same app and the same sensors on all three. Pick the one that matches the lights on your steps.

12 V DC

SLC-D24



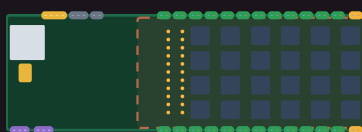
24 LED step lights, dimmed smoothly, plus a pixel handrail.

Best for LED strip or profile lights on every tread.

- 24 MOSFET channels, fade in and out
- 3 buttons and 24 channel LEDs
- Pixel outputs, up to 600 pixels
- 185 × 68 mm

220 V AC

SLC-A24



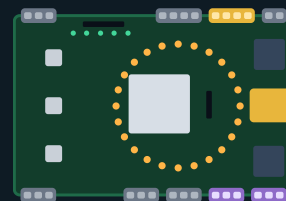
24 mains step lights, switched by relays, plus a pixel handrail.

Best for 220 V AC step lamps and wall lights.

- 24 relays switch the live wire
- Two independent 220 V banks
- Optocoupler, isolated-supply design
- 231 × 74 mm

PRO

SLC-P24



A compact brain that drives an external 24-channel power board.

Best for Large or custom installs, with the power stage by the lights.

- One data line to the step driver
- 24-LED status ring, 3 buttons
- Long-cable data output
- 99 × 64 mm

— WHICH ONE?

12 V LED strip or profile on every step ----- **SLC-D24**

220 V lamps or AC step lights already fitted ----- **SLC-A24**

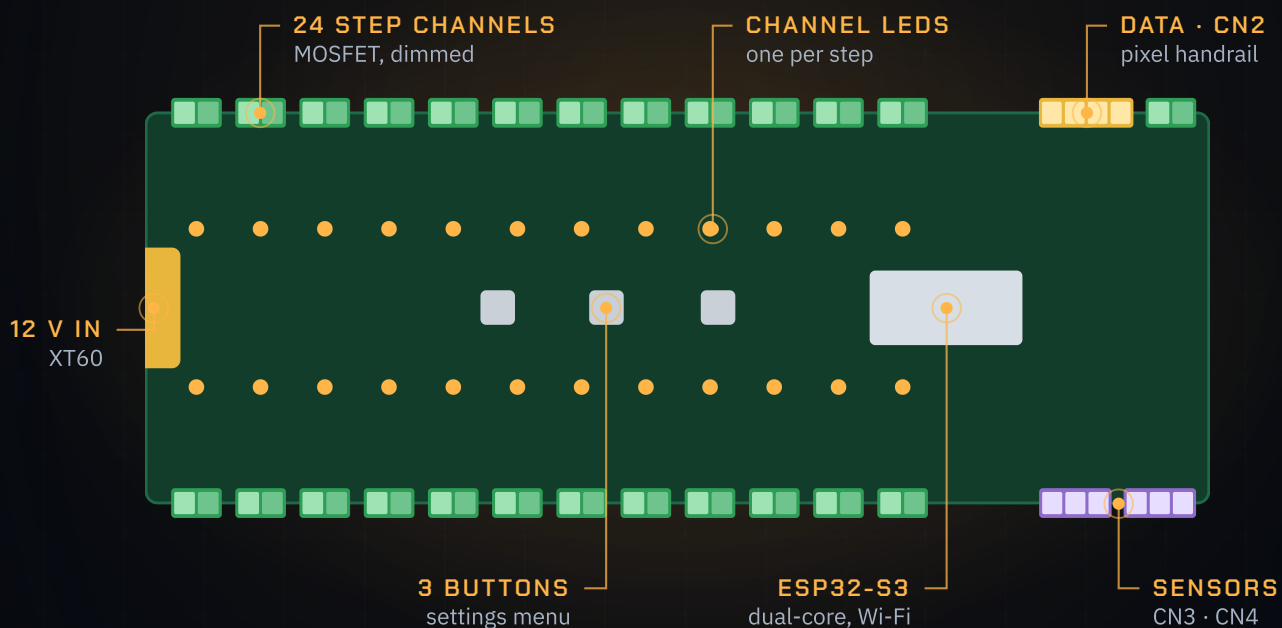
A big or custom stair, power stage near the lights ----- **SLC-P24**

ESP32-S3 with Wi-Fi ((o)) 2 sensor inputs 1,800-LED handrail One app for all

SLC-D24

**24 LED step lights, dimmed smoothly —
and a pixel handrail on the same board.**

For stairs with 12 V LED lights on every tread: strip lights, profiles or recessed step lights. Each step fades in and out on its own MOSFET channel, and the handrail strip plays along.



24 dimmable channels

Every step fades on its own — slides, groups and single steps.



Control on the board too

Three buttons and a settings menu, besides the app.



See every channel

24 LEDs beside the terminals show what each step is doing.



Pixel handrail

Four pixel outputs for the handrail strip, up to 600 pixels.

SPECIFICATIONS

Step outputs	24 × MOSFET, 12 V DC
Controller supply	12 V DC, XT60
Sensor inputs	2 · foot and head
Pixel outputs	4 · up to 600 pixels
Processor	ESP32-S3, Wi-Fi
Board size	185 × 68 mm

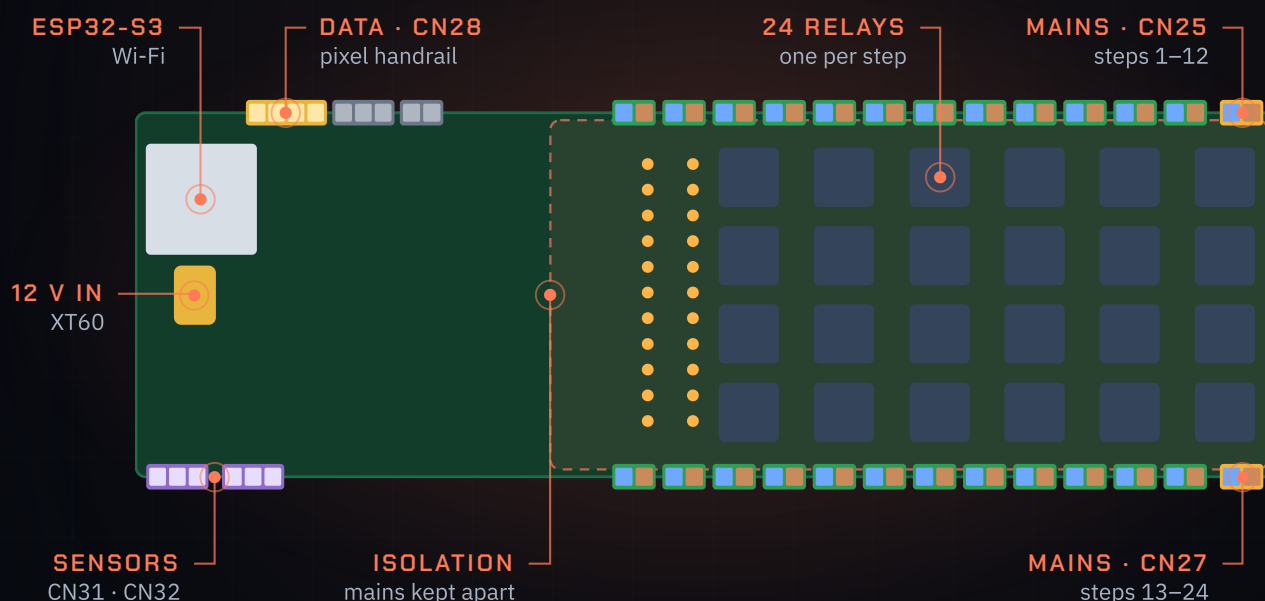
LIGHTING MODES

Flow · Step · Step + Strip · Slide + Strip · Step Only · Slide Only — and the 138-effect party mode.

SLC-A24

24 mains step lights, switched by relays — with a pixel handrail on top.

For stairs that already have 220 V lamps, or where AC step lights are preferred. Each of the 24 relays switches the live wire to one light; the logic side is kept apart from the mains by design.



Switches the live, per step

24 relays, one per light, in two independent 220 V banks.



Isolated by design

Optocouplers on every channel, an isolated relay supply and isolation slots in the board.



Pixel handrail included

Pixel outputs plus a differential output for long cable runs.



App, web or knob

Set up and run entirely from the phone or the Smart Knob.

SPECIFICATIONS

Step outputs	24 × relay, 220 V AC
Mains feeds	2 banks · 1–12, 13–24
Controller supply	12 V DC, XT60
Sensor inputs	2 · foot and head
Pixel outputs	4 + long-cable output
Board size	231 × 74 mm

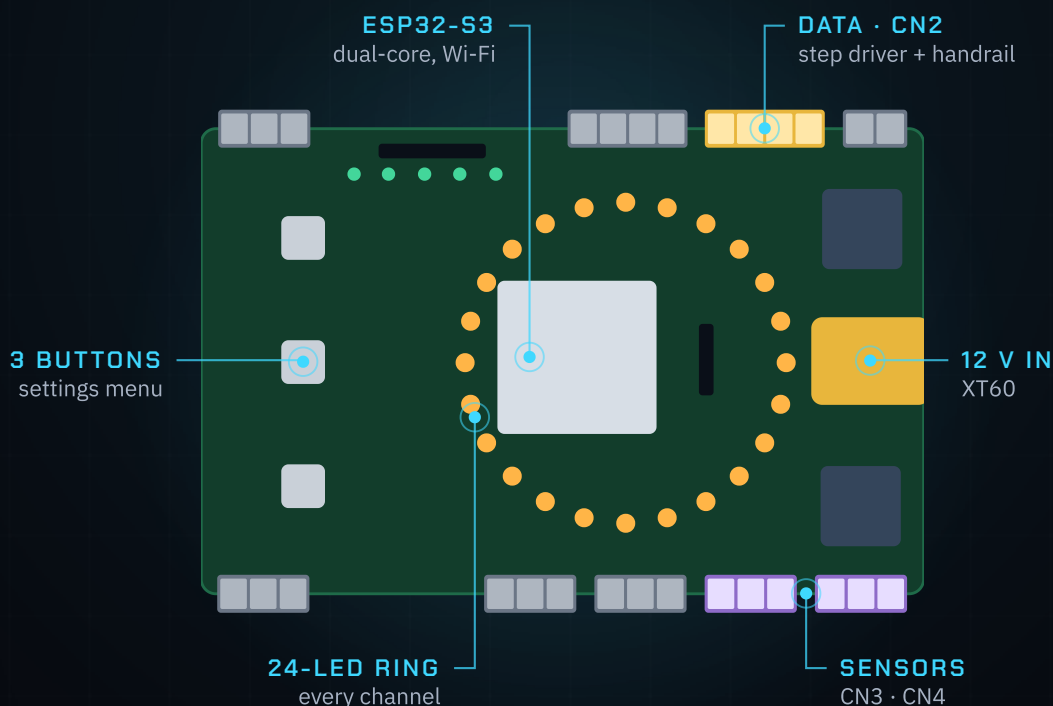
LIGHTING MODES

AC Step + Strip · AC Slide + Strip · AC Step Only · AC Slide Only. Relays switch ON and OFF — for dimmed steps choose SLC-D24.

SLC-P24

A compact controller for big installs — the power stage lives where the lights are.

The P24 keeps the brain small and sends the stair data down one line to an external 24-channel driver board, so heavy step wiring stays short and the controller sits wherever it is easiest to reach.



Modular by design

One data line drives the external 24-channel step driver.



24-LED status ring

Every stair channel shown in a ring around the processor.



Pixel handrail and long runs

Pixel outputs plus a differential long-cable output.



Expansion-ready hardware

Isolated RS485, I2C, an OLED header and two opto inputs on board for add-ons.

SPECIFICATIONS

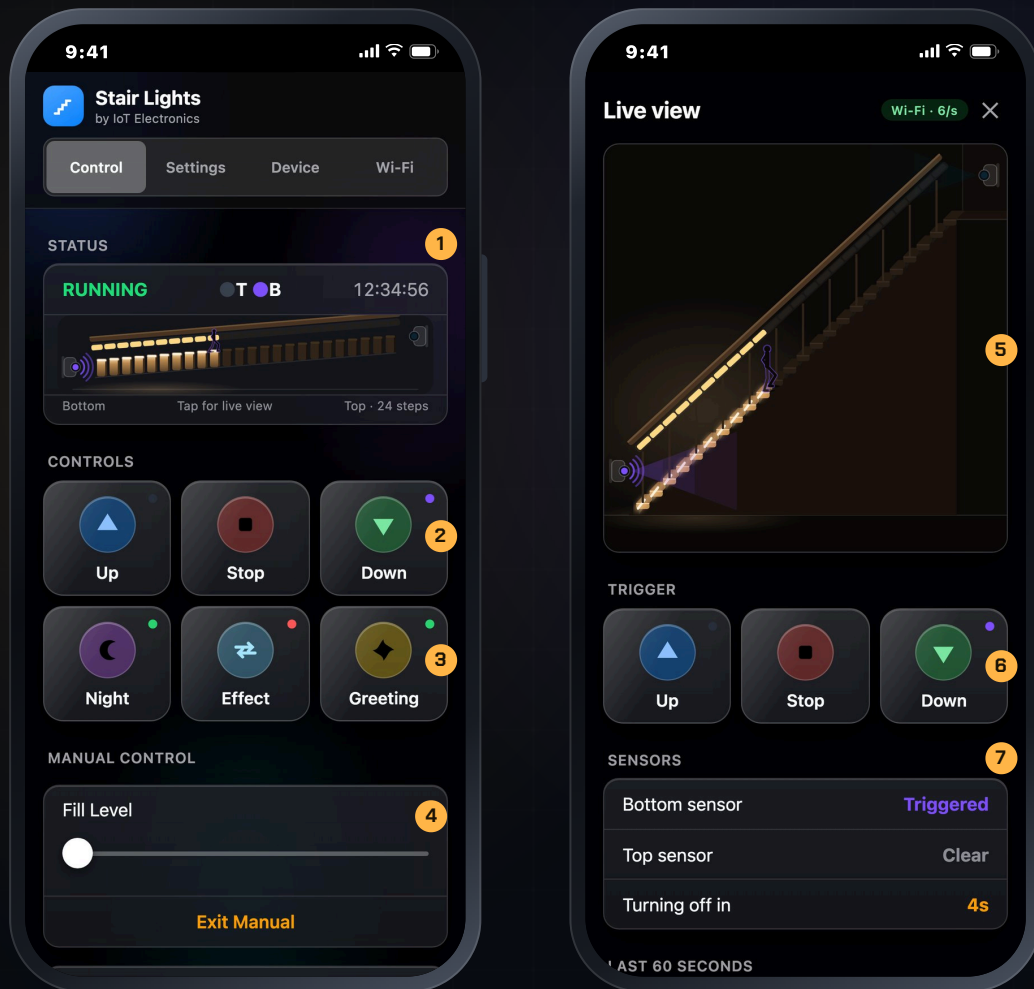
Step outputs	External 24-ch driver
Controller supply	12 V DC, XT60
Sensor inputs	2 · foot and head
Pixel outputs	4 + long-cable output
Service port	USB-C
Board size	99 × 64 mm

LIGHTING MODES

Flow · Step · Step + Strip · Slide + Strip · Step Only · Slide Only — and the 138-effect party mode.

The whole stair, in your hand.

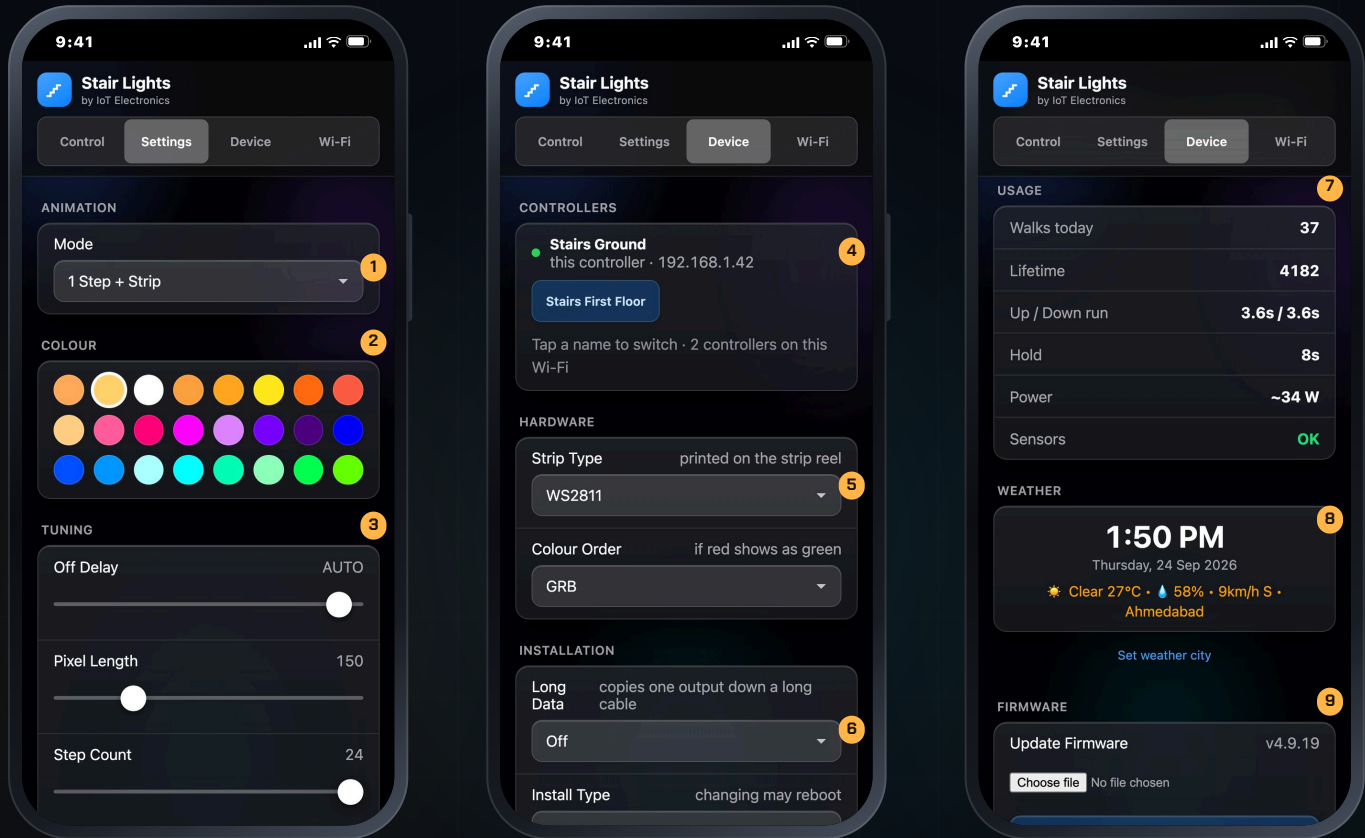
Real screens from the current firmware, not mock-ups. The Android app and the controller's own web page share the same four tabs — Control, Settings, Device and Wi-Fi.



- 1 Status at a glance**
Running or idle, which sensor fired, and a live picture of the stair.
- 2 Walk it from the phone**
Up, Stop and Down run the lights exactly as a sensor would.
- 3 One-tap extras**
Night-only sensing, the 138-effect party mode and a greeting.
- 4 Manual fill**
Hold the stair at any level by hand — for cleaning, or a party.
- 5 Live 3-D view**
Every lit step, the handrail and the person walking, several times a second.
- 6 Trigger from here**
Test either direction without walking the stair.
- 7 Sensors and countdown**
Triggered or clear, and how long until the lights turn off.
- 8 Every phone**
Android app, or any browser on the same Wi-Fi.

Set it up once. Tune it any time.

Everything an installer sets, and everything a homeowner might change later, is on the phone — and it is stored on the controller, so it survives a power cut.



- 1 Mode**
Only the modes that suit the installation are offered.
- 2 24 colours**
Tap a swatch; the stair changes as you watch.
- 3 Off delay: AUTO**
Learns how long real walks take, or set a fixed hold.
- 4 Every controller**
Two staircases? Tap a name to switch between them.
- 5 Any pixel strip**
WS2811, WS2815, TM1834 RGBW or MT16703, six colour orders.
- 6 Installation**
Install type, which end lights first, long-cable data.
- 7 Usage**
Walks today and lifetime, run time, hold, power and sensor health.
- 8 Clock and weather**
For your city, over home Wi-Fi.
- 9 Firmware update**
Pick the file, tap Upload & Install.

— THE FOURTH TAB · WI-FI

Network, internet and set-up

Which Wi-Fi it is on, whether the internet is up for the clock, weather and night mode, and a hotspot set-up with a Connect QR for a new phone.

CONNECTION

Network	HomeWiFi
Internet	Online
Weather city	Ahmedabad

A knob you turn. No phone required.



A 1.5-inch round AMOLED touch screen inside a turning knob, paired straight to the controller. Turn to choose, press to change.



Its own radio link

Talks to the controller directly — no router in the path. Home Wi-Fi is an option in its settings.



Every setting on the wall

Mode, colour, speed, delay, fade, pixel length, step set-up and strip type — 13 pages.



Idle, it earns its place

Clock, date and the weather for your city.



Optional

The controller is complete on its own; the knob is the piece guests ask about.



MODE



COLOUR



OFF DELAY



LIVE ACTIVITY

— FOUR MORE WAYS TO RUN IT



Android app

Control, Settings, Device and Wi-Fi — the four tabs on the previous pages.



Any browser

The controller serves its own control page to a laptop, an iPhone or a tablet.



Buttons on the board

SLC-D24 and SLC-P24 have three buttons and a settings menu.



Set up without a router

Its own hotspot and a Connect QR get a phone on in seconds.

Knob screens are illustrated.

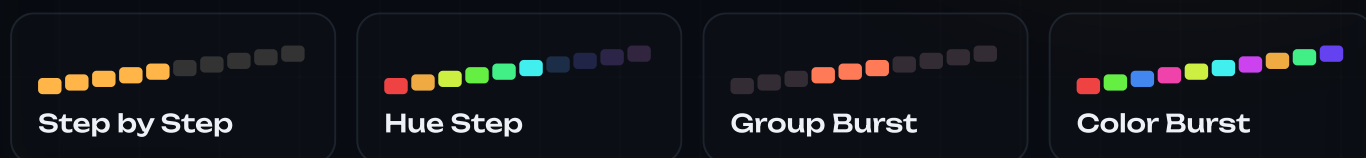
Fifteen ways to light a stair.

Choose the installation once; the app then offers only the modes that suit it.
Brightness, colour, speed, delay and fade are tuned to taste.

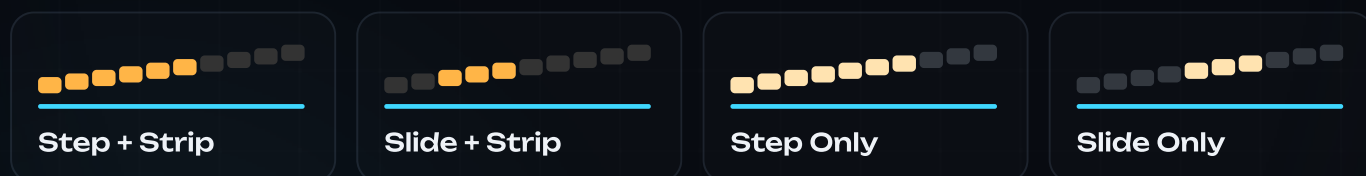
FLOW Install type 1 · one continuous strip



STEP Install type 2 · a strip cut per stair



STAIRS Install type 3 · LED step lights + the handrail



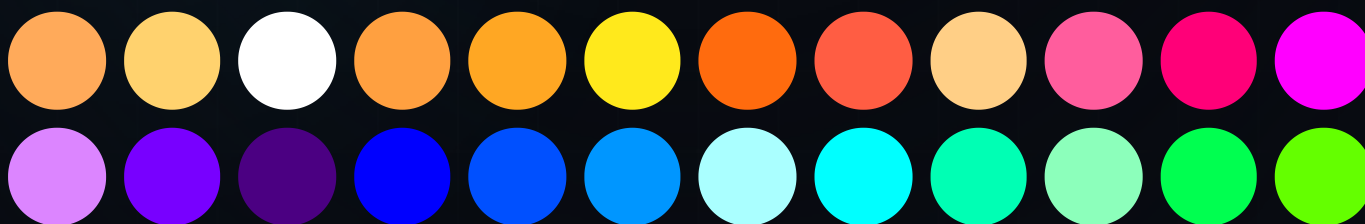
On the **SLC-A24** (install type 4) the same four run as AC Step + Strip, AC Slide + Strip, AC Step Only and AC Slide Only — the relays switch each 220 V light in the same order.



Effect mode · 138 animations

10 signature animations plus 16 motion patterns in 8 colour palettes. Let it cycle every 2 to 60 seconds, or hold a favourite; it returns to normal by itself after two hours.

24 preset colours the same palette as the app, one tap each



Four steps to a lit stair.

1

Mount the controller

with its 12 V supply, in one box near the stair.

2

Wire the steps

each light to the terminal with its step number.

3

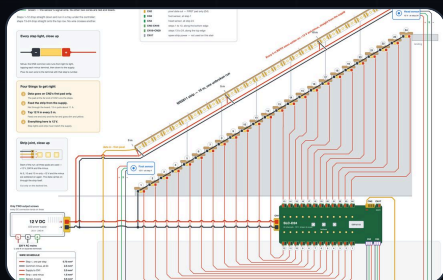
Fix the handrail strip

with 12 V fed in every 5 m for even colour.

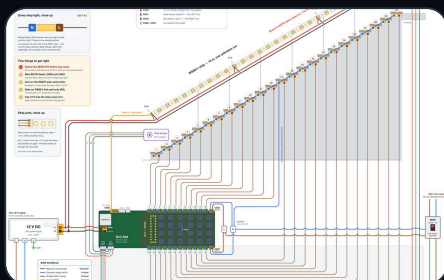
4

Sensors, then the app

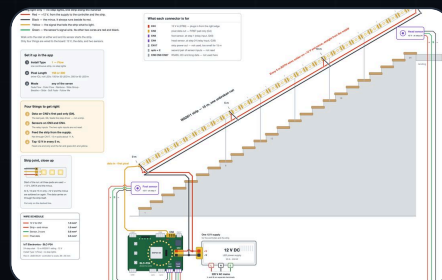
one at each end; pick the installation and a mode.



SLC-D24 12 V steps + handrail



SLC-A24 220 V, common neutral



SLC-P24 15 m railing strip

A point-to-point wiring diagram for every model — every wire drawn, from the supply to the last step.

— SPECIFICATIONS

SLC-D24**SLC-A24****SLC-P24**

Step channels	24 × MOSFET	24 × relay	24 via external driver
Step lights	12 V DC LED	220 V AC	per driver board
Dimming	Smooth fades	On / off	Smooth fades
Controller supply	12 V DC · XT60	12 V DC · XT60	12 V DC · XT60
Sensor inputs	2	2	2 (+2 opto, hardware)
Pixel outputs	4	4 + long-cable	4 + long-cable
Pixel length	600 pixels	600 pixels	600 pixels
On-board controls	3 buttons, 24 LEDs	24 LEDs	3 buttons, 24-LED ring
Wireless	Wi-Fi · knob link	Wi-Fi · knob link	Wi-Fi · knob link
Board size	185 × 68 mm	231 × 74 mm	99 × 64 mm

Pixel strips: WS2811, WS2815, TM1834 RGBW, MT16703 · six colour orders · 600 pixels = 1,800 LEDs on 12 V WS2811. All three run the same firmware and app.

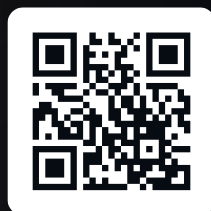
Shop the whole range at **iotshopx.com**.

Browse everything we sell, order online and track it to your door. Tap the button or any category below — or scan the code from a printed copy.



 **VIEW ALL PRODUCTS** →

iotshopx.com/shop



SCAN TO
SHOP ONLINE

-  Secure online payment
-  Track every order online
-  Order help on WhatsApp · +91 63528 64032

— SHOP BY CATEGORY



Stair Light automation

Automatic stair lighting controllers



Controllers

Stair and pixel LED controllers



Home Automation

Smart home control panels



LED strips

WS2811 pixel and 12 V LED strips



Sensors

PIR motion and IR distance sensors



All products

Everything in the store



1

Pick

Browse the shop or tap a category above.

2

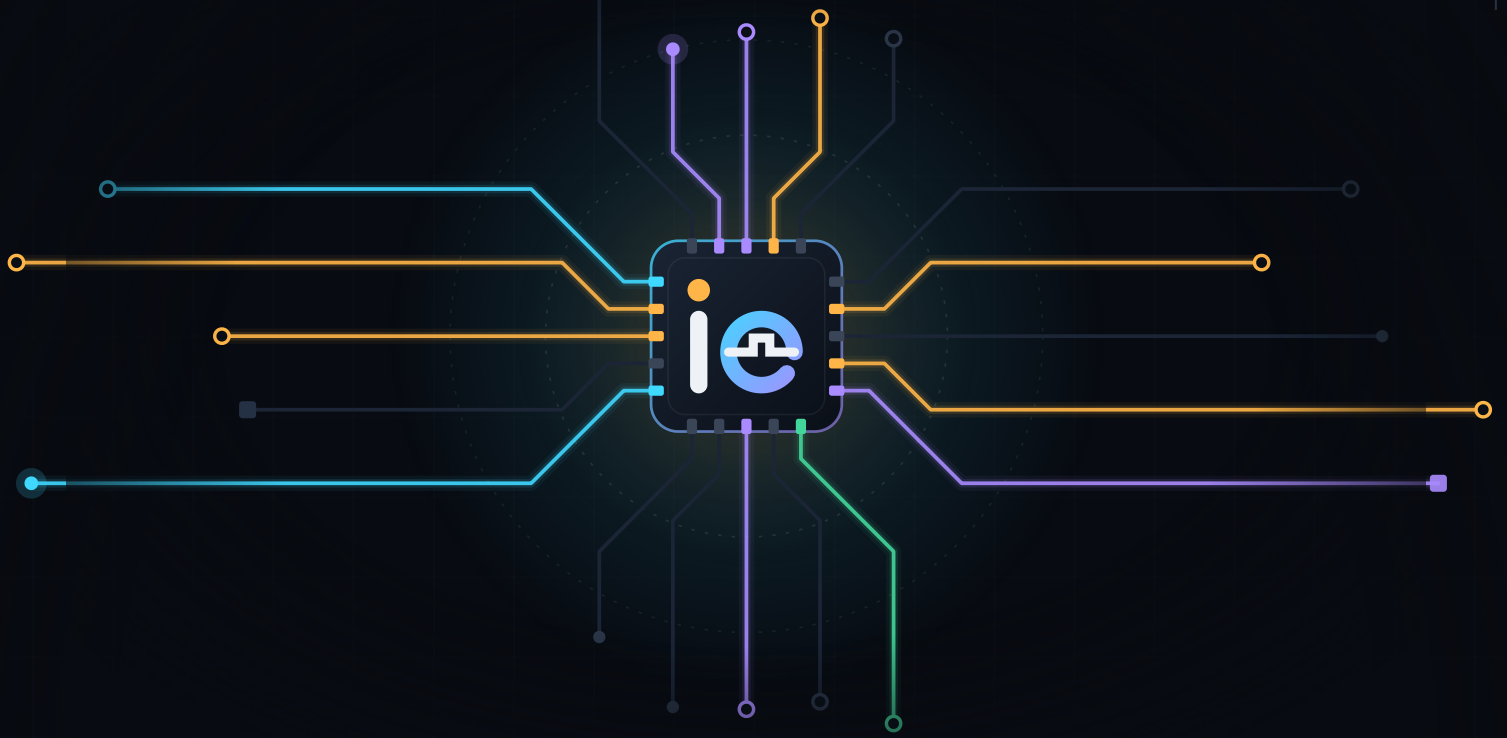
Order

Pay securely online with PhonePe, Paytm or Cashfree.

3

Track

Follow your order until it reaches your door.



MADE IN INDIA

Talk to the team that **built it.**

Dealers, installers, builders and homeowners — call, send a WhatsApp message, or visit our plant.



Smart
lighting



Touch
switches



Motion
sensors



Smart
curtains



Smart
displays



Home
automation

ie IoT ELECTRONICS

iotshopx.com

Phone & WhatsApp +91 63528 64032

info@iotshopx.com

IoT Electronics Manufacturing Plant
Village Atariya, near NH 43 Highway
Katni, Madhya Pradesh 483501



WEBSITE



WHATSAPP

SHOP ONLINE →