

Cap-Free, NMOS, 150mA Low Dropout Regulator with Reverse Current Protection

FEATURES

- Stable with No Output Capacitor or Any Value or Type of Capacitor
- Input Voltage Range of 1.7V to 5.5V
- Ultralow Dropout Voltage: 30mV Typ
- Excellent Load Transient Response—with or without Optional Output Capacitor
- New NMOS Topology Provides Low Reverse Leakage Current
- Low Noise: 30μV_{RMS} Typ (10kHz to 100kHz)
- 0.5% Initial Accuracy
- 1% Overall Accuracy over Line, Load, and Temperature
- Less Than 1µA Max Io in Shutdown Mode
- Thermal Shutdown and Specified Min/Max Current Limit Protection
- Available in Multiple Output Voltage Versions
 - Fixed Outputs of 1.20V to 5.0V
 - Adjustable Outputs from 1.20V to 5.5V
 - Custom Outputs Available

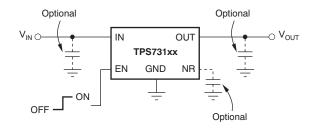
APPLICATIONS

- Portable/Battery-Powered Equipment
- Post-Regulation for Switching Supplies
- Noise-Sensitive Circuitry such as VCOs
- Point of Load Regulation for DSPs, FPGAs, ASICs, and Microprocessors

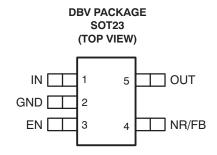
DESCRIPTION

The TPS731xx family of low-dropout (LDO) linear voltage regulators uses a new topology: an NMOS pass element in a voltage-follower configuration. This topology is stable using output capacitors with low ESR, and even allows operation without a capacitor. It also provides high reverse blockage (low reverse current) and ground pin current that is nearly constant over all values of output current.

The TPS731xx uses an advanced BiCMOS process to yield high precision while delivering very low dropout voltages and low ground pin current. Current consumption, when not enabled, is under $1\mu A$ and ideal for portable applications. The extremely low output noise ($30\mu V_{RMS}$ with $0.1\mu F$ C_{NR}) is ideal for powering VCOs. These devices are protected by thermal shutdown and foldback current limit.



Typical Application Circuit for Fixed-Voltage Versions



Please be aware that an important notice concerning availability, standard warranty, and use in critical applications of Texas Instruments semiconductor products and disclaimers thereto appears at the end of this data sheet.

All trademarks are the property of their respective owners.





This integrated circuit can be damaged by ESD. Texas Instruments recommends that all integrated circuits be handled with appropriate precautions. Failure to observe proper handling and installation procedures can cause damage.

ESD damage can range from subtle performance degradation to complete device failure. Precision integrated circuits may be more susceptible to damage because very small parametric changes could cause the device not to meet its published specifications.

ORDERING INFORMATION(1)

PRODUCT	V _{OUT} ⁽²⁾
TPS731 xx <i>yy yz</i>	XX is nominal output voltage (for example, 25 = 2.5V, 01 = Adjustable ⁽³⁾). YYY is package designator. Z is package quantity.

- (1) For the most current specification and package information, refer to the Package Option Addendum located at the end of this datasheet or see the TI website at www.ti.com.
- (2) Most output voltages of 1.25V and 1.3V to 5.0V in 100mV increments are available through the use of innovative factory EEPROM programming. Minimum order quantities apply; contact factory for details and availability.
- (3) For fixed 1.20V operation, tie FB to OUT.

ABSOLUTE MAXIMUM RATINGS

over operating junction temperature range unless otherwise noted⁽¹⁾

PARAMETER	TPS731xx	UNIT
V _{IN} range	-0.3 to 6.0	V
V _{EN} range	-0.3 to 6.0	V
V _{OUT} range	-0.3 to 5.5	V
V _{NR} , V _{FB} range	-0.3 to 6.0	V
Peak output current	Internally limited	
Output short-circuit duration	Indefinite	
Continuous total power dissipation	See Dissipation Ratings T	able
Junction temperature range, T _J	-55 to +150	°C
Storage temperature range	-65 to +150	°C
ESD rating, HBM	2	kV
ESD rating, CDM	500	V

⁽¹⁾ Stresses beyond those listed under absolute maximum ratings may cause permanent damage to the device. These are stress ratings only, and functional operation of the device at these or any other conditions beyond those indicated under the Electrical Characteristics is not implied. Exposure to absolute maximum rated conditions for extended periods may affect device reliability.

POWER DISSIPATION RATINGS(1)

BOARD	PACKAGE	R _{OJC}	$R_{\Theta JA}$	DERATING FACTOR ABOVE T _A = 25°C	T _A ≤ 25°C POWER RATING	T _A = 70°C POWER RATING	T _A = 85°C POWER RATING
Low-K (2)	DBV	64°C/W	255°C/W	3.9mW/°C	390mW	215mW	155mW
High-K (3)	DBV	64°C/W	180°C/W	5.6mW/°C	560mW	310mW	225mW

- (1) See Power Dissipation in the **Applications** section for more information related to thermal design.
- (2) The JEDEC Low-K (1s) board design used to derive this data was a 3 inch x 3 inch, two-layer board with 2-ounce copper traces on top of the board.
- (3) The JEDEC High-K (2s2p) board design used to derive this data was a 3 inch x 3 inch, multilayer board with 1-ounce internal power and ground planes and 2-ounce copper traces on the top and bottom of the board.



ELECTRICAL CHARACTERISTICS

Over operating temperature range (T_J = -40°C to +125°C), $V_{IN} = V_{OUT(nom)} + 0.5V^{(1)}$, $I_{OUT} = 10$ mA, $V_{EN} = 1.7V$, and $C_{OUT} = 0.1\mu$ F, unless otherwise noted. Typical values are at T_J = +25°C.

	PARAMETER		TEST CONDITIONS	MIN	TYP	MAX	UNIT	
V _{IN}	Input voltage range	e ⁽¹⁾		1.7		5.5	V	
V_{FB}	Internal reference	(TPS73101)	T _J = +25°C	1.198	1.20	1.210	V	
	Output voltage ran	ge (TPS73101) ⁽²⁾		V_{FB}	5.5	5 – V _{DO}	V	
V		Nominal	T _J = +25°C	-0.5		+0.5		
V _{OUT}	Accuracy		$V_{IN}, I_{OUT}, \text{ and } T$ $V_{OUT} + 0.5V \le V_{IN} \le 5.5V;$ $V_{IN} \le 150 \text{mA}$ -1.0 ± 0.5					
$\Delta V_{OUT} \% / \Delta V_{IN}$	Line regulation (1)		$V_{OUT(nom)} + 0.5V \le V_{IN} \le 5.5V$		0.01		%/V	
A)/ 0//A1	l and very letter		1mA ≤ I _{OUT} ≤ 150mA		0.002		0/ / 1	
$\Delta V_{OUT} \% / \Delta I_{OUT}$	Load regulation		10mA ≤ I _{OUT} ≤ 150mA		0.0005		%/mA	
V _{DO}	Dropout voltage ⁽⁴⁾ (V _{IN} = V _{OUT} (nom)		I _{OUT} = 150mA		30	100	mV	
Z _O (DO)	Output impedance	in dropout	$1.7 \text{ V} \leq \text{V}_{\text{IN}} \leq \text{V}_{\text{OUT}} + \text{V}_{\text{DO}}$		0.25		Ω	
I _{CL}	Output current limit	t	$V_{OUT} = 0.9 \times V_{OUT(nom)}$	150	360	500	mA	
I _{SC}	Short-circuit currer	nt	V _{OUT} = 0V		200		mA	
I _{REV}	Reverse leakage of	current ⁽⁵⁾ (-I _{IN})	$V_{EN} \le 0.5V$, $0V \le V_{IN} \le V_{OUT}$		0.1	10	μΑ	
1	CND pip ourrent		$I_{OUT} = 10mA (I_Q)$		400 550			
I _{GND}	GND pin current		I _{OUT} = 150mA		550	750	μA	
I _{SHDN}	Shutdown current	(I _{GND})	$V_{EN} \le 0.5V$, $V_{OUT} \le V_{IN} \le 5.5$, -40°C $\le T_J \le +100$ °C		0.02	1	μA	
I _{FB}	FB pin current (TP	S73101)			0.1	0.3	μΑ	
PSRR	Power-supply reje	ction ratio	f = 100Hz, I _{OUT} = 150 mA		58		dB	
PSKK	(ripple rejection)		f = 10kHz, I _{OUT} = 150 mA		37		uБ	
V_N	Output noise volta	ge	$C_{OUT} = 10\mu F$, No C_{NR}	2	$27 \times V_{OUT}$		μV_{RMS}	
٧N	BW = 10Hz - 100k	Hz	$C_{OUT} = 10\mu F, C_{NR} = 0.01\mu F$	8	.5 × V _{OUT}		µ v RMS	
t _{STR}	Startup time		$\begin{aligned} V_{OUT} &= 3V, \ R_L = 30\Omega \\ C_{OUT} &= 1\mu F, \ C_{NR} = 0.01\mu F \end{aligned}$		600		μs	
V _{EN} (HI)	EN pin high (enab	led)		1.7		V_{IN}	V	
V _{EN} (LO)	EN pin low (shutdo	own)		0		0.5	V	
I _{EN} (HI)	EN pin current (en	abled)	V _{EN} = 5.5V		0.02	0.1	μΑ	
т	Thormal abutdows	tomporatura	Shutdown Temp increasing		+160			
T _{SD}	Thermal shutdown	temperature	Reset Temp decreasing		+140			
TJ	Operating junction	temperature		-40		+125	°C	

⁽³⁾

Minimum $V_{IN} = V_{OUT} + V_{DO}$ or 1.7V, whichever is greater. TPS73101 is tested at $V_{OUT} = 2.5$ V. Tolerance of external resistors not included in this specification. V_{DO} is not measured for fixed output versions with $V_{OUT(nom)} < 1.8$ V since minimum $V_{IN} = 1.7$ V. Fixed-voltage versions only; refer to the *Applications* section for more information.



FUNCTIONAL BLOCK DIAGRAMS

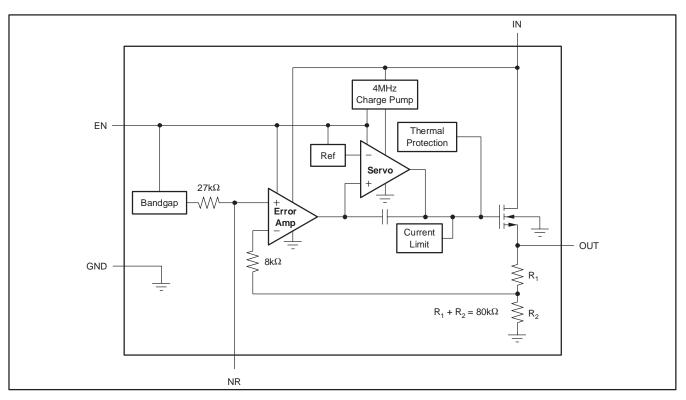


Figure 1. Fixed Voltage Version

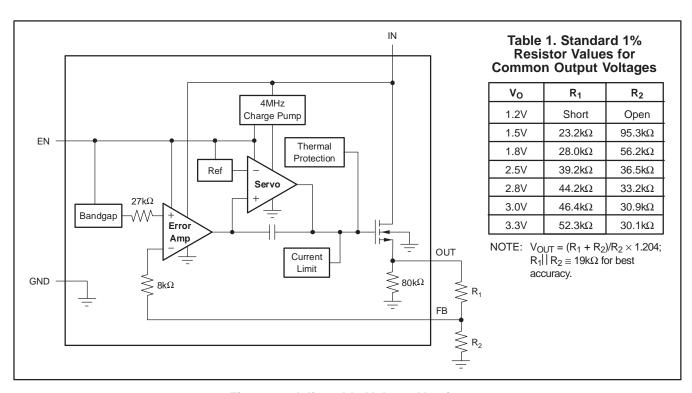
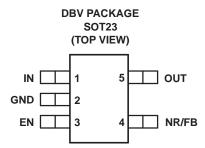


Figure 2. Adjustable Voltage Version



PIN CONFIGURATION



PIN DESCRIPTIONS

NAME	SOT23 (DBV) PIN NO.	DESCRIPTION
IN	1	Input supply
GND	2	Ground
EN	3	Driving the enable pin (EN) high turns on the regulator. Driving this pin low puts the regulator into shutdown mode. Refer to the Shutdown section under Applications Information for more details. EN can be connected to IN if not used.
NR	4	Fixed voltage versions only—connecting an external capacitor to this pin bypasses noise generated by the internal bandgap, reducing output noise to very low levels.
FB	4	Adjustable voltage version only—this is the input to the control loop error amplifier, and is used to set the output voltage of the device.
OUT	5	Output of the regulator. There are no output capacitor requirements for stability.



TYPICAL CHARACTERISTICS

For all voltage versions at T_{J} = +25°C, V_{IN} = $V_{OUT(nom)}$ + 0.5V, I_{OUT} = 10mA, V_{EN} = 1.7V, and C_{OUT} = 0.1 μ F, unless otherwise noted.

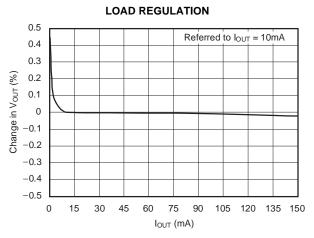


Figure 3.

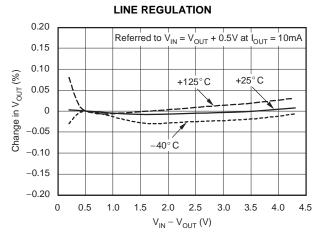


Figure 4.

DROPOUT VOLTAGE vs OUTPUT CURRENT

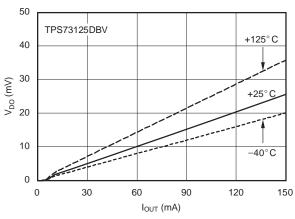


Figure 5.

DROPOUT VOLTAGE vs TEMPERATURE

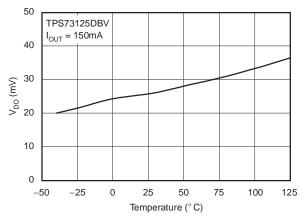


Figure 6.

OUTPUT VOLTAGE ACCURACY HISTOGRAM

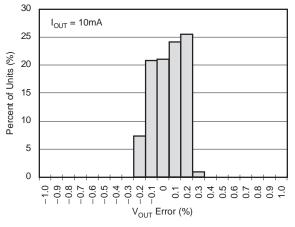


Figure 7.

OUTPUT VOLTAGE DRIFT HISTOGRAM

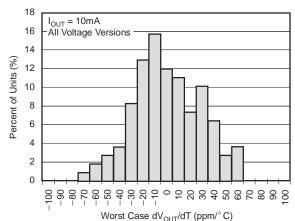


Figure 8.



For all voltage versions at T_{J} = +25°C, V_{IN} = $V_{OUT(nom)}$ + 0.5V, I_{OUT} = 10mA, V_{EN} = 1.7V, and C_{OUT} = 0.1 μ F, unless otherwise noted.

GROUND PIN CURRENT vs OUTPUT CURRENT

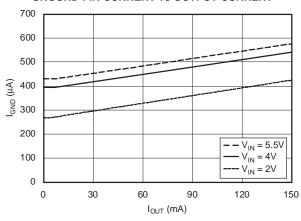


Figure 9.

GROUND PIN CURRENT vs TEMPERATURE

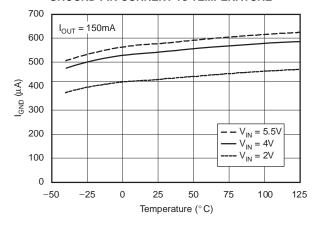


Figure 10.

GROUND PIN CURRENT in SHUTDOWN vs TEMPERATURE

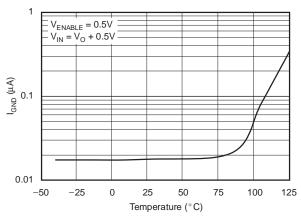


Figure 11.

CURRENT LIMIT vs V_{OUT} (FOLDBACK) 400 350

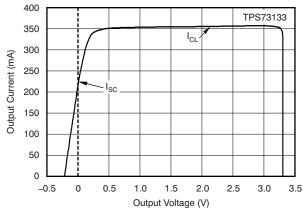


Figure 12.

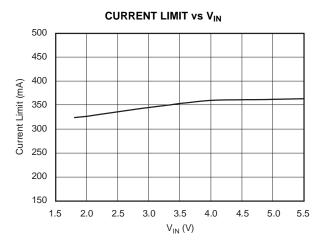


Figure 13.

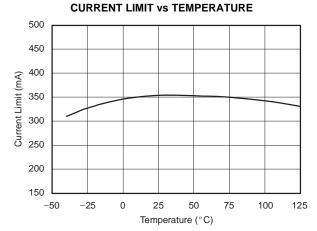
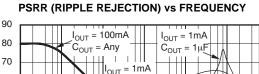


Figure 14.



For all voltage versions at T_J = +25°C, V_{IN} = $V_{OUT(nom)}$ + 0.5V, I_{OUT} = 10mA, V_{EN} = 1.7V, and C_{OUT} = 0.1 μ F, unless otherwise noted.



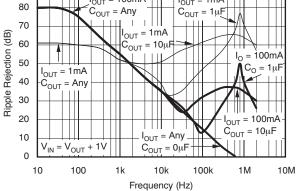


Figure 15.

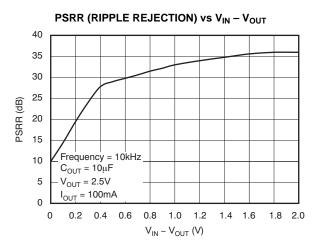


Figure 16.

NOISE SPECTRAL DENSITY

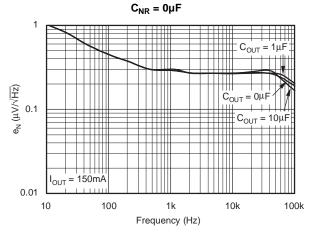


Figure 17.

NOISE SPECTRAL DENSITY $C_{NR} = 0.01 \mu F$

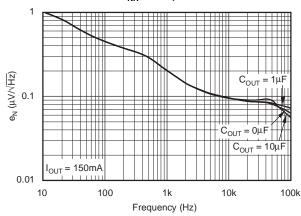


Figure 18.

RMS NOISE VOLTAGE vs Cout

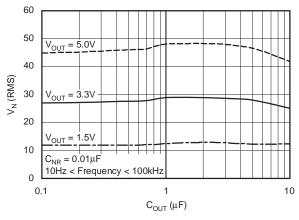


Figure 19.

RMS NOISE VOLTAGE vs CNR

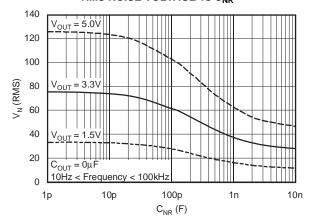


Figure 20.



For all voltage versions at T_J = +25°C, V_{IN} = $V_{OUT(nom)}$ + 0.5V, I_{OUT} = 10mA, V_{EN} = 1.7V, and C_{OUT} = 0.1 μ F, unless otherwise noted.

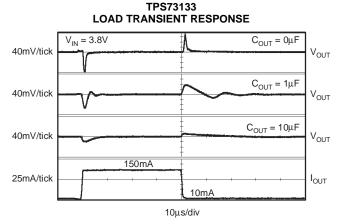


Figure 21.

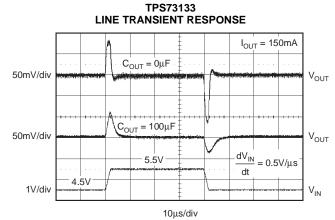


Figure 22.

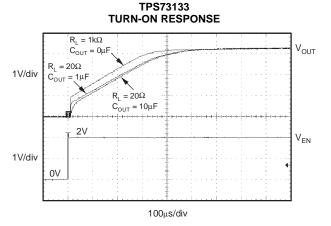


Figure 23.

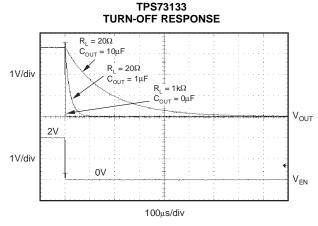


Figure 24.

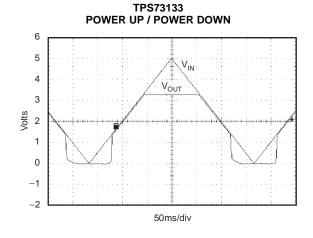


Figure 25.

Copyright © 2003-2009, Texas Instruments Incorporated

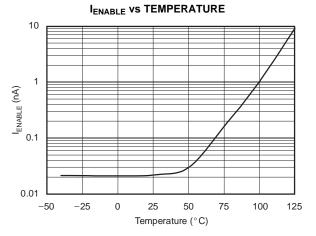


Figure 26.



For all voltage versions at T_{J} = +25°C, V_{IN} = $V_{OUT(nom)}$ + 0.5V, I_{OUT} = 10mA, V_{EN} = 1.7V, and C_{OUT} = 0.1 μ F, unless otherwise noted.

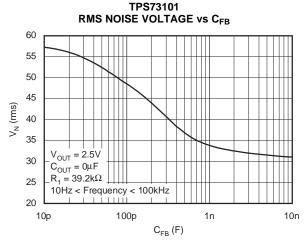


Figure 27.

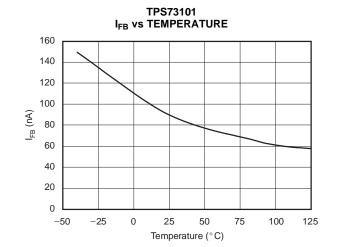


Figure 28.

TPS73101 LOAD TRANSIENT, ADJUSTABLE VERSION

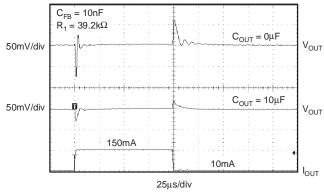


Figure 29.

TPS73101 LINE TRANSIENT, ADJUSTABLE VERSION

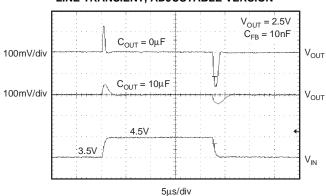


Figure 30.



APPLICATION INFORMATION

The TPS731xx belongs to a family of new generation LDO regulators that use an NMOS pass transistor to achieve ultra-low-dropout performance, reverse current blockage, and freedom from output capacitor constraints. These features, combined with low noise and an enable input, make the TPS731xx ideal for portable applications. This regulator family offers a wide selection of fixed output voltage versions and an adjustable output version. All versions have thermal and over-current protection, including foldback current limit.

Figure 31 shows the basic circuit connections for the fixed voltage models. Figure 32 gives the connections for the adjustable output version (TPS73101).

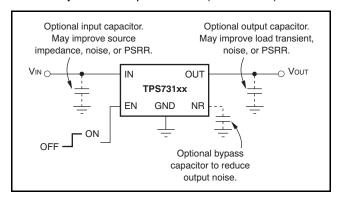


Figure 31. Typical Application Circuit for Fixed-Voltage Versions

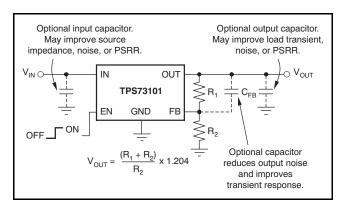


Figure 32. Typical Application Circuit for Adjustable-Voltage Version

 R_1 and R_2 can be calculated for any output voltage using the formula shown in Figure 32. Sample resistor values for common output voltages are shown in Figure 2.

For best accuracy, make the parallel combination of R_1 and R_2 approximately equal to $19k\Omega.$ This $19k\Omega,$ in addition to the internal $8k\Omega$ resistor, presents the same impedance to the error amp as the $27k\Omega$ bandgap reference output. This impedance helps compensate for leakages into the error amp terminals.

INPUT AND OUTPUT CAPACITOR REQUIREMENTS

Although an input capacitor is not required for stability, it is good analog design practice to connect a 0.1µF to 1µF low ESR capacitor across the input supply near the regulator. This counteracts reactive input sources and improves transient response, noise rejection, and ripple rejection. A higher-value capacitor may be necessary if large, fast rise-time load transients are anticipated or the device is located several inches from the power source.

The TPS731xx does not require an output capacitor for stability and has maximum phase margin with no capacitor. It is designed to be stable for all available types and values of capacitors. In applications where multiple low ESR capacitors are in parallel, ringing may occur when the product of C_{OUT} and total ESR drops below $50n\Omega F.$ Total ESR includes all parasitic resistances, including capacitor ESR and board, socket, and solder joint resistance. In most applications, the sum of capacitor ESR and trace resistance will meet this requirement.

OUTPUT NOISE

A precision band-gap reference is used to generate the internal reference voltage, $V_{REF}.$ This reference is the dominant noise source within the TPS731xx and it generates approximately $32\mu V_{RMS}$ (10Hz to 100kHz) at the reference output (NR). The regulator control loop gains up the reference noise with the same gain as the reference voltage, so that the noise voltage of the regulator is approximately given by:

$$V_{N} = 32\mu V_{RMS} \times \frac{(R_{1} + R_{2})}{R_{2}} = 32\mu V_{RMS} \times \frac{V_{OUT}}{V_{REF}}$$
 (1)

Since the value of V_{REF} is 1.2V, this relationship reduces to:

$$V_{N}(\mu V_{RMS}) = 27 \left(\frac{\mu V_{RMS}}{V}\right) \times V_{OUT}(V)$$
 (2)

for the case of no C_{NR}.



An internal $27k\Omega$ resistor in series with the noise reduction pin (NR) forms a low-pass filter for the voltage reference when an external noise reduction capacitor, C_{NR} , is connected from NR to ground. For $C_{NR} = 10$ nF, the total noise in the 10Hz to 100kHz bandwidth is reduced by a factor of ~3.2, giving the approximate relationship:

$$V_{N}(\mu V_{RMS}) = 8.5 \left(\frac{\mu V_{RMS}}{V}\right) \times V_{OUT}(V)$$
 (3)

for $C_{NR} = 10nF$.

This noise reduction effect is shown as RMS Noise Voltage Vo

The TPS73101 adjustable version does not have the NR pin available. However, connecting a feedback capacitor, C_{FB} , from the output to the feedback pin (FB) reduces output noise and improves load transient performance.

The TPS731xx uses an internal charge pump to develop an internal supply voltage sufficient to drive the gate of the NMOS pass element above $V_{OUT}.$ The charge pump generates ${\sim}250\mu V$ of switching noise at ${\sim}4MHz;$ however, charge-pump noise contribution is negligible at the output of the regulator for most values of I_{OUT} and $C_{OUT}.$

BOARD LAYOUT RECOMMENDATION TO IMPROVE PSRR AND NOISE PERFORMANCE

To improve ac performance such as PSRR, output noise, and transient response, it is recommended that the PCB be designed with separate ground planes for V_{IN} and V_{OUT} , with each ground plane connected only at the ground pin (GND) of the device. In addition, the ground connection for the bypass capacitor should connect directly to the GND pin of the device.

INTERNAL CURRENT LIMIT

The TPS731xx internal current limit helps protect the regulator during fault conditions. Foldback current limit helps to protect the regulator from damage during output short-circuit conditions by reducing current limit when V_{OUT} drops below 0.5V. See Figure 12 in the Typical Characteristics section.

Note from Figure 12 that approximately -0.2V of V_{OUT} results in a current limit of 0mA. Therefore, if OUT is forced below -0.2V before EN goes high, the device may not start up. In applications that work with both a positive and negative voltage supply, the TPS731xx should be enabled first.

ENABLE PIN AND SHUTDOWN

The enable pin (EN) is active high and is compatible with standard TTL-CMOS levels. A $V_{\rm EN}$ below 0.5V (max) turns the regulator off and drops the GND pin current to approximately 10nA. When EN is used to shutdown the regulator, all charge is removed from the pass transistor gate, and the output ramps back up to a regulated $V_{\rm OUT}$ (see Figure 23).

When shutdown capability is not required, EN can be connected to V_{IN} . However, the pass gate may not be discharged using this configuration, and the pass transistor may be left on (enhanced) for a significant time after V_{IN} has been removed. This scenario can result in reverse current flow (if the IN pin is low impedance) and faster ramp times upon power-up. In addition, for V_{IN} ramp times slower than a few milliseconds, the output may overshoot upon power-up.

Note that current limit foldback can prevent device start-up under some conditions. See the *Internal Current Limit* section.

DROPOUT VOLTAGE

The TPS731xx uses an NMOS pass transistor to achieve extremely low dropout. When $(V_{\text{IN}} - V_{\text{OUT}})$ is less than the dropout voltage (V_{DO}) , the NMOS pass device is in its linear region of operation and the input-to-output resistance is the $R_{\text{DS-ON}}$ of the NMOS pass element.

For large step changes in load current, the TPS731xx requires a larger voltage drop from V_{IN} to V_{OUT} to avoid degraded transient response. The boundary of this transient dropout region is approximately twice the dc dropout. Values of $V_{\text{IN}} - V_{\text{OUT}}$ above this line insure normal transient response.

Operating in the transient dropout region can cause an increase in recovery time. The time required to recover from a load transient is a function of the magnitude of the change in load current rate, the rate of change in load current, and the available headroom (V_{IN} to V_{OUT} voltage drop). Under worst-case conditions [full-scale instantaneous load change with ($V_{\text{IN}}-V_{\text{OUT}}$) close to dc dropout levels], the TPS731xx can take a couple of hundred microseconds to return to the specified regulation accuracy.



TRANSIENT RESPONSE

The low open-loop output impedance provided by the NMOS pass element in a voltage follower configuration allows operation without an output capacitor for many applications. As with any regulator, the addition of a capacitor (nominal value $1\mu F)$ from the output pin (OUT) to ground will reduce undershoot magnitude but increase its duration. In the adjustable version, the addition of a capacitor, C_{FB} , from the OUT pin to the FB pin will also improve the transient response.

The TPS731xx does not have active pull-down when the output is over-voltage. This allows applications that connect higher voltage sources, such as alternate power supplies, to the output. This also results in an output overshoot of several percent if the load current quickly drops to zero when a capacitor is connected to the output. The duration of overshoot can be reduced by adding a load resistor. The overshoot decays at a rate determined by output capacitor C_{OUT} and the internal/external load resistance. The rate of decay is given by:

(Fixed voltage version)

$$dV/dt = \frac{V_{OUT}}{C_{OUT} \times 80k\Omega \parallel R_{LOAD}}$$
(4)

(Adjustable voltage version)

$$dV/dt = \frac{V_{OUT}}{C_{OUT} \times 80k\Omega \parallel (R_1 + R_2) \parallel R_{LOAD}}$$
 (5)

REVERSE CURRENT

The NMOS pass element of the TPS731xx provides inherent protection against current flow from the output of the regulator to the input when the gate of the pass device is pulled low. To ensure that all charge is removed from the gate of the pass element, the EN pin must be driven low before the input voltage is removed. If this is not done, the pass element may be left on due to stored charge on the gate.

After the EN pin is driven low, no bias voltage is needed on any pin for reverse current blocking. Note that reverse current is specified as the current flowing out of the IN pin due to voltage applied on the OUT pin. There will be additional current flowing into the OUT pin due to the $80k\Omega$ internal resistor divider to ground (see Figure 1 and Figure 2).

For the TPS73101, reverse current may flow when V_{FB} is more than 1.0V above V_{IN} .

THERMAL PROTECTION

Thermal protection disables the output when the junction temperature rises to approximately +160°C, allowing the device to cool. When the junction temperature cools to approximately +140°C, the output circuitry is again enabled. Depending on power dissipation, thermal resistance, and ambient temperature, the thermal protection circuit may cycle on and off. This limits the dissipation of the regulator, protecting it from damage due to overheating.

Any tendency to activate the thermal protection circuit indicates excessive power dissipation or an inadequate heatsink. For reliable operation, junction temperature should be limited to +125°C maximum. To estimate the margin of safety in a complete design heatsink), increase the temperature until the thermal protection is triggered; use worst-case loads and signal conditions. For good reliability, thermal protection should trigger at least +35°C above the maximum expected ambient condition of your application. This produces a worst-case junction temperature of +125°C at the expected ambient temperature highest worst-case load.

The internal protection circuitry of the TPS731xx has been designed to protect against overload conditions. It was not intended to replace proper heatsinking. Continuously running the TPS731xx into thermal shutdown degrades device reliability.



POWER DISSIPATION

The ability to remove heat from the die is different for each package type, presenting different considerations in the PCB layout. The PCB area around the device that is free of other components moves the heat from the device to the ambient air. Performance data for JEDEC low- and high-K boards are shown in the Power Dissipation Ratings table. Using heavier copper will increase the effectiveness in removing heat from the device. The addition of plated through-holes to heat-dissipating layers also improves the heat-sink effectiveness.

Power dissipation depends on input voltage and load conditions. Power dissipation (P_D) is equal to the product of the output current times the voltage drop across the output pass element (V_{IN} to V_{OLIT}):

$$P_{D} = (V_{IN} - V_{OUT}) \times I_{OUT}$$
(6)

Power dissipation can be minimized by using the lowest possible input voltage necessary to assure the required output voltage.

PACKAGE MOUNTING

Solder pad footprint recommendations for the TPS731xx are presented in Application Bulletin Solder Pad Recommendations for Surface-Mount Devices (SBFA015), available from the Texas Instruments web site at www.ti.com.

REVISION HISTORY

NOTE: Page numbers for previous revisions may differ from page numbers in the current version.

CI	hanges from Revision L (May, 2009) to Revision M	Page
•	Changed Figure 12	
•	Added paragraph about recommended start-up sequence to Internal Current Limit section	12
•	Added paragraph about current foldback and device start-up to Enable Pin and Shutdown section	12





3-Oct-2013

PACKAGING INFORMATION

Orderable Device	Status	Package Type	Package Drawing	Pins	Package Qty	Eco Plan	Lead/Ball Finish	MSL Peak Temp	Op Temp (°C)	Device Marking (4/5)	Samples
TPS73101DBVR	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	PWYQ	Samples
TPS73101DBVRG4	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	PWYQ	Samples
TPS73101DBVT	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	PWYQ	Samples
TPS73101DBVTG4	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	PWYQ	Samples
TPS731125DBVR	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	BYX	Samples
TPS731125DBVRG4	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	BYX	Samples
TPS731125DBVT	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	BYX	Samples
TPS731125DBVTG4	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	BYX	Samples
TPS73115DBVR	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T31	Samples
TPS73115DBVRG4	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T31	Samples
TPS73115DBVT	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T31	Samples
TPS73115DBVTG4	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T31	Samples
TPS73118DBVR	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T32	Samples
TPS73118DBVRG4	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T32	Samples
TPS73118DBVT	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T32	Samples
TPS73118DBVTG4	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T32	Samples
TPS73125DBVR	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	PHWI	Samples





www.ti.com

3-Oct-2013

Orderable Device	Status	Package Type	-	Pins	_	Eco Plan	Lead/Ball Finish	MSL Peak Temp	Op Temp (°C)	Device Marking	Samples
	(1)		Drawing		Qty	(2)		(3)		(4/5)	
TPS73125DBVRG4	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	PHWI	Samples
TPS73125DBVT	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	PHWI	Samples
TPS73125DBVTG4	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	PHWI	Samples
TPS73130DBVR	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T33	Samples
TPS73130DBVRG4	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T33	Samples
TPS73130DBVT	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T33	Samples
TPS73130DBVTG4	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T33	Samples
TPS73131DBVR	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	BYS	Samples
TPS73131DBVRG4	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	BYS	Samples
TPS73131DBVT	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	BYS	Samples
TPS73131DBVTG4	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	BYS	Samples
TPS73132DBVR	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T52	Samples
TPS73132DBVRG4	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T52	Samples
TPS73132DBVT	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T52	Samples
TPS73132DBVTG4	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T52	Samples
TPS73133DBVR	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T34	Samples
TPS73133DBVRG4	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T34	Samples
TPS73133DBVT	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T34	Samples



www.ti.com

PACKAGE OPTION ADDENDUM

3-Oct-2013

Orderable Device	Status	Package Type	Package	Pins	Package	Eco Plan	Lead/Ball Finish	MSL Peak Temp	Op Temp (°C)	Device Marking	Samples
	(1)		Drawing		Qty	(2)		(3)		(4/5)	
TPS73133DBVTG4	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T34	Samples
TPS73150DBVR	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T35	Samples
TPS73150DBVRG4	ACTIVE	SOT-23	DBV	5	3000	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T35	Samples
TPS73150DBVT	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T35	Samples
TPS73150DBVTG4	ACTIVE	SOT-23	DBV	5	250	Green (RoHS & no Sb/Br)	CU NIPDAU	Level-1-260C-UNLIM	-40 to 125	T35	Samples

(1) The marketing status values are defined as follows:

ACTIVE: Product device recommended for new designs.

LIFEBUY: TI has announced that the device will be discontinued, and a lifetime-buy period is in effect.

NRND: Not recommended for new designs. Device is in production to support existing customers, but TI does not recommend using this part in a new design.

PREVIEW: Device has been announced but is not in production. Samples may or may not be available.

OBSOLETE: TI has discontinued the production of the device.

(2) Eco Plan - The planned eco-friendly classification: Pb-Free (RoHS), Pb-Free (RoHS Exempt), or Green (RoHS & no Sb/Br) - please check http://www.ti.com/productcontent for the latest availability information and additional product content details.

TBD: The Pb-Free/Green conversion plan has not been defined.

Pb-Free (RoHS): TI's terms "Lead-Free" or "Pb-Free" mean semiconductor products that are compatible with the current RoHS requirements for all 6 substances, including the requirement that lead not exceed 0.1% by weight in homogeneous materials. Where designed to be soldered at high temperatures, TI Pb-Free products are suitable for use in specified lead-free processes. **Pb-Free** (RoHS Exempt): This component has a RoHS exemption for either 1) lead-based flip-chip solder bumps used between the die and package, or 2) lead-based die adhesive used between the die and leadframe. The component is otherwise considered Pb-Free (RoHS compatible) as defined above.

Green (RoHS & no Sb/Br): TI defines "Green" to mean Pb-Free (RoHS compatible), and free of Bromine (Br) and Antimony (Sb) based flame retardants (Br or Sb do not exceed 0.1% by weight in homogeneous material)

- (3) MSL, Peak Temp. -- The Moisture Sensitivity Level rating according to the JEDEC industry standard classifications, and peak solder temperature.
- (4) There may be additional marking, which relates to the logo, the lot trace code information, or the environmental category on the device.
- (5) Multiple Device Markings will be inside parentheses. Only one Device Marking contained in parentheses and separated by a "~" will appear on a device. If a line is indented then it is a continuation of the previous line and the two combined represent the entire Device Marking for that device.

Important Information and Disclaimer: The information provided on this page represents TI's knowledge and belief as of the date that it is provided. TI bases its knowledge and belief on information provided by third parties, and makes no representation or warranty as to the accuracy of such information. Efforts are underway to better integrate information from third parties. TI has taken and



PACKAGE OPTION ADDENDUM

3-Oct-2013

continues to take reasonable steps to provide representative and accurate information but may not have conducted destructive testing or chemical analysis on incoming materials and chemicals. TI and TI suppliers consider certain information to be proprietary, and thus CAS numbers and other limited information may not be available for release.

In no event shall TI's liability arising out of such information exceed the total purchase price of the TI part(s) at issue in this document sold by TI to Customer on an annual basis.

OTHER QUALIFIED VERSIONS OF TPS73101, TPS731125, TPS73115, TPS73118, TPS73125, TPS73130, TPS73132, TPS73133, TPS73150:

• Enhanced Product: TPS73101-EP, TPS731125-EP, TPS73115-EP, TPS73118-EP, TPS73125-EP, TPS73130-EP, TPS73132-EP, TPS73133-EP, TPS73150-EP

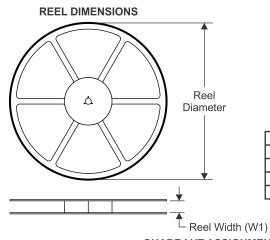
NOTE: Qualified Version Definitions:

• Enhanced Product - Supports Defense, Aerospace and Medical Applications

PACKAGE MATERIALS INFORMATION

www.ti.com 30-Dec-2013

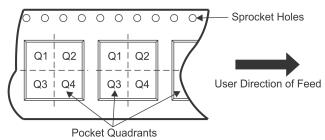
TAPE AND REEL INFORMATION



TAPE DIMENSIONS KO P1 BO W Cavity A0

	Dimension designed to accommodate the component width
	Dimension designed to accommodate the component length
K0	Dimension designed to accommodate the component thickness
W	Overall width of the carrier tape
P1	Pitch between successive cavity centers

QUADRANT ASSIGNMENTS FOR PIN 1 ORIENTATION IN TAPE



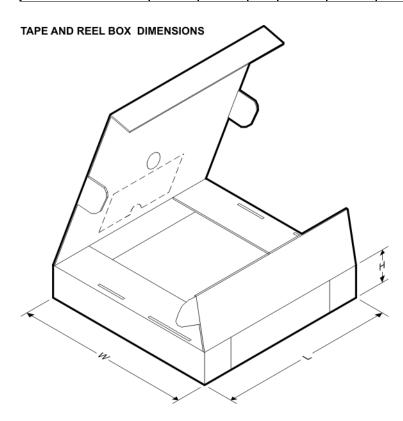
*All dimensions are nominal

Device	Package Type	Package Drawing	Pins	SPQ	Reel Diameter		A0 (mm)	B0 (mm)	K0 (mm)	P1 (mm)	W (mm)	Pin1 Quadrant
					(mm)	W1 (mm)						
TPS73101DBVR	SOT-23	DBV	5	3000	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS73101DBVT	SOT-23	DBV	5	250	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS731125DBVR	SOT-23	DBV	5	3000	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS731125DBVT	SOT-23	DBV	5	250	178.0	9.0	3.3	3.2	1.4	4.0	8.0	Q3
TPS73115DBVR	SOT-23	DBV	5	3000	178.0	9.0	3.3	3.2	1.4	4.0	8.0	Q3
TPS73115DBVT	SOT-23	DBV	5	250	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS73118DBVR	SOT-23	DBV	5	3000	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS73118DBVT	SOT-23	DBV	5	250	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS73125DBVR	SOT-23	DBV	5	3000	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS73125DBVT	SOT-23	DBV	5	250	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS73130DBVR	SOT-23	DBV	5	3000	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS73130DBVT	SOT-23	DBV	5	250	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS73131DBVR	SOT-23	DBV	5	3000	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS73131DBVT	SOT-23	DBV	5	250	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS73132DBVR	SOT-23	DBV	5	3000	179.0	8.4	3.2	3.2	1.4	4.0	8.0	Q3
TPS73132DBVT	SOT-23	DBV	5	250	179.0	8.4	3.2	3.2	1.4	4.0	8.0	Q3
TPS73133DBVR	SOT-23	DBV	5	3000	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS73133DBVT	SOT-23	DBV	5	250	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3

PACKAGE MATERIALS INFORMATION

www.ti.com 30-Dec-2013

Device	_	Package Drawing			Reel Diameter (mm)	Reel Width W1 (mm)	A0 (mm)	B0 (mm)	K0 (mm)	P1 (mm)	W (mm)	Pin1 Quadrant
TPS73150DBVR	SOT-23	DBV	5	3000	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3
TPS73150DBVT	SOT-23	DBV	5	250	178.0	9.0	3.23	3.17	1.37	4.0	8.0	Q3



*All dimensions are nominal

Device	Package Type	Package Drawing	Pins	SPQ	Length (mm)	Width (mm)	Height (mm)
TPS73101DBVR	SOT-23	DBV	5	3000	180.0	180.0	18.0
TPS73101DBVT	SOT-23	DBV	5	250	180.0	180.0	18.0
TPS731125DBVR	SOT-23	DBV	5	3000	180.0	180.0	18.0
TPS731125DBVT	SOT-23	DBV	5	250	180.0	180.0	18.0
TPS73115DBVR	SOT-23	DBV	5	3000	180.0	180.0	18.0
TPS73115DBVT	SOT-23	DBV	5	250	180.0	180.0	18.0
TPS73118DBVR	SOT-23	DBV	5	3000	180.0	180.0	18.0
TPS73118DBVT	SOT-23	DBV	5	250	180.0	180.0	18.0
TPS73125DBVR	SOT-23	DBV	5	3000	180.0	180.0	18.0
TPS73125DBVT	SOT-23	DBV	5	250	180.0	180.0	18.0
TPS73130DBVR	SOT-23	DBV	5	3000	180.0	180.0	18.0
TPS73130DBVT	SOT-23	DBV	5	250	180.0	180.0	18.0
TPS73131DBVR	SOT-23	DBV	5	3000	180.0	180.0	18.0
TPS73131DBVT	SOT-23	DBV	5	250	180.0	180.0	18.0
TPS73132DBVR	SOT-23	DBV	5	3000	203.0	203.0	35.0



PACKAGE MATERIALS INFORMATION

www.ti.com 30-Dec-2013

Device	Package Type	Package Drawing	Pins	SPQ	Length (mm)	Width (mm)	Height (mm)
TPS73132DBVT	SOT-23	DBV	5	250	203.0	203.0	35.0
TPS73133DBVR	SOT-23	DBV	5	3000	180.0	180.0	18.0
TPS73133DBVT	SOT-23	DBV	5	250	180.0	180.0	18.0
TPS73150DBVR	SOT-23	DBV	5	3000	180.0	180.0	18.0
TPS73150DBVT	SOT-23	DBV	5	250	180.0	180.0	18.0

DBV (R-PDSO-G5)

PLASTIC SMALL-OUTLINE PACKAGE



NOTES:

- A. All linear dimensions are in millimeters.
- B. This drawing is subject to change without notice.
- C. Body dimensions do not include mold flash or protrusion. Mold flash and protrusion shall not exceed 0.15 per side.
- D. Falls within JEDEC MO-178 Variation AA.



DBV (R-PDSO-G5)

PLASTIC SMALL OUTLINE



NOTES:

- A. All linear dimensions are in millimeters.
- B. This drawing is subject to change without notice.
- C. Customers should place a note on the circuit board fabrication drawing not to alter the center solder mask defined pad.
- D. Publication IPC-7351 is recommended for alternate designs.
- E. Laser cutting apertures with trapezoidal walls and also rounding corners will offer better paste release. Customers should contact their board assembly site for stencil design recommendations. Example stencil design based on a 50% volumetric metal load solder paste. Refer to IPC-7525 for other stencil recommendations.



IMPORTANT NOTICE

Texas Instruments Incorporated and its subsidiaries (TI) reserve the right to make corrections, enhancements, improvements and other changes to its semiconductor products and services per JESD46, latest issue, and to discontinue any product or service per JESD48, latest issue. Buyers should obtain the latest relevant information before placing orders and should verify that such information is current and complete. All semiconductor products (also referred to herein as "components") are sold subject to TI's terms and conditions of sale supplied at the time of order acknowledgment.

TI warrants performance of its components to the specifications applicable at the time of sale, in accordance with the warranty in TI's terms and conditions of sale of semiconductor products. Testing and other quality control techniques are used to the extent TI deems necessary to support this warranty. Except where mandated by applicable law, testing of all parameters of each component is not necessarily performed.

TI assumes no liability for applications assistance or the design of Buyers' products. Buyers are responsible for their products and applications using TI components. To minimize the risks associated with Buyers' products and applications, Buyers should provide adequate design and operating safeguards.

TI does not warrant or represent that any license, either express or implied, is granted under any patent right, copyright, mask work right, or other intellectual property right relating to any combination, machine, or process in which TI components or services are used. Information published by TI regarding third-party products or services does not constitute a license to use such products or services or a warranty or endorsement thereof. Use of such information may require a license from a third party under the patents or other intellectual property of the third party, or a license from TI under the patents or other intellectual property of TI.

Reproduction of significant portions of TI information in TI data books or data sheets is permissible only if reproduction is without alteration and is accompanied by all associated warranties, conditions, limitations, and notices. TI is not responsible or liable for such altered documentation. Information of third parties may be subject to additional restrictions.

Resale of TI components or services with statements different from or beyond the parameters stated by TI for that component or service voids all express and any implied warranties for the associated TI component or service and is an unfair and deceptive business practice. TI is not responsible or liable for any such statements.

Buyer acknowledges and agrees that it is solely responsible for compliance with all legal, regulatory and safety-related requirements concerning its products, and any use of TI components in its applications, notwithstanding any applications-related information or support that may be provided by TI. Buyer represents and agrees that it has all the necessary expertise to create and implement safeguards which anticipate dangerous consequences of failures, monitor failures and their consequences, lessen the likelihood of failures that might cause harm and take appropriate remedial actions. Buyer will fully indemnify TI and its representatives against any damages arising out of the use of any TI components in safety-critical applications.

In some cases, TI components may be promoted specifically to facilitate safety-related applications. With such components, TI's goal is to help enable customers to design and create their own end-product solutions that meet applicable functional safety standards and requirements. Nonetheless, such components are subject to these terms.

No TI components are authorized for use in FDA Class III (or similar life-critical medical equipment) unless authorized officers of the parties have executed a special agreement specifically governing such use.

Only those TI components which TI has specifically designated as military grade or "enhanced plastic" are designed and intended for use in military/aerospace applications or environments. Buyer acknowledges and agrees that any military or aerospace use of TI components which have *not* been so designated is solely at the Buyer's risk, and that Buyer is solely responsible for compliance with all legal and regulatory requirements in connection with such use.

TI has specifically designated certain components as meeting ISO/TS16949 requirements, mainly for automotive use. In any case of use of non-designated products, TI will not be responsible for any failure to meet ISO/TS16949.

Products Applications

Audio www.ti.com/audio Automotive and Transportation www.ti.com/automotive Communications and Telecom **Amplifiers** amplifier.ti.com www.ti.com/communications **Data Converters** dataconverter.ti.com Computers and Peripherals www.ti.com/computers **DLP® Products** www.dlp.com Consumer Electronics www.ti.com/consumer-apps

DSP **Energy and Lighting** dsp.ti.com www.ti.com/energy Clocks and Timers www.ti.com/clocks Industrial www.ti.com/industrial Interface interface.ti.com Medical www.ti.com/medical logic.ti.com Logic Security www.ti.com/security

Power Mgmt power.ti.com Space, Avionics and Defense www.ti.com/space-avionics-defense

Microcontrollers microcontroller.ti.com Video and Imaging www.ti.com/video

RFID www.ti-rfid.com

OMAP Applications Processors www.ti.com/omap TI E2E Community e2e.ti.com/omap

Wireless Connectivity <u>www.ti.com/wirelessconnectivity</u>

AMEYA360 Components Supply Platform

Authorized Distribution Brand:

























Website:

Welcome to visit www.ameya360.com

Contact Us:

> Address:

401 Building No.5, JiuGe Business Center, Lane 2301, Yishan Rd Minhang District, Shanghai , China

> Sales:

Direct +86 (21) 6401-6692

Email amall@ameya360.com

QQ 800077892

Skype ameyasales1 ameyasales2

Customer Service :

Email service@ameya360.com

Partnership :

Tel +86 (21) 64016692-8333

Email mkt@ameya360.com