



Creative Peripherals

(CIN):U52392MH2004PLC148754

To,
The Manager
Listing Department
National Securities Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East)
Mumbai- 400051

Sub: Creative Peripherals and Distribution Ltd. signs an agreement with ASRock Inc., a Taiwan-based electronics manufacturer to distribute their motherboards in India.

Dear Sir,

Please find below Media Release regarding agreement with ASRock Inc. to distribute their motherboards in India.

Thanking you,

Yours Faithfully
For Creative Peripherals And Distribution Limited

Vijay Advani
Whole Time Director
DIN: 02009626

Date: 5th October 2017

Place: Mumbai



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Media Release

Creative Peripherals and Distribution Limited signs agreement ASRock Inc. to distribute their motherboards in India

Adds a very significant component of a PC – Motherboard to its portfolio

ASRock Inc. is a Taiwan-based electronics manufacturer which focuses on the development of motherboards, industrial PCs

Creative Peripherals and Distribution Limited will be a National Distributor for Brand Asrock

Mumbai, 5th October 2017: Creative Peripherals and Distribution Limited, specialists in market penetration and distribution of IT, Imaging, Lifestyle, and Security products in India and Middle East is pleased to inform that our Company has signed an agreement with ASRock Inc. to distribute their motherboards in India and will be a national distributor for Brand Asrock.

ASRock Inc. is a Taiwan-based electronics manufacturer which focuses on the development of motherboards, industrial PCs, and HTPCs. ASRock was originally spun off from Asus in 2002 to compete with companies such as Foxconn for a share in the commodity OEM market. Since then, ASRock has gained momentum in the assembled PC sector. Plans for moving the company upstream began in 2007 following a successful IPO on the Taiwan Stock Exchange.

With this association, we are adding a very significant component of a PC – Motherboard to our product portfolio. We are offering almost all the components of a PC to our distributors and clients. Our Company will look to enhance this association and over a period of time, offer all synergistic products under the Asrock Brand.

Our Company is engaged in distribution of IT, Imaging, Lifestyle and Security products, having presence across 26 locations all over India and long-standing relationships with over 5,000+ channel partners. This new addition of Motorola's Lifestyle Products to our existing product basket of over 3,000 products from over 25 Brands globally will help our Company grow in our value added segments which are higher margin in nature.



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Creative Peripherals constantly endeavors to add new brands which help us penetrate new markets and geographies globally as well as help us popularize our own brand name as a respected and premium market entry specialist.

Towards these efforts, we have recently signed up with Shyam Telecom Ltd. to distribute Motorola accessories. Our Company has been successful in securing exclusive license agreement from Honeywell. At the same time, because of our strong network and the value we bring to our customers we have been able to extend and renew our relationships with major global brands like Apple India Pvt. Ltd. for distribution of 'Beats by Dr. Dre', Samsung Electronics Ltd for monitors of 21.5" and other products, Vitec Group of Italy for their top brands Manfrotto and Gitzo in the photography segment and NEDIS Group of Europe.

Management Comments:

Commenting on the association, Mr Ketan Patel, Chairman & Managing Director, Creative Peripherals and Distribution Limited said:

"We continue to deliver on our commitment of bringing well-reputed, quality international brands to India. Our Company recently signed an agreement with a Taiwan based manufacturer ASRock Inc. for Brand Asrock which is well known brand, globally as well as in India. ASRock is known for its superior products. We will start with distributing their motherboards and gradually consider adding more categories of Asrock products. It is an honor for us at Creative Peripherals and Distribution Limited to add a globally recognized brand to our portfolio".

Company Overview

Our Company started as a small proprietary trading concern, named as 'Creative Computers' with 10 employees back in 1992. Since then our consistent dedication and hard work along with support from our partners we have grown to a recognized player in the India's Information and Communication Technology distribution market. Our efforts have always been towards timely delivery, consistent, excellent quality, range of innovative products and sustained long-term relationship building with channel partners. These efforts have enabled us to garner accolades in the industry as amongst the best distributors in India by leading brands. Some of these include:

- 'Best Fulfillment Partner' (2014) - Reliance Digital
- 'Fastest Growing National Distributor' (2014-15) - Digital Terminal
- 'Best Fulfillment Partner' (2015) - Reliance Digital
- 'CEIF Photo fair All India Photo graphic Trade & Industry Association' (2015)
- 'Long Term Partnership Award (2017)' - Sennheiser



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Our Company is associated with over 25 renowned brands globally. These brands help us cater to a wide range of customers both in the consumer and industrial businesses. We are also well-positioned to take advantage of the changes in trends in the technology industry currently and be a part of the digital transformation story of India.

Creative Peripherals has a unique value added distribution model which is difficult to replicate. We provide end-to-end solutions, beginning from market research and competition analysis for brands and recommend viability in specific regions across India. This requires specialized skill sets and experience along with adequate market intelligence. We then prepare a strategic plan for market entry for the brands and their target segments. These plans are updated and monitored regularly. Further, we then also conduct pre-sales activities and marketing activities for the success of the brand as well as to enable our channel partners to leverage their expertise and bottom line. We are among the very few large distributors who conduct specialized training modules, events and promotional activities at the ground level with channel partners. This is possible due to the dedication of our people and our experienced team which constantly tracks latest market developments to build closer market connect.

Our Company has a state-of-the-art sales process which works very closely across channels including Large Format Retail (LFRs), E-Commerce and Specialized retailers in all regions. We conduct regular workshops, demos for resellers with our dedicated corporate and retail sales teams.

Our Company's wide reach and superior logistics capabilities helps us provide end-to-end services to customers including warranty and post-warranty, high-level repair services, response centers among others.

Also, our strong focus on consistent and very high quality along with timely delivery has led to increased confidence of brands, many of which have chosen us as exclusive partners and have been with us since over five years. We have robust IT systems to manage network and also follow prudent risk management practices across branches.

Creative Peripherals focus is on higher operational efficiencies and adding higher margin and value added products to our existing product portfolio and this association is a concrete step towards that direction. We are confident that we will be able to grow stronger from here and continue to scale new heights.



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About Creative Peripherals and Distribution Limited:

Incorporated in 1992, Creative Peripherals and Distribution Limited is a leading player in distribution of IT, Imaging, Lifestyle and Security products which also specializes in market entry strategy for reputed brands in India. The Company has its state of art distribution and warehousing located across 26 regions in India. The Company already has over 3000 products in its portfolio, working with over 25 Brands and over 5,000 channel partners across Online, Retail and General Trade. The Company also has its presence in the Middle East. In India, the Company operates out of 26 branches across the country and over 175 employees.

For more details please visit: www.ecreativeindia.com

Note: Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. Creative Peripherals and Distribution Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For further information please contact:

Company: Vijay Advani Creative Peripherals and Distribution Ltd E-mail: advani@ecreativeindia.com	Investor Relations: Rahul Menon Bridge Investor Relations Pvt Ltd Email: rahul@bridge-ir.com
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