



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: Announcement regarding addition of five new Honeywell branded products for exclusive manufacturing, marketing & selling, warranty and after sales service.

Dear Sir,

Please find below Media Release regarding addition of five new Honeywell branded products for exclusive manufacturing, marketing & selling, warranty and after sales service.

Thanking you,

Yours Faithfully

For Creative Peripherals and Distribution Limited

Vijay Advani
Managing Director
DIN: 02009626



Date: 04 July 2017
Place: Mumbai

Creative Peripherals & Distribution Ltd.

Registered Office : B - 215, Mandpeshwar Industrial Premises Co-op Society Ltd., Opp. M.C.F. Club, Prem Nagar, Off S.V.P. Road, Borivali (West), Mumbai - 400 092. | Tel.: 91-22-4081 1234 / 4246 0777 | Email : administration@ecreativeindia.com

www.ecreativeindia.com





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Media Release

Creative Peripherals and Distribution Limited announces addition of five new Honeywell branded products for manufacturing, marketing & selling, warranty and after sales service

Honeywell is a global Fortune 50 technology manufacturing company, with turnover of over US \$39 billion

Mumbai, 04 July 2017: Creative Peripherals and Distribution Limited, specialists in market penetration and distribution of IT, Imaging, Lifestyle, and Security products with a pan-India presence is pleased to inform that our Company has recently added five new Honeywell branded products to the existing portfolio.

Creative Peripherals continues to be the Exclusive licensee of manufacturing, marketing & selling, warranty and after sales services for certain categories of Honeywell products in India and international markets, including SAARC countries.

The five products include:

- High Speed HDMI Cable with Ethernet - Platinum Series
- "Cush Cool" - Laptop cooler with cushion back and flip open compartment
- "Vogue Cool" - USB powered ultra-thin laptop cooler
- USB Hub - Light, smart 4 USB output with super speed transmission
- C- Type Docking Station

Honeywell is a global Fortune 50 company with turnover of over US \$39 billion. The Company is a worldwide reputed manufacturer of technology solutions with interests in aerospace, speciality chemicals and smart cities.

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Creative Peripherals and Distribution Limited will manufacture and package these products in Honeywell certified and approved factories, and continue to own the design ID's for all products.

This enhanced association with Honeywell will help Creative Peripherals widen capabilities in our already established strong presence in international markets, both consumer and enterprise segments. With the focus remaining on the mid-to-high-end consumer base, we believe this continued relation will further help improve our Company's profitability and drive top line growth.

Our Company is engaged in distribution of IT, Imaging, Lifestyle and Security products, with an existing product basket of over 3,000 products from over 22 Brands globally. We have established relationships with over 5,000 registered channel partners across our network of 26 branches in India, including online, retail and general trade.

We are constantly making every effort to add new brands in our value added business which will help us not only penetrate new markets globally but also help us create our own brand name as a respected and premium market entry specialist in India.

Our Company has recently renewed National Distribution Agreement with Apple India Pvt. Ltd. for distribution of 'Beats by Dr. Dre'. We have been re-appointed as one of the only two National Premium Partners for Samsung Electronics Ltd for monitors of 21.5" and other products. We have also renewed our distribution agreement with the Vitec Group of Italy, for the fifth consecutive year, for their top brands Manfrotto and Gitzo in the photography segment. We further strengthened our association with NEDIS Group of Europe for the 7th consecutive year, deepening our presence in the consumer electronics segment.

Management Comments:

Commenting on the addition, **Mr Ketan Patel, Founder, Creative Peripherals and Distribution Limited** said:

"It gives me immense pleasure to announce that Honeywell has added new products to the existing portfolio, which is a sign of confidence the brand has on our value added services and distribution capabilities. This will help us gain further traction in both consumer and enterprise segment given the utility and premium value of these products. Honeywell's continued support to us will also provide further boost to our margins and profitability."

"We have the requisite skills and reach across the country and in international markets and our unique value added distribution model provides us with an edge over competition. We are one of the very few players which conduct several on-ground customer engagement and marketing activities, which helps both vendors and our channel partners scale their presence with a single service provider."

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Company Overview

Our Company started as a small proprietary trading concern, named as 'Creative Computers' with 10 employees back in 1992. Since then, due to our consistent dedication and hard work along with support from our partners, we have grown to a recognized player in 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 Photofair All India Photo graphic Trade & Industry Association' (2015)
- 'Long Term Partnership Award (2017) - Sennheiser

Our Company is associated with over 22 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.

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Creative Peripherals focuses 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.

About Creative Peripherals and Distribution Limited:

Incorporated in 2004, 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 22 Brands and over 5,000 channel partners across Online, Retail and General Trade. 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:

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