



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: Renews National Authorised Distribution Agreement with Apple India Pvt Ltd

Dear Sir,

Please find below Media Release regarding renewal of national authorised distribution agreement with Apple India Pvt Ltd

Thanking you,

Yours Faithfully

For Creative Peripherals And Distribution Limited



Ketan Patel
Director
DIN: 00127633



Date: 07 June, 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 renews national distribution agreement with Apple India Pvt Ltd

Renewal for distribution of 'Beats by Dr Dre' in continuation since Apple's acquisition of 'Beats' in 2014

Beats Electronics is world's top headphones brand with significant market share of the premium market

Mumbai, June 07, 2017: Creative Peripherals and Distribution Limited, specialists in market penetration and distribution in IT, Imaging, Lifestyle, and Security domains with a pan-India presence, is pleased to inform that our Company has recently renewed its national Authorised Distribution Agreement with Apple India Pvt Ltd for the distribution of 'Beats' by Dr Dre products. Creative Peripherals has been distributing Beats by Dr. Dre headphones since 2012. Post the acquisition of Beats by Apple in 2014, Apple continued Creative Peripherals as their Authorised Apple Distributor across India.

Beats Electronics is world's premier headphones and earphones brand, providing a premium sound experience at every touch point of the consumer's life. The brand is a market leader, enjoying significant market share internationally in the 'premium' headphones market, ones that cost \$99 or more. With its blend of high-quality audio, superior design and an already established brand connect with consumers; Beats Electronics dominates the global headphones and earphones market.

Creative Peripherals with its strong relationships with over 5000 channel partners and network of over 26 branches across India, along with further brand support from Apple will drive strong sales. 'Beats' products are already placed in 130 Apple Premium Stores.

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This renewal of our long-standing relationship with Apple and Beats Electronics will help Creative Peripherals to increase growth in our value-added segment and will also help improve the Company's profitability.

Our Company focuses on committed relations with vendors, many of whom have been associated with us for over ten years. These leading global, renowned, credible and reputed players in the electronics manufacturing space are recognizing us more and more recognized as the chosen market entry specialists for these brands.

We were recently re-appointed by Samsung Electronics in India as the National Premium Partner for monitors of 21.5" and above along with their other products. This will help us strengthen our position in the IT-Consumer customer market. 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 which completed 100 years in the photography segment. The Vitec Group of Italy is a global leader in broadcast and photography markets with revenues of over Euros 300 million. The renewal reposes the trust and confidence of premium global vendors with our Company.

We are also constantly making every effort to add new brands to our 23+ global brands portfolio, which will help us penetrate new markets and geographies. We have signed an Exclusive license agreement with Honeywell, a Fortune 50 technology manufacturing Company, for a period of 5 years, for manufacturing, marketing & selling, warranty and after-sales service of Honeywell branded products. This agreement also allows us to enter into the manufacturing space, where we will be manufacturing in Honeywell authorized factories according to their approved guidelines. The Design ID's will be owned by Creative Peripherals. We expect strong boost to our profitability and turnover from this association.

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Management Comments:

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

"We are happy to announce renewal of our authorized distribution agreement with Apple, a relationship which has continued since many years. Having a partner like Beats Electronics, along with the support of a brand like Apple gives us an edge over others in the growing headphones and earphones market in India. The Indian consumer is becoming more distinguishing when it comes to music and sound consumption. With our own strong ground-level connect and strong capabilities, I believe this partnership will be able to deliver the best experience to the customer. I am also confident that this association will further strengthen our brand visibility in the headphones and earphones market which is growing handsomely. With our established channel partner relationships with over 5,000 partners, we aim to become a market leader in this segment. The Indian consumer technology & electronics products market is undergoing a paradigm shift and we are best placed to take advantage of this.

This continuing partnership adds yet another feather in the cap of our existing portfolio of over 23 brands. As a Company, we will continue to focus on adding new value added products across geographies, with an objective to boost our growth but help increase our profit margins."

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 Distributor for the Year' (2011) - Sennheiser
- 'Best Fulfillment Partner' (2014) - Reliance Digital
- 'Fastest Growing National Distributor' (2014-15) - Digital Terminal
- 'The Best Partner for Printer' - Canon

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Our Company's distribution model is able to cater to customers in both consumer and enterprise space. With our end-to-end customer support services and superior logistics management facilities, we are able to nurture further our 5000+ channel partners across retail, e-commerce and specialized dealers and distributors. Our Company supports these channel partners in leveraging their market positioning and enhancing their bottom line through regular sessions, trainings, on-ground events and promotional activities through our pan-India network of 26 branches.

Our Company is associated with over 23 renowned brands globally. We are among the very few large distributors who conduct specialized training modules, events and promotional activities at the ground level with channel partners and retailers. 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.

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.

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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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