CELLECOR

CELLECOR GADGETS LIMITED

(Formerly Known As Unitel Info Limited, Unitel Info Pvt. Ltd.)
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Ref: - CELLECOR/23-24/25

Date: January 01, 2024

To,
National Stock Exchange of India Limited
Listing & Compliance Department
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra
Mumbai - 400 051 India.

Company Symbol: CELLECOR
Company ISIN: INE0OMO01017

Subject: Media Release
Cellecor Gadgets Ltd. - Elevating Experience with Innovation: Announces New Launches, SKUs Additions & Strategic Collaborations

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith please find enclosed a copy of the Media Release titled **'Cellecor Gadgets Ltd. - Elevating Experience with Innovation: Announces New Launches, SKUs Additions & Strategic Collaborations'** along-with the detailed presentation titled '**Cellecor Gadgets: Dazzling Showcase of Tomorrows' Tech-Innovation Extravaganza'** for your records and dissemination at your official website.

A copy of the same will also be uploaded on the Company's website www.cellecor.com.

Kindly do the needful and oblige.

Thanking you.

Yours faithfully,
For Cellecor Gadgets Limited
(Formerly Known as Unitel Info Limited and Unitel Info Private Limited)

Ravi Agarwal
Digitally signed by Ravi Agarwal
Date: 2024.01.01 09:02:32 +05'30'

Ravi Agarwal
Managing Director
DIN: 08471502

Encl.: a/a

Media Release

Cellecor Gadgets Ltd. - Elevating Experience with Innovation: Announces New Launches, SKUs Additions & Strategic Collaborations

New Delhi, December 30, 2023: Cellecor Gadgets, India's most trusted and affordable electronics brand, has recently achieved significant milestones that underscore its commitment to innovation, market presence, and strategic growth and announces:

- **Launch of Washing Machines –** Cellecor Gadgets has introduced 2 new cutting-edge washing machines SKUs, designed with a focus on innovation, efficiency, and user-friendly features. Key attributes include a variety of wash cycles, multiple wash program, advanced energy-efficient technologies, and adjustable spin speed. Artificial intelligence has been integrated into the design enabling adaptive wash settings that optimize cleaning performance while minimizing water and energy consumption. Considering the target customers, price ranges for Cellecor Washing Machine is kept very competitive, between Rs 8,000-Rs. 10,000 per piece.

- **Introduces Mixer Grinders -** Cellecor is launching 11 New models of Mixers and Grinders with advanced features making them budget-friendly and a modern addition to your kitchen tools. The decision stems from thorough market research, showing an increasing demand for versatile kitchen appliances that seamlessly combine technology, design, and functionality. Key features include multifunctionality, a powerful motor, and variable speed control. Cellecor Mixer Grinders are being offered in the prices range of Rs 1,200 - Rs 1,800.

- **New SKU Addition to its Portfolio** - Cellecor is thrilled to present a cutting-edge addition to its portfolio, poised to redefine industry standards and establish new benchmarks in the market.

  1. **M Series Smart Watches:** Cellecor proudly presents the M Series Smart Watches, featuring 30 new SKUs that blend sophisticated design with advanced technology. Boasting metal marvels, a health suite, wellness companion, and a retina AMOLED

display, these smartwatches aim to set unprecedented standards in the market. Foreseeing a steady 5% to 8% growth in the smartwatch segment, these devices align with the rising demand for intelligent wearables and very competitively priced between Rs 1,200 to Rs 3,500.

2. **50" Inch Smart TV:** Cellecor introduces a fresh model of a 50-inch Smart TV, promising intelligent connectivity, stunning visuals, and immersive sound for an unparalleled cinematic adventure.

3. **5 New SKUs of Smart TVs:** Elevate your viewing experience with Cellecor's 5 new SKUs of Smart TVs, offering crystal clear brilliance with 4K Ultra HD LED TV, immersive audio featuring Dolby Atmos, and user-friendly controls. The customers may buy Cellecor Smart TVs as per their choice, features requirement, affordability and budget from a wide range, priced between Rs. 10,000 to Rs 50,000.

4. **12 New SKUs in TWS and Headphones:** Cellecor is embarking on a new era of audio excellence with its latest SKU launch in earbuds. Elevates the listening experience with state-of-the-art technology, enhanced comfort, and a stylish design that harmonizes seamlessly. Top features of new products include Environment Noise Cancellation, Powerful or deep bass, Fast Charging, Crystal Clear Sound and Auto Connect. Headphones have classic features of Gaming headset, Bluetooth V5.3, Superior bass sound, Foldable design and Hands-free. Cellecor Earbuds are priced between Rs. 800 - Rs. 1,500 and Headphones between Rs 1,000 - Rs. 1,500

5. **2 New SKUs in Sound Bar:** Cellecor is pleased to introduce its newest advancement in audio technology through the latest Sound Bar SKUs. These cutting-edge models feature Bluetooth V5.3, 3D surround sound, Type C charging, and compatibility with AUX and USB and are made available for customers between the prices range from Rs 999 to Rs 10,000.

6. **15 New SKUs of Feature Phones:** Cellecor introduces a revolutionary shift in communication with 15 new SKUs of feature phones. Offering classic reliability coupled with modern functionality, these phones redefine simplicity and connectivity. Features include touch keypads, a 2000-mAh battery, a digital camera, sleek design, and MP3 & MP4 players. Prices range between Rs 900 and Rs 2,000.

7. **Cellecor ZPDQC 24W Charger:** Presenting the Cellecor ZPDQC 24W Charger, a powerhouse for swift device charging. Engineered for efficiency and speed, this cutting-edge charger ensures the rapid replenishment of your devices. With advanced technology and an elegant design, the ZPDQC 24W Charger by Cellecor brings a new level of convenience to the charging experience and Cellecor Chargers are available for the customers in the price range of Rs. 350 to Rs. 500.

- **Partnership with Large Distributors-** Cellecor is also excited to announce a strategic partnership with distributors, marking the inception of an impactful alliance. This

collaboration aims to synergize the strengths of our cutting-edge products with the extensive reach and efficiency of our distribution partners

- **Collaboration with Bhatia Communication**- Cellecor partnerships with Bhatia Communication Sparks Excitement Across Gujarat. Bhatia Communication is engaged into retail and wholesale distribution business of trading mobile handsets, tablets, data-cards, mobile accessories, air conditioners, Washing Machines and other Electronic Equipment. They sell smart mobile handsets of all the brands including APPLE I-PHONE, SAMSUNG, OPPO, GIONEE, VIVO, HONOR, JIO, REALME, REDMI, NOKIA etc, mobile related products, tablets, data cards, accessories under one roof through their owned 81 retail outlets chain located all over the South Gujarat region including Surat, Vapi, Valsad, Navsari, Vyara and other towns of South Gujarat. They also provide the same services through our 17 franchisee retail chain dealers located in the South Gujarat region. Cellecor anticipates a revenue generation of Rs 25-50cr from this collaboration.

- **Collaboration with Smart Dukaan-** Cellecor partners with Smart Dukaan across North India. Smart Dukaan is India ' s fastest growing Smartphone retail chain with over 350 stores across 100 cities in 6 states. They have created a tech-led Retail & Distribution company that is revolutionizing distribution of smart products across urban, semi-urban and rural areas. Cellecor anticipates a revenue generation of Rs 25-50cr from the above tie up.

- **500+ Orders in Single Day from Website**- In a strategic shift from exclusive availability on e-commerce platforms, company's listed electronics gadgets brand has successfully intensified Direct-to-Consumer (D2C) sales (cellecor.com), achieving a noteworthy milestone of processing 500+ online orders in a single day on our D2C website.

- **International Review Meet with Distributors-** The one-on-one meetings with distributors were highly successful, significantly strengthening our relationships. This bond is poised to fuel further business growth, as personalized interactions foster trust and collaboration, laying the foundation for mutual success and prosperity. The distributor meet yielded an exceptional response for our newly launched products. Witnessing an instant sale of 25,000 Smartwatches, 1,500 Smart TVs, and 50,000 feature phones showcased the overwhelming success and market demand, affirming our strategic product launch.

With these recent developments, we expect Cellecor brand to be further strengthened and it will strategically position as a leading supplier of products under multiple categories.

Mr. Ravi Agarwal, Founder of Cellecor Gadgets Ltd commented "*We are thrilled to share recent advancements at our company. In this quarter, we've made significant progress across various aspects of our business, highlighting our steadfast commitment to excellence and advancement. Our R&D team has delivered innovative solutions that not only meet but surpass market expectations, emphasizing our dedication to staying at the forefront of technology. Our strategic partnerships with distributors have expanded our market presence and distribution networks. Riding on all these factors, we are confident of achieving robust growth in the coming*

quarters and shall exceed the revenues projections. Moving forward, our focus remains on investing in research, innovation, enhancing customers experience, building new partnerships, cementing existing capabilitiesto achieve desired results."

About Cellecor Gadgets Ltd.:

Cellecor Gadgets journey in electronics device business, and selling products in its own brand, including mobile feature phones, smartwatches, TWS (True Wireless Stereo) earbuds, neckbands, and LED TVs -outsources from various electronic assemblers and manufacturers, started in 2012 as M/s Unity Communications-its founder Mr. Ravi Agarwal's proprietorship firm.

The company is promoted and managed with an enduring sustainable business strategy, wherein the Company is aiming to synergetic amalgamate business potential embedded in the ever-growing demand of electronic products with modern business approach of sourcing, producing, and marketing with an objective to provide quality products at affordable price.

Today, Cellecor Gadgets Ltd is a leading name in the consumer electronics industry, known for its innovative and cutting-edge technology. With a commitment to making happiness affordable, Cellecor offers a diverse range of products, including mobile phones, smart TVs, speakers, neckbands, TWS, soundbars, smartwatches, Washing Machines, and many more.

The securities of the Company are listed on the NSE EMERGE (SME Platform of National Stock Exchange of India Limited) with Scrip Code: CELLECOR

For Further information please contact

You may please visit https://cellecor.com/	Ms. Bindu Gupta Chief Finance Officer 011-43034907 finance.head@cellecor.in	Ms. Monali Jain Investor Relations 7597304020 monali@goindiaadvisors.com

Disclaimer: Certain statements and words in this document that are not historical facts are forward-looking statements. Such forward looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks and many other factors that could cause actual result to differ materially from those contemplated by these forward-looking statements. Cellecor Gadgets Limited shall not be in any way responsible for any action taken based on such a statement.

Cellecor Gadgets

Dazzling Showcase

Of Tomorrow's Tech

INNOVATION EXTRAVAGANZA

www.cellecor.com

Our Company

Staircasing To Success: Cellecor Gadgets **"Journey to Making Happiness Affordable"**

In the dynamic world of technology, Cellecor Gadgets has recently achieved significant milestones that underscore its commitment to innovation, market presence, and strategic growth.

The company is promoted and managed with an enduring sustainable business strategy, wherein the Company is aiming to synergetic amalgamate business potential embedded in the ever-growing demand of electronic products with modern business approach of sourcing, producing, and marketing with an objective to provide quality products at affordable price.

These 3 standout achievements have garnered attention and admiration –

- The successful launch of its Initial Public Offering (IPO).
- The appointment of Varun Dhawan as the brand ambassador for our Smart TVs.
- Furthermore, the expansion of its business into the United Arab Emirates (UAE) has marked a major triumph for Cellecor Gadgets.

*What sets Cellecor Gadgets apart is not just star power but a commitment to its motto – "**making happiness affordable**."*

Achievements

October' 2023 to December' 2023

Revolutionizing Clean: *Cellecor unveils cutting edge* ***Washing Machine*** *to redefine laundry excellence*

- In a move that redefines the landscape of home appliances, Cellecor Gadgets has launched **2 new SKUs of cutting-edge washing machines**, promising a revolutionary laundry experience. Packed with features that cater to the needs of the budget-conscious consumer, these washing machines boast advanced technology that transcends traditional laundry routines.

- ## Top- Notch Features:

1. Energy Efficiency
2. Multiple Wash Program
3. Adjustable spin speed

- *The primary target audience for this innovation spans across* ***tier 2, tier 3, and tier 4 cities*** *which falls in middle and lower economical class*

- Price Range: **Rs. 8,000 - Rs. 10,000**

Available on Online & Offline :

amazon Flipkart BAJAJ FINSERV cellecor.com

Cellecor introduces *the game changing* ***mixer grinder****, that redefine Home Cooking*

- Cellecor Gadgets is reshaping the culinary landscape with the introduction of its powerful mixer grinder. We are introducing **11 New SKUs** boasting top-notch features that make it both budget-friendly and a cutting-edge addition to your culinary arsenal.

- ## Top- Notch Features:

1. Multi-Functionality
2. Powerful Motor
3. Variable Speed Control
4. Jars with Lids

- *Crafted to seamlessly blend with your kitchen, the Cellecor Mixer Grinder is tailored for the discerning consumer in tier 2, tier 3 and tier 4 cities. Our aim is to provide happiness in every middle class, lower middle class and rural household*

- Price Range: **Rs. 1,200 - Rs. 1,800**

Available on Online & Offline :

amazon Flipkart BAJAJ FINSERV cellecor.com

- ## Advantage for our Business

1. **Diversification of Offerings**: Introducing a new product allows a company to diversify its product line, catering to a broader range of customer needs. This diversification can attract new customer segments and increase market share.
2. **Competitive Advantage**: Innovation and the launch of new products can give a company a competitive edge in the market. Staying ahead of or keeping pace with competitors can be crucial in maintaining and growing market share.
3. **Brand Image Enhancement**: A successful product launch can enhance the company's overall brand image. It shows that the company is dynamic, innovative, and committed to meeting the evolving needs of its customers.

Super Amoled Cellecor M Series Smartwatch: *Brighter & Better*

- In the ever-evolving landscape of wearable technology, Cellecor emerges as a trailblazer with its **M Series Smartwatches**, a mesmerizing fusion of cutting-edge innovation and trendsetting design. With a staggering array of **30 distinct SKUs.**

- ## Top- Notch Features:

  1. Metal Marvels: Uncompromised Durability and Style
  2. Health Suite
  3. Your Wellness Companion
  4. Super Bright, Retina AMOLED Display

- *Cellecor is set to captivate the hearts and wrists of Young Executives, Entrepreneurs, Tech Enthusiasts, Gadget Reviewers, Students, Young Professionals, Gym Instructors, and Fitness person.*

- Price Range: **Rs. 1,200 - Rs. 3,500**

Available on Online & Offline :

amazon Flipkart BAJAJ FINSERV cellecor.com

- ## Advantage for our Business

  - **Expanding Economy.**: Introducing new Smartwatches allows businesses to broaden their product range.
  - **Increasing Variation**: Offering a variety of products within the category
  - **Competitive Edge**: Regularly adding new SKUs keeps the product line fresh and competitive.

- ## Expected Growth

  Cellecor anticipates a steady growth of 5% to 8% in its Smartwatch segment, reflecting a positive trend in the consumer electronics market. This projection aligns with the increasing demand for intelligent wearables that seamlessly integrate with users' lifestyles.

Step into Pixel-Perfect Tomorrow :

Cellecor's launches ***5 new SKUs for Smart Tv***

- Cellecor's Smart TV is set to redefine the living room experience, bringing a new era of connectivity and entertainment. Cellecor is launching **new model 50"inch Smart Tv and 5 more SKUs.**

- **Why Cellecor for Smart Tv?**
  In a succinct answer, Cellecor encapsulates affordability, innovation, clarity, and seamless functionality. The Smart TV is not merely a device; it's a gateway to a world of limitless entertainment possibilities.

- ## Top- Notch Features:

  1. Crystal Clear Brilliance: 4K Ultra HD LED TV.
  2. Immersive Audio
  3. Dolby Atmos and Optical Sound Output.
  4. Crystal Clear Visibility Sleek Aesthetics
  5. Bezel-less, Metallic Bodntuitive Control

- *This collection is tailored to cater to the diverse needs of our **tier 2 and tier 3 audience** who are budget-conscious shoppers, smart home users, home entertainment enthusiasts, and family-oriented consumers, Cellecor ensures that everyone can partake in the revolution.*

- Price Range: **Rs. 10,000 - Rs. 50,000**

Available on Online & Offline :

amazon Flipkart BAJAJ FINSERV cellecor.com

- ## Advantage for our Business

1. **Customer Engagement:** New Smart TV SKUs provide opportunities to engage with existing customers.
2. **Profitability:** Expanding the product line can contribute to increased sales and profitability.
3. **Cross-Selling Opportunities:** New Smart TV SKUs create opportunities for cross-selling.

- ## Expected Growth

Cellecor envisions a robust 10% growth in its Smart TV segment, reflecting a buoyant outlook in the consumer electronics market. This positive projection aligns with the increasing consumer demand for advanced, connected entertainment solutions.

***Cellecor Introduces** the **TWS 10 new SKUs:** Ultimate Audio Freedom*

- Comprising **10 distinct SKUs**, this collection is designed to redefine on-the-go audio, offering a harmonious fusion of style and substance. Step into a world of untethered audio freedom with Cellecor's TWS lineup.

  No more tangled wires or restrictions – just pure, uninterrupted sound that follows you wherever life takes you.

- ## Top- Notch Features:

  1. Environment Noise Cancellation
  2. Powerful or deep bass
  3. Fast Charging
  4. Crystal Clear Sound
  5. Auto Connect

- *Cellecor's TWS lineup is carefully curated for the discerning **Tier 2 and Tier 3 audience**, who are young professional, a tech-savvy student, or a fitness enthusiast, these earbuds cater to the diverse needs and preferences of a dynamic and vibrant demographic. Cellecor's TWS lineup marks a significant stride in the evolution of on-the-go audio.*

- Price Range: **Rs. 800 - Rs. 1,500**

Available on Online & Offline :

amazon Flipkart BAJAJ FINSERV cellecor.com

- ## Advantage for our Business

1. **Brand Image:** Continuously innovating and adding new products enhances a brand's image as forward-thinking and committed to meeting consumer needs.
2. **Adaptation to Technology Changes**: Consumer electronics is a rapidly evolving industry. Introducing new SKUs allows businesses to adapt to technological advancements, ensuring that their product offerings remain contemporary and in line with industry standards.
3. **Retailer and Partner Relationships**: Retailers often appreciate a dynamic product line, as it attracts customers and encourages repeat visits. Introducing new SKUs can strengthen relationships with retail partners and increase shelf space.

- ## Expected Growth

Cellecor anticipates a robust growth of 7% to 10% in its True Wireless Stereo (TWS) segment, reflecting a dynamic and positive trend in the consumer electronics market. This optimistic projection aligns with the increasing demand for wireless and convenient audio solutions.

Cellecor Soundbar – *Redefining Sound*

- In a stride towards innovation, Cellecor is proud to introduce 2 new Soundbar SKUs that promise to redefine your audio experience. Imagine transforming your living space into a cinematic audio haven where every sound is crisp, clear, and immersive. With the Cellecor Soundbar duo, this dream becomes a reality. Let's delve into the features that make these soundbars stand out.

- ## Top- Notch Features:

  1. Bluetooth V5.3
  2. 3D Surround Sound
  3. Type C Charging
  4. Mic-in Built
  5. AUX and USB Compatible.

- *The Soundbar duo by Cellecor is a harmonious blend of advanced technology and chic aesthetics, catering to a diverse audience ranging from budget-conscious shoppers to tech enthusiasts, entrepreneurs, and even fitness tech bloggers.*

- Price Range: **Rs. 999 - Rs. 10,000**

Available on Online & Offline :

amazon Flipkart BAJAJ FINSERV cellecor.com

- ## Advantage for our Business

  1. **Strategic Positioning:** A robust and continuously evolving product line positions the brand strategically, signaling to consumers that it is at the forefront of technological advancements and committed to providing the latest and best in consumer electronics.
  2. **Feedback and Improvement:** Launching new SKUs allows the brand to gather customer feedback, enabling continuous improvement and refinement of existing products based on real-world usage.

- ## Expected Growth

  Cellecor anticipates a notable growth of 5% to 7% in its Soundbar segment, reflecting a positive outlook in the consumer electronics market. This projection aligns with the increasing demand for immersive audio experiences in home entertainment systems.

15 New SKUs *of Cellecor* ***Featured Phones*** *to Suit Every Need*

- In an era dominated by smartphones, Cellecor takes a step back to address the needs of those who appreciate simplicity and reliability. The new Featured Phone lineup by Cellecor introduces 15 models designed to revolutionize communication in rural areas and offices. With a focus on essential features, these phones are poised to become the go-to devices for those who value reliability and functionality.

- ## Top- Notch Features:

1. Touch Keypad
2. 2000-mAh Battery
3. Digital Camera
4. Sleek & Slim Design
5. Speaker MP3 & MP4 Player

- *By offering a range of models, each catering to different preferences, Cellecor ensures that everyone, regardless of location or profession, can step into the future of communication with confidence.*

- Price Range: **Rs. 900 - Rs. 2,000**

Available on Online & Offline :

amazon Flipkart BAJAJ FINSERV cellecor.com

- ## Advantage for our Business

  1. **Strategic Positioning:** A robust and continuously evolving product line positions the brand strategically, signaling to consumers that it is at the forefront of technological advancements and committed to providing the latest and best in consumer electronics.
  2. **Feedback and Improvement:** Launching new SKUs allows the brand to gather customer feedback, enabling continuous improvement and refinement of existing products based on real-world usage.

- ## Expected Growth

  Cellecor anticipates a substantial 10% growth in its Feature Phone category following the launch of 15 new SKUs. This strategic expansion aligns with evolving consumer preferences, offering a diverse range of feature-rich devices. The brand's commitment to innovation and accessibility positions it for significant success in the competitive feature phone market.

Cellecor Breaks Sonic Boundaries *with the Launch of* ***2 New Headphones***

- Cellecor, a trailblazer in the realm of cutting-edge audio technology, proudly introduces its debut headphone SKUs, promising a transcendental auditory experience. With a perfect blend of performance and elegance, these headphones are set to redefine the way we perceive and enjoy sound.

- **Top- Notch Features:**

  1. Gaming headset
  2. Bluetooth V5.3
  3. Superior bass sound
  4. Foldable design
  5. Hands-free

- *Meticulously crafted for audio connoisseurs, these headphones boast cutting-edge technology that ensures every note, beat, and melody is experienced with unparalleled clarity and depth. Whether you're a* ***music enthusiast, a gaming aficionado, or simply seeking solace*** *in podcasts, Cellecor's headphones promise an auditory journey like no other.*

- Price Range: **Rs. 1,000 - Rs. 1,500**

Available on Online & Offline :

amazon Flipkart BAJAJ FINSERV cellecor.com

- ## Advantage for our Business

1. **Strategic Positioning:** A robust and continuously evolving product line positions the brand strategically, signaling to consumers that it is at the forefront of technological advancements and committed to providing the latest and best in consumer electronics.
2. **Feedback and Improvement:** Launching new SKUs allows the brand to gather customer feedback, enabling continuous improvement and refinement of existing products based on real-world usage.

- ## Expected Growth

Cellecor anticipates a 5% growth in the headphone segment, reflecting a positive trajectory in the consumer electronics market. This expected growth is a testament to Cellecor's commitment to innovation, quality, and meeting evolving consumer demands.

Powerful Charging, Swift Results:
*Introducing Cellecor ZPDQC **24W Charger***

- Introducing the Cellecor ZPDQC 24W Charger, a powerhouse for swift device charging. Engineered for efficiency and speed, this cutting-edge charger ensures rapid replenishment of your devices. With advanced technology and a sleek design, the ZPDQC **24W Charger** by Cellecor brings a new level of convenience to your charging experience.

- **Top- Notch Features:**

1. Wide input current range
2. Short-circuit Protection
3. Overload Protection
4. Over-circuit Protection
5. Over-voltage Protection

- *Cellecor proudly introduces the ZPDQC 24W Charger, designed to cater to the diverse needs of audiences in **Tier 2, Tier 3, and Tier 4 regions.** This powerful yet affordable charger ensures rapid device charging, bringing cutting-edge technology to users in emerging markets. Experience efficiency and accessibility with Cellecor's latest innovation.*

- Price Range: **Rs. 350 - Rs. 500**

Available on Online & Offline :

amazon Flipkart BAJAJ FINSERV cellecor.com

- ## Advantage for our Business

1. **Versatility Across Devices:** Designed to cater to a wide range of electronic devices, ensuring compatibility with various gadgets.
2. **Tier 2, Tier 3, and Tier 4 Accessibility:** Expanding market reach by addressing the charging needs of consumers in Tier 2, Tier 3, and Tier 4 regions.
3. **Consumer Convenience:** Prioritizing user convenience by offering a charger that meets the diverse charging needs of modern consumers.

- ## Expected Growth

Cellecor anticipates a remarkable 10% growth in its Charger category, driven by the introduction of innovative solutions like the ZPDQC 24W Charger. This projection reflects a commitment to meeting evolving consumer needs and reinforces Cellecor's position as a leader in providing efficient, high-performance charging solutions.

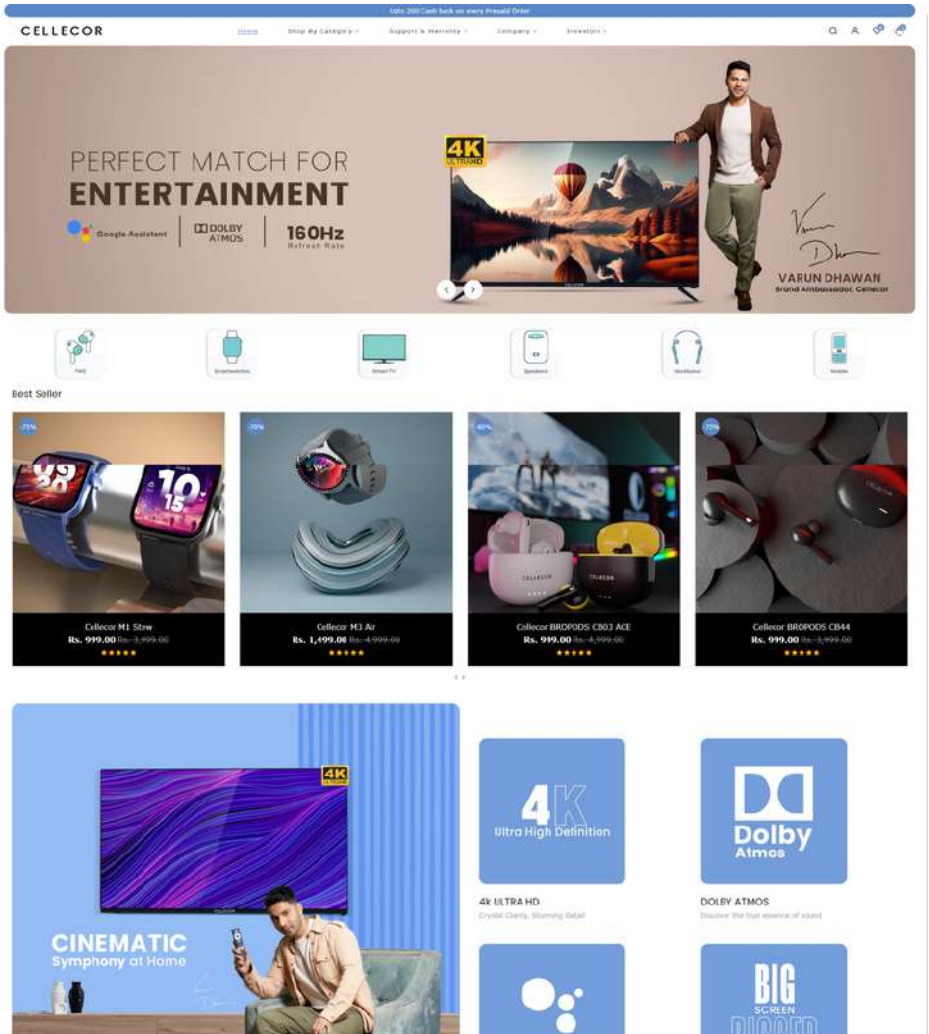
Milestone of achieving 500+ official website(cellecor.com) orders in a single day

- In a strategic shift from exclusive availability on e-commerce platforms, our listed electronics gadgets brand has successfully intensified **Direct-to-Consumer (D2C)** sales **(cellecor.com)**, achieving a noteworthy milestone of processing **500+ online orders** in a single day on our D2C website.

- This achievement marks a significant evolution in our company's approach, emphasizing a direct connection with consumers.

- The success is attributed to targeted marketing initiatives, technological enhancements for seamless transactions, and the positive impact on brand visibility and market positioning.

- Looking forward, we are committed to sustaining and expanding this momentum through planned growth strategies, upcoming product launches, and continuous innovation. We express our gratitude for the support from investors, customers, and stakeholders who have contributed to this remarkable journey.



Events : *International* **Review meet** *with Distributors and* **Product Launch**

- The one-on-one meetings with distributors were highly successful, significantly strengthening our relationships. This bond is poised to fuel further business growth, as the personalized interactions foster trust and collaboration, laying the foundation for mutual success and prosperity.

- Conducting distributor meets with our sales teams proved invaluable. The collaborative sessions enabled us to gather market insights, receive product feedback, and devise effective customer engagement strategies for diverse regions, ultimately leading to significant business enhancement.

- We have been consistently organizing distributor meets to build and strengthen our enduring bond with the distributors. This regular practice showcases our commitment to nurture and deepen relationships to sustain mutual growth for long-term success.

- The distributor meet yielded an exceptional response for our newly launched products. Witnessing an instant sale of 25,000 Smartwatches, 1,500 Smart TVs, and 50,000 feature phones showcased the overwhelming success and market demand, affirming our strategic product launch.

Collaborations

Making Happiness Affordable Throughout the India

Cellecor's Partnership with
Bhatia Communication
Sparks Excitement Across Gujarat

Bhatia Communication is engaged into retail and wholesale distribution business of trading mobile handsets, tablets, data-cards, mobile accessories, air conditioners, Washing Machines and other Electronic Equipment. They sell smart mobile handsets of all the brands including APPLE I-PHONE, SAMSUNG, OPPO, GIONEE, VIVO, HONOR, JIO, REALME, REDMI, NOKIA etc, mobile related products, tablets, data cards, accessories under one roof through their owned 81 retail outlets chain located all over the South Gujarat region including Surat, Vapi, Valsad, Navsari, Vyara and other towns of South Gujarat. They also provide the same services through our 17 franchisee retail chain dealers located in the South Gujarat region.

- ## Cellecor Now Available at Bhatia Communication

  Imagine strolling into your local **Bhatia Communication** partner store, and there, in vibrant displays, lies the complete spectrum of Cellecor's technological marvels. From feature-packed mobiles to chic wearables, futuristic hearables, and smart appliances—the convergence of innovation and accessibility is now at your fingertips. Bhatia Communication transforms into a tech oasis, inviting you to explore the future of connectivity and style.

- Cellecor is set to captivate the hearts and wrists of Young Executives, Entrepreneurs, Tech Enthusiasts and other **tier 2 and tier 3 audience** that is keen for entertainment in different devices all over Gujarat

- ## Expected Growth

  The strategic collaboration between Cellecor and Bhatia Communication is poised to propel significant growth, with anticipated revenues ranging between 25 to 50 Crores.

Cellecor's Partnership with **Smart Dukaan** across North India

SmartDukaan is India's fastest growing Smartphone retail chain with over 350 stores across 100 cities in 6 states. They have created a tech-led Retail & Distribution company that is revolutionizing distribution of smart products across urban, semi-urban and rural areas.

- ## Cellecor Now Available at SMART DUKAAN

  Picture this: you walk into your local Smart Dukaan store, and there, at your fingertips, is an array of Cellecor's cutting-edge products. From sleek and powerful mobiles to stylish accessories, futuristic wearables, immersive hearables, and smart appliances for your home—the possibilities are endless. This collaboration turns each **Smart Dukaan** store into a tech wonderland, where innovation meets convenience.

- Cellecor is set to captivate the hearts and wrists of Young Executives, Entrepreneurs, Tech Enthusiasts and other **tier 2 and tier 3 audience** that is keen for entertainment in different devices all over Gujarat

- ## Expected Growth

  The anticipated growth for Cellecor through its collaboration with Smart Dukaan across North India is poised to reach an impressive 25 to 50 Crores. This strategic partnership leverages the expansive reach of Smart Dukaan's retail network, providing Cellecor with a substantial market presence.

Benefits of **COLLABORATION**

Increase Customer Interaction with Brand:
Engaging with these partners will increase the customer interaction with the brand product and services.

Established Network:

1. **Distribution Channels:** These collab often have established distribution networks and relationships, providing efficient access to the local market.
2. **Retail Partnerships:** Leveraging these partnerships can open doors to retail collaborations, enhancing the visibility of products or services.

Community Engagement:

1. **Local Community Ties:** Local brands typically have established ties with the community, enabling meaningful community engagement initiatives.
2. **Social Responsibility:** Collaborations can enhance a brand's social responsibility efforts, contributing positively to the local community.

Sustainable Growth:

1. **Long-Term Relationships:** Building sustainable relationships with local partners contributes to long-term growth and stability in the local market.
2. **Mutual Growth:** Collaborative efforts can foster mutual growth, with each partner benefiting from the strengths and capabilities of the other.

Thank You!

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