



CELLECOR GADGETS LIMITED

(Formerly Known As Unitel Info Limited, Unitel Info Pvt. Ltd.)

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Date: September 02, 2025

To,

Listing & Compliance Department

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra
Mumbai - 400051, India

Company Symbol : **CELLECOR**

Company ISIN : **INE0OMO01025**

Subject: Submission of Media Release - Cellecor strengthens South India presence with LOTS and Sonovision; targets Rs 100 cr. Annual Business

Dear Sir / Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to submit Media Release titled - Cellecor strengthens South India presence with LOTS and Sonovision; targets Rs 100 cr. Annual Business. The Media Release is enclosed with this letter as Annexure I.

This announcement is in line with our commitment to keep all our stakeholders informed about company's growth.

Thanking You,

Yours Faithfully,

For and on behalf of

Cellecor Gadgets Limited

Ravi Agarwal

Managing Director

DIN: 08471502

Annexures: As stated above



Media Release

Cellecor Strengthens South India Presence with LOTS & Sono Vision; Targets ₹100 Crore Annual Business

New Delhi, September 2025: Cellecor Gadgets Limited, one of India's fastest-growing consumer electronics brands, today announced its partnership with **LOTS Wholesale Solutions** and **Sonovision Electronics Private Limited**, two of the most trusted retail chains in South India. Through these strategic alliances, Cellecor is targeting **₹100 crore in annual business from the region**.

LOTS Wholesale Solutions operates a strong network of **137 stores across India**, bringing unmatched reach and modern wholesale infrastructure. With its robust logistics backbone and membership-based model serving over **100,000 registered members**, LOTS will play a crucial role in scaling Cellecor's presence in South India. The partnership is expected to contribute **₹50 crore annually**, driven by greater availability of Cellecor's Smart TVs, sound systems, wearables, and home appliances across LOTS' extensive retail footprint.

Sonovision Electronics Private Limited, established in 1969, is the **largest consumer electronics retail chain in Andhra Pradesh and Telangana**. With **more than 75 outlets across 26 cities**, Sonovision Electronics Private Limited has built a reputation for offering a wide portfolio of electronics from Smart TVs to air conditioners, refrigerators to home appliances backed by attractive finance schemes and reliable after-sales service. By leveraging Sonovision Electronics Private Limited's deep-rooted retail presence and customer trust, Cellecor expects to add another **₹50 crore in annual business** from this partnership alone.

Commenting on the expansion, Mr. Ravi Agarwal said: *"South India is one of the most vibrant and fast-growing markets for consumer electronics. Partnering with LOTS and Sonovision Electronics Private Limited allows Cellecor to strengthen its retail and wholesale presence, ensure accessibility across key cities and towns, and achieve our target of ₹100 crore in annual business from the region."*

This expansion further reinforces Cellecor's strong offline network, which already spans **65,000+ retail touchpoints, 1,800+ distributors, 2000+ service centres and 8 exclusive brand stores across India**, as the brand continues its mission of making advanced technology accessible and affordable to every household.

About Cellecor Gadgets Limited

Cellecor Gadgets Limited's journey in the electronics device business, and selling products in its own brand, including Smart TVs, Smart Gadgets, Wearables, Mobile Phones, Home and Kitchen Appliances, and more outsourced 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 aims to synergetic amalgamate business potential embedded in the ever-growing demand for electronic products with a modern business approach of sourcing, producing, and marketing with an objective to provide quality products at affordable prices. 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,

you may please visit <https://cellecor.com/>

please contact Ms. Bindu Gupta,

Chief Finance Officer

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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 results 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.