CELLECOR GADGETS LIMITED
(Formerly Known As Unitel Info Limited, Unitel Info Pvt. Ltd.)
Reg. Office : Plot No 12, Block AG Shalimar Bagh, Delhi -110088
CIN. NO. L32300DL2020PLC375196 | Mail ID : accounts@cellecor.in | Landline : 011 43034907, 01145038228
Website: www.cellecor.com

Date: November 02, 2026

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 Gadgets Limited partners Kriti Sanon as Brand Ambassador

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 Gadgets Limited partners Kriti Sanon as Brand Ambassador. 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
Digitally signed by RAVI AGARWAL

Ravi Agarwal
Managing Director
DIN: 08471502
Annexures: As stated above



Cellecor Gadgets Partners with Kriti Sanon to Strengthen Its Festive Connect with Indian Consumers

New Delhi, November 02, 2026: CELLECOR GADGETS LIMITED, a growing consumer electronics and home appliances company, announces the **brand ambassadorship with actor Kriti Sanon for its Television and Washing Machine categories**.

The association marks another step in Cellecor's efforts to strengthen its consumer connect and build greater brand visibility across India. Kriti Sanon will feature in the Company's new television commercials for Cellecor Smart TVs and Washing Machines.

The partnership reflects a shared philosophy between Kriti Sanon and Cellecor. Both journeys have been shaped by ambition, consistency and the belief that meaningful progress is earned through genuine work. Kriti's evolution as an actor and her ability to connect with audiences across markets complement Cellecor's ambition to expand its presence while building lasting relationships with consumers.

The campaign will feature two compelling television commercials:

The **Cellecor Smart TV campaign** will highlight the brand's focus on an immersive entertainment experience. It will showcase features including Dolby technology, 4K picture quality, cinematic sound and smart connectivity.

Further, the **Cellecor Washing Machine campaign** will focus on ease of use, performance and everyday convenience. The communication will also reinforce Cellecor's growing distribution, retail and most importantly, its service network.

The commercials are planned for amplification across television, digital platforms, social media, retail, outdoor and other consumer touchpoints.

Mr. Ravi Agarwal, Founder and Managing Director, Cellecor Gadgets Limited, said, “At Cellecor, our journey has been driven by a clear purpose-to make technology accessible to more Indians through products that deliver meaningful value. Our collaboration with Kriti Sanon reflects the ambition and sense of purpose that have shaped both our journeys. As we expand our presence across India, this association will help us strengthen our relationship with consumers. We are very excited to embark on this journey with Kriti Sanon and warmly welcome her to the Cellecor family."

Sharing her experience of the collaboration, Kriti Sanon said, “It was a pleasure to collaborate with Cellecor. I appreciate the brand’s focus on making technology accessible to more Indian households and bringing products closer to consumers across diverse markets.”

About Cellecor Gadgets Limited

Cellecor Gadgets Limited began its journey in 2012 as M/s Unity Communications, founded by Mr. Ravi Agarwal. Over the years, the Company has built a strong presence in the consumer electronics and home appliances segment.

Cellecor offers a wide range of products, including Smart TVs, smart gadgets, wearables, mobile phones, speakers, soundbars, TWS, smartwatches, washing machines, home and kitchen appliances.

In addition, the Company follows a sustainable business approach focused on sourcing, product development, and marketing. Its objective is to deliver quality, feature-rich products at affordable prices. Today, Cellecor continues to expand its portfolio and strengthen its presence across the consumer electronics industry, with a focus on innovation, accessibility, and everyday utility.

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 more information, visit: https://cellecor.com

You may also contact:

Ms. Bindu Gupta

Director

cs@cellecor.in

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.