



CELLECOR GADGETS LIMITED

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

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Date: February 04, 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 : **INE00MO01025**

Subject: Submission of Media Release - Cellecor Gadgets Limited Expands its Retail Presence with Exclusive Stores in Bihar and Maharashtra

Dear Sir / Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to announce launch of our exclusive store in Bihar and Maharashtra. The launch details are mentioned in the Media Release and presentation 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
(Formerly Known as Unitel Info Limited and Unitel Info Private Limited)

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



Media Release
Cellecor Gadgets Limited Expands Its Retail Presence with
Exclusive Stores in Bihar and Maharashtra

New Delhi, 04 February 2025 – Cellecor Gadgets Limited, one of India’s fastest-growing consumer electronics brands, continues its expansion with the launch of its first exclusive store in **Bihar, located in Sasaram, and in Nanded, Maharashtra**. This milestone strengthens Cellecor’s commitment to making advanced technology more accessible to consumers across the country.

The **Sasaram and Nanded** outlets mark the brand’s **sixth and seventh exclusive stores**, following successful launches in **Bhopal, Andaman and Nicobar Islands, Leh Ladakh, Delhi, and Mizoram**. Each of these stores is designed to provide an immersive shopping experience, showcasing Cellecor’s extensive range of **smart gadgets, electronics, and home & kitchen appliances**.

Bihar’s appliance market currently accounts for approximately 3% of the national market, with an estimated value of USD 2.33 billion. With the state's projected population reaching 134 million in 2025, the demand for high-quality consumer electronics and appliances is on the rise. The launch of Cellecor’s exclusive store in Sasaram marks a significant step toward tapping into this growing market and catering to the evolving needs of Bihar’s consumers.

Similarly, Maharashtra remains a key market for consumer electronics, with Nanded emerging as a crucial hub for expanding Cellecor’s offline presence. The new store in Nanded will cater to the region’s growing demand for premium electronic products and enhance Cellecor’s market penetration in the state. Maharashtra’s appliance market is estimated to be worth USD 5.8 billion, accounting for a significant share of the national market. The increasing demand for high-quality consumer electronics and home appliances makes this expansion a strategic move for Cellecor.

The expansion of Cellecor’s exclusive stores plays a crucial role in enhancing brand visibility, deepening customer engagement, and creating a strong offline presence. These outlets allow customers to experience the latest products firsthand, receive expert guidance, and enjoy seamless after-sales support. By establishing dedicated retail spaces, Cellecor strengthens its direct connection with consumers, builds trust, and ensures a superior shopping experience.

With its strong presence in retail chains and a rapidly growing distribution network, Cellecor is focused on expanding its footprint in key markets. The opening of the Bihar and Maharashtra stores reflects the brand’s commitment to providing high-quality, innovative products under one roof.

As Cellecor continues its nationwide expansion, the exclusive stores will further accelerate brand growth by driving customer loyalty, reinforcing market leadership, and delivering reliability, performance, and accessibility in consumer electronics.

About Us

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

finance.head@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.

Cellecor Gadgets Limited

Expands Its Retail Presence with **Exclusive Stores in Bihar and Maharashtra**



Cellecor Gadgets Ltd.

Cellecor Gadgets Limited, one of **India's fastest-growing consumer electronics brands**, continues its expansion with the launch of **its first exclusive store in Bihar, located in Sasaram**. This milestone strengthens Cellecor's commitment to making advanced technology more accessible to consumers across the country.



**Fastest Growing Consumer
Electronics Brand 2024**



**Fastest Growing Consumer
Electronics Brand 2024**

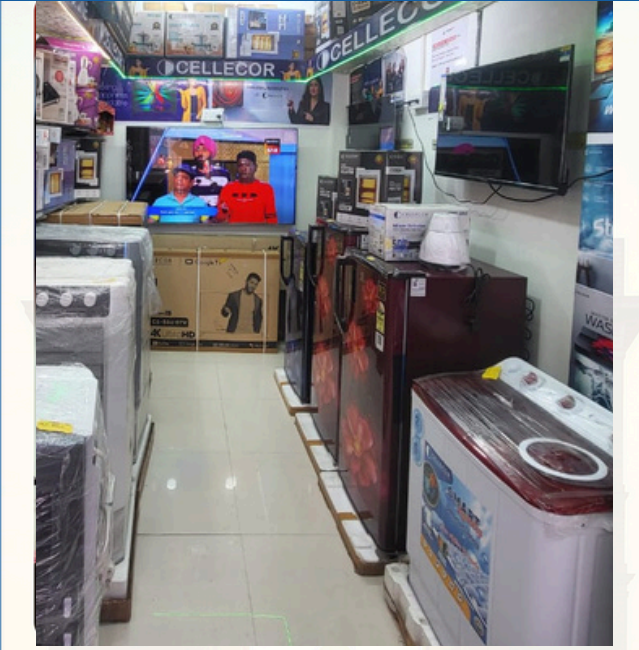
Bihar's First Exclusive Store



Maharashtra's First Exclusive Store



CELLECOR EXCLUSIVE STORE



Bhopal



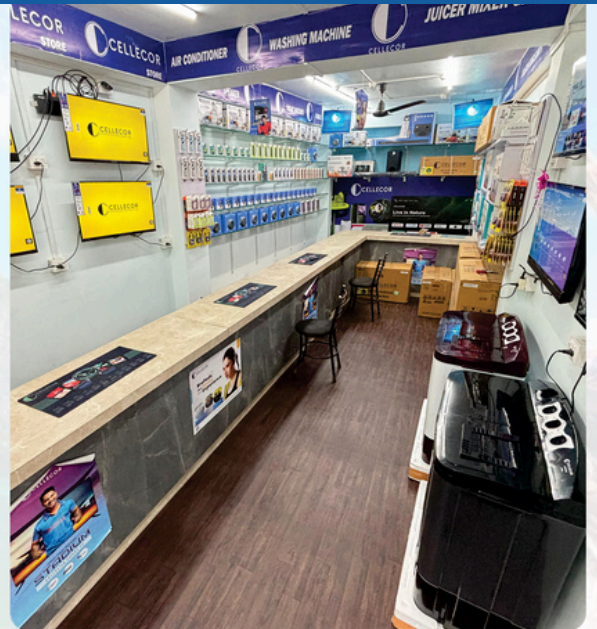
Andaman and Nicobar Islands



Leh Ladakh



Delhi



Mizoram



Bihar



Maharashtra

Bihar's Appliance Market Size

The launch of Cellecor's exclusive store in Sasaram marks a significant step toward tapping into this growing market and catering to the evolving needs of Bihar's consumers.

3%

National Market

2.33 Billion USD

Estimated Value

13.43 Crores

projected
population 2025



CELLECOR GROWTH ROADMAP

