



CELLECOR GADGETS LIMITED

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

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Date: September 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 : **INE0OMO01025**

Subject: Submission of Media Release – Cellecor Scales South India market with Big C Mobiles Pvt. Ltd and Pai International Electronics Ltd.; sets sights on Rs 120 cr. Annual Revenue

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 Scales South India market with Big C Mobiles Pvt. Ltd and Pai International Electronics Ltd.; sets sights on Rs 120 cr. Annual Revenue. 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

New Delhi, India – 04, September 2025: Cellecor Gadgets Limited, one of India's fastest-growing consumer electronics brands, has announced its expansion in the South India market through strategic tie-ups with BIG C Mobiles Pvt. Ltd. and PAI International Electronics Limited. This move further strengthens Cellecor's offline presence in one of the most dynamic and high-potential regions for consumer electronics.

With this collaboration, Cellecor products will now be accessible through BIG C Mobiles Pvt. Ltd.'s 250+ stores across Andhra Pradesh and Telangana. BIG C, with an annual revenue of ₹1,500 crore, has built deep consumer trust and penetration in the southern belt, making it an ideal partner for Cellecor to drive an expected ₹70 crore in annual business.

In addition, PAI International Electronics Limited, with 250 stores across Karnataka, Tamil Nadu, and Kerala and an annual revenue of ₹2,040 crore, brings a strong regional presence and diverse customer base. Through this partnership, Cellecor anticipates an additional ₹50 crore annually, expanding its accessibility across both urban and semi-urban markets.

The new alliances with **BIG C Mobiles Pvt. Ltd.** and **PAI International Electronics Limited** build on Cellecor's earlier partnerships with **LOT Mobiles Pvt. Ltd.**, **Sono Vision Pvt. Ltd.**, **B New Mobiles Pvt. Ltd.**, **Happy Mobiles Pvt. Ltd.**, **Sathya Agencies Pvt. Ltd.**, **Sangeetha Mobiles Pvt. Ltd.**, **Celekt Mobiles Pvt. Ltd.**, and an extensive network of distributor and channel partners. Together, they form one of the most powerful and comprehensive retail ecosystems in South India.

Collectively, these partnerships are expected to deliver **₹600 crore in annual business from South India**, cementing the region's position as a key growth engine in Cellecor's nationwide expansion journey.

Industry data highlights South India as one of the fastest-growing consumer electronics markets, projected to expand at a CAGR of 10.9% between 2025 and 2034, outpacing the national average of 9–10%. Cellecor's strengthened presence positions it to capture this momentum in a region already home to some of the largest retail chains in the country.

Cellecor's wide product portfolio including Smart TVs, Smart Gadgets, Mobile Phones, Wearables, and Home & Kitchen Appliances will now enjoy deeper accessibility across South India. With this, consumers in the region can experience Cellecor's commitment to delivering innovative, high-quality, and affordable technology across every category.

Speaking on the occasion, Ravi Agarwal, Managing Director, Cellecor Gadgets Limited, said: *"Cellecor's growth has always been rooted in accessibility and trust. Expanding with BIG C Mobiles Pvt. Ltd. and PAI International Electronics Limited, along with our earlier partnerships with LOT and Sono Vision, allows us to deepen our presence in South India. This region is a key market for us, and through our extensive product range from Smart TVs to Home Appliances we are ensuring happiness made affordable for millions of households."*

Cellecor, which recently crossed ₹1,000 crore in revenue in FY25 and is targeting ₹1,500 crore in FY26, continues to build scale through strong retail partnerships and category expansion. With South India now contributing ₹220 crore annually, the company is on track to accelerate its nationwide growth and further strengthen its position as one of India's most trusted consumer electronics brands.

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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