



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: 05th Nov 2025

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 - 400051 India

Company Symbol: CELLECOR

Company ISIN: INE0OMO01025

Subject: Investor's Presentation & Earnings Update for the Half Year ended September 30, 2025

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the detailed presentation titled "**Earnings Update H1 FY 25-26**."

The above information will also be available on the website of company at www.cellecor.com.

You are requested to take note of the same.

Thanking You,

Yours Faithfully,

For Cellecor Gadgets Limited

Gunjan Aggarwal

Chairperson

DIN: 09854156



CELLECOR GADGETS LIMITED

CIN: L32300DL2020PLC375196

Earnings Update H1 FY 2025-26



COMPANY

Overview

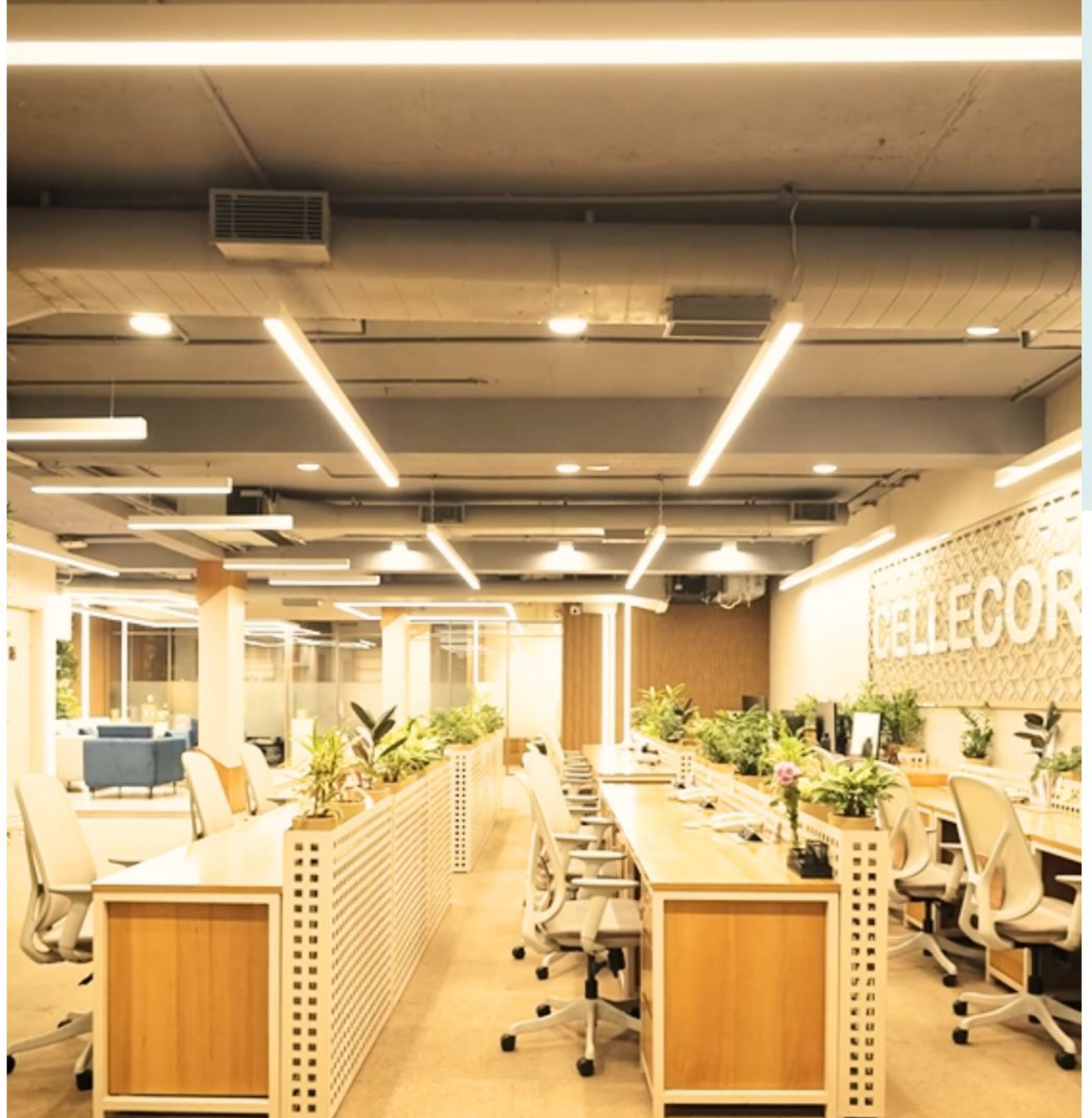
Cellecor Gadgets Limited is one of India's fastest-growing consumer electronics and appliances brands, dedicated to making quality technology accessible and affordable. Our journey started in 2012 as Unity Communications, which was later acquired by Unitel, bringing over 13 years of industry experience. On September 28, 2023, we reached a significant milestone by being listed on the NSE SME, reflecting our rapid growth and success.

Today, Cellecor operates PAN-India through a robust offline distribution network and has a strong presence on major e-commerce platforms. Having sold over 100 million products nationwide, we continue to expand our market presence at a fast pace. Driven by a commitment to product excellence and customer satisfaction, Cellecor constantly innovates to meet the evolving demands of the consumer electronics landscape. The company's securities are listed on the NSE EMERGE (SME Platform of the National Stock Exchange of India Limited) under the Symbol: CELLECOR.

70,000+
Retail Touchpoints

1800+
Distributors

2000+
Service Centres





CELLECOR GADGETS LIMITED



A man with dark hair and glasses, wearing a dark suit and tie, is seated in a leather office chair. He is looking down at a silver laptop on a wooden desk, with his hands resting on the keyboard. The background shows a blurred office environment with a shelf containing a clock, a lamp, and some papers. The overall image has a teal overlay.

Founders

"Vision, Expertise, and Strategic Leadership"

©

LEAD MANAGEMENT

RAVI AGARWAL Co-Founder & Managing Director

I am happy to share that **H1 FY 25-26** has been a period of strong growth, innovation, and expansion for Cellecor. We have achieved **record revenue performance**, strengthened our distribution and manufacturing network, and deepened our digital and retail presence across India.

Our focus continues to be on scaling smart manufacturing, expanding product categories, and driving customer-centric innovation under the “**Make in India for the World**” vision. As we step into the next half, we aim to sustain this momentum through **new product launches, enhanced accessibility, and global market outreach.**

I am deeply grateful to our **customers, partners, employees, and shareholders** for their continued trust and support. Together, we are shaping a future built on innovation, integrity, and inclusivity.



“Visionary leader with a
consumer first approach”

LEAD MANAGEMENT

■ NIKHIL AGGARWAL Co-Founder & Whole-Time Director

I am pleased to share that H1 FY 25-26 has been a period of continued growth and strong execution for Cellecor. We have expanded our distribution and retail network, ensuring deeper reach across metros and emerging markets while making our products more accessible to every customer segment.

As we move into the next phase, our focus will be on strengthening partnerships, improving channel efficiency, and driving growth through new product categories and B2B opportunities. With a robust innovation pipeline and a clear strategic direction, Cellecor is well-positioned to capture new opportunities and sustain its leadership in India's consumer electronics landscape.



"Driven by vision,
grounded in action"

KEY HIGHLIGHTS



1800+

Distributors

Retailers

70000+

2000+

Service Centers

Exclusive Stores

8

400+

Team

SKUs

600+

PAN
INDIA

Presence

Revenue in last 3 years

4X

13+

Business Experience

Earnings Update H1 FY 2025-26

EXISTING PRODUCT CATEGORY



Cellecor delivers a comprehensive portfolio of high-demand **Consumer Electronics, Home & Kitchen Appliances, Large Appliances, Smart Gadgets, Mobiles, IT and Mobile Accessories**, designed to enhance modern lifestyles and make technology accessible to every Indian household. From entertainment to everyday essentials, our product range reflects a balance of innovation, affordability, and reliability, ensuring relevance across diverse consumer segments.



EARNINGS UPDATE H1 FY 2025-26



NEWLY LAUNCHED Product Category

As part of its growth strategy and vision to evolve into a complete consumer electronics brand, Cellecor has expanded into multiple high-demand categories, including **Kettles, Boilers, Irons, Airfryers, Blenders, Inductions etc.**

These additions strengthen Cellecor's position as a one-stop solution for modern living, delivering smart, functional, and affordable technology designed for Indian households. By continuously broadening its portfolio, Cellecor ensures it stays relevant to evolving consumer lifestyles while reinforcing its promise of innovation with accessibility.





Earnings Update H1 FY 2025-26

PAN-INDIA COVERAGE & Robust Distribution

Cellecor has built one of the most extensive retail and distribution networks in the industry, spanning 70,000+ retail touchpoints, 1,800+ distributors, and 2000+ service centers across 28 states and 8 union territories.

This strong presence ensures last-mile accessibility and deep consumer engagement in both metros and Bharat 2.0 markets.

70,000+

Retail Touchpoint

2000+
Service Centers

1,800+
Distributors

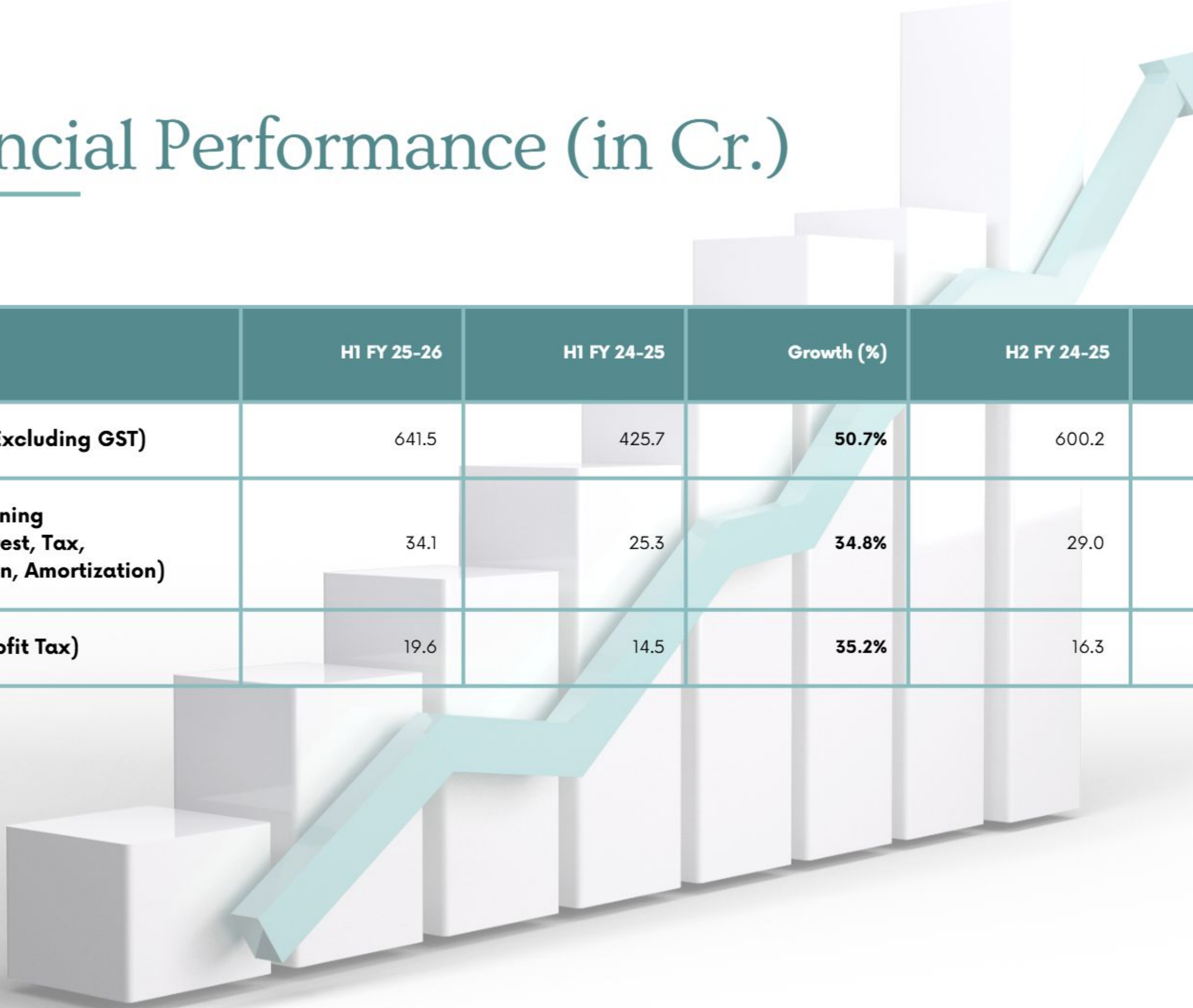


KEY FINANCIALS

H1 FY 2025-26



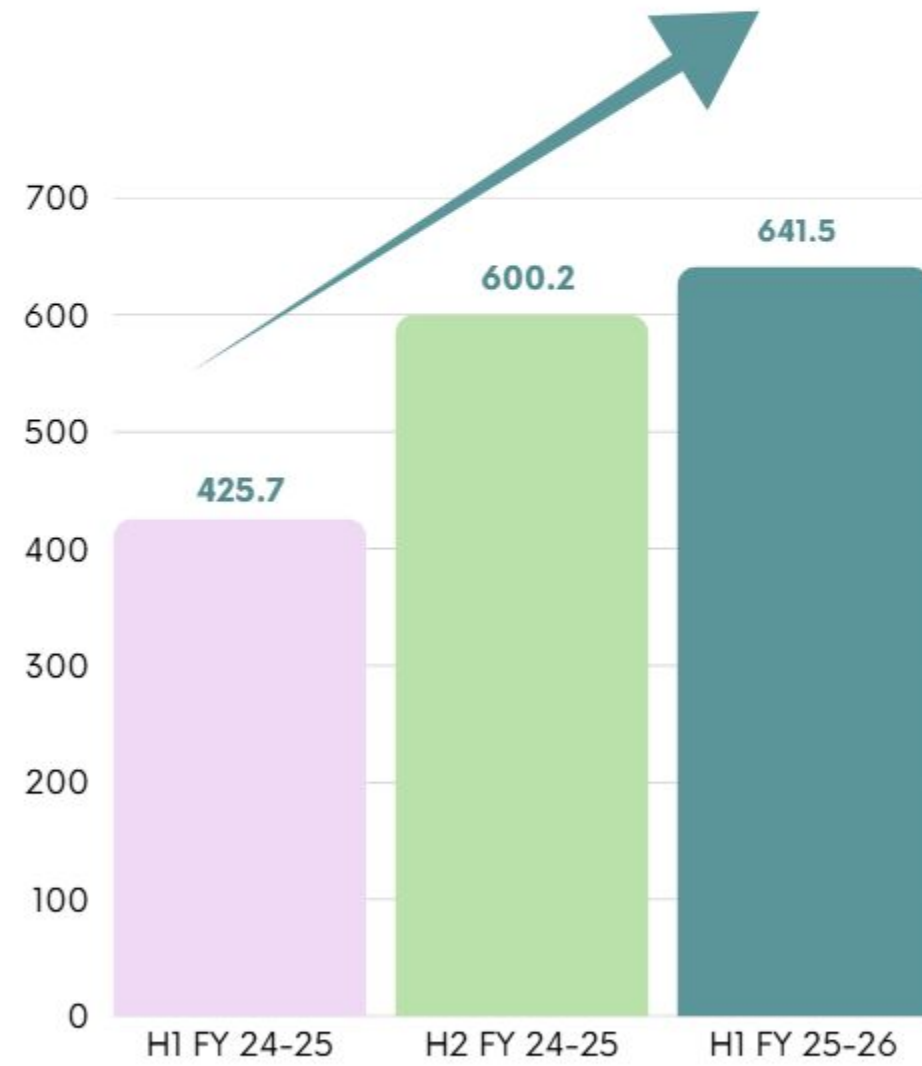
Financial Performance (in Cr.)

A 3D bar chart with a rising arrow. The chart features several white 3D bars of increasing height from left to right. A thick, light blue arrow starts at the base of the first bar and points upwards and to the right, following the general trend of the increasing bars. The background is a light gray gradient.

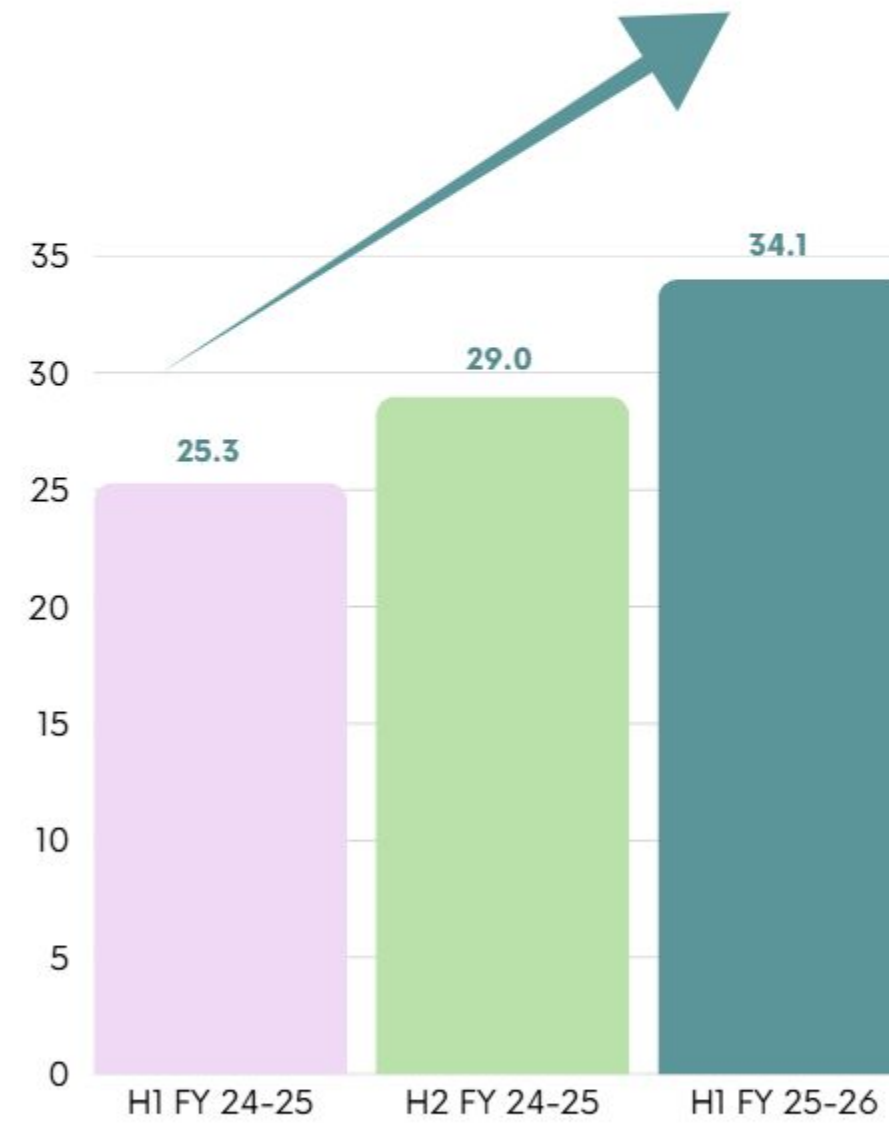
	H1 FY 25-26	H1 FY 24-25	Growth (%)	H2 FY 24-25	Growth (%)
Net Sales (Excluding GST)	641.5	425.7	50.7%	600.2	6.9%
EBITDA (Earning Before Interest, Tax, Depreciation, Amortization)	34.1	25.3	34.8%	29.0	17.6%
PAT (Net Profit Tax)	19.6	14.5	35.2%	16.3	20.2%

Growing Strength by Strength

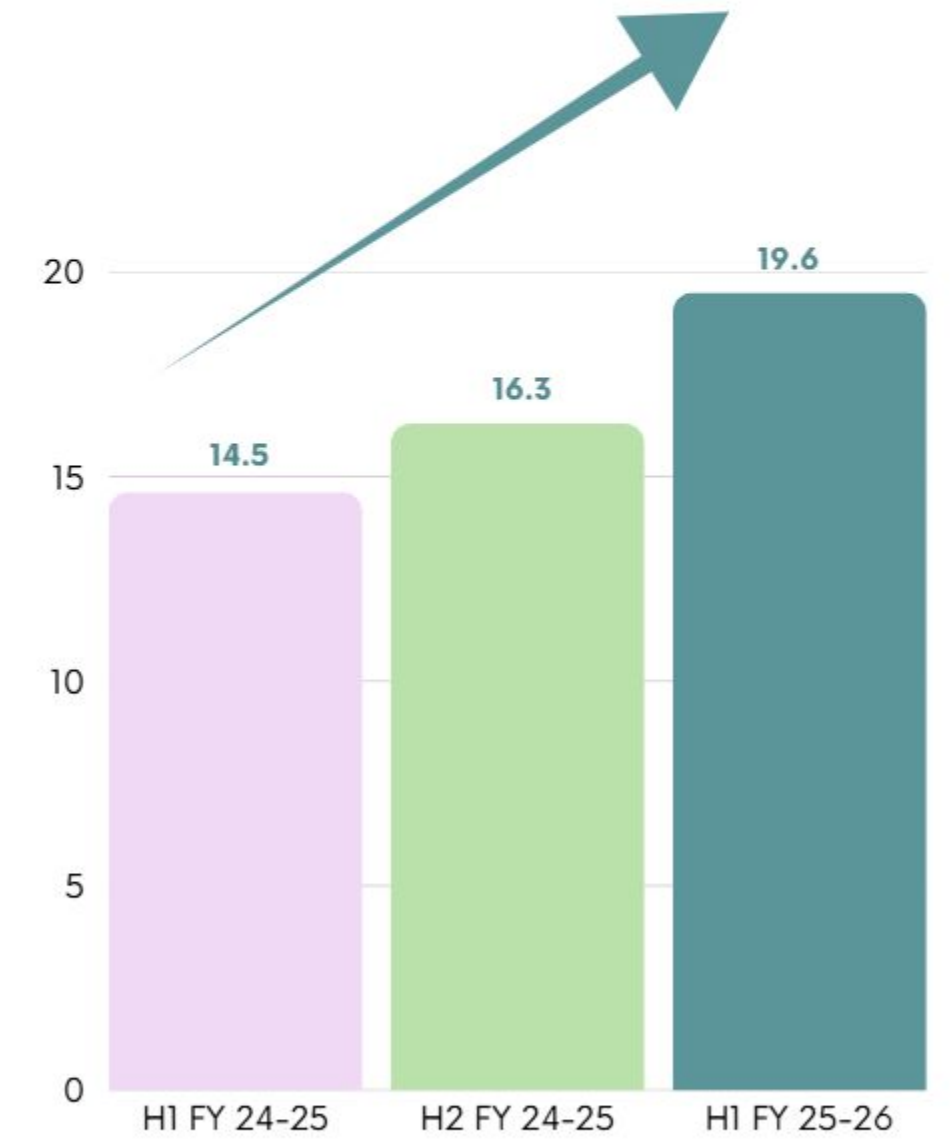
(Amount in Cr.)



Net Sales



EBITDA



PAT

Profit & Loss (Half Yearly)

Particulars (in Cr.)	H1 FY 26 (1)	H1 FY 25 (2)	% Change (1 Vs 2)	H2 FY 25 (3)	% Change (1 Vs 3)
Income From Operations	641.5	425.7	50.7%	600.2	6.9%
Other Income	0.1	-	-	-	-
Total Income	641.6	425.7	50.7%	600.2	6.9%
Cost of Goods Sold	562.3	364.0	-	521.3	-
Gross Profit	79.3	61.7	28.5%	78.9	0.5%
Margin	12.4%	14.5%	-	13.1%	-
Employee Benefit Expenses	11.1	9.1	-	11.1	-
Other Expenses	34.1	27.3	-	38.8	-
EBITDA	34.1	25.3	34.8%	29.0	17.6%
Margin	5.3%	5.9%	-	4.8%	-
Finance Costs	6.9	5.4	-	6.6	-
Depreciation and Amortization Expenses	0.5	0.3	-	0.6	-
Tax	7.1	5.1	-	5.5	-
PAT	19.6	14.5	35.2%	16.3	20.2%
Margin	3.1%	3.4%	-	2.7%	-
EPS (RS)	0.9	0.7	-	0.8	-

Balance Sheet & Cash Flow

BALANCE SHEET

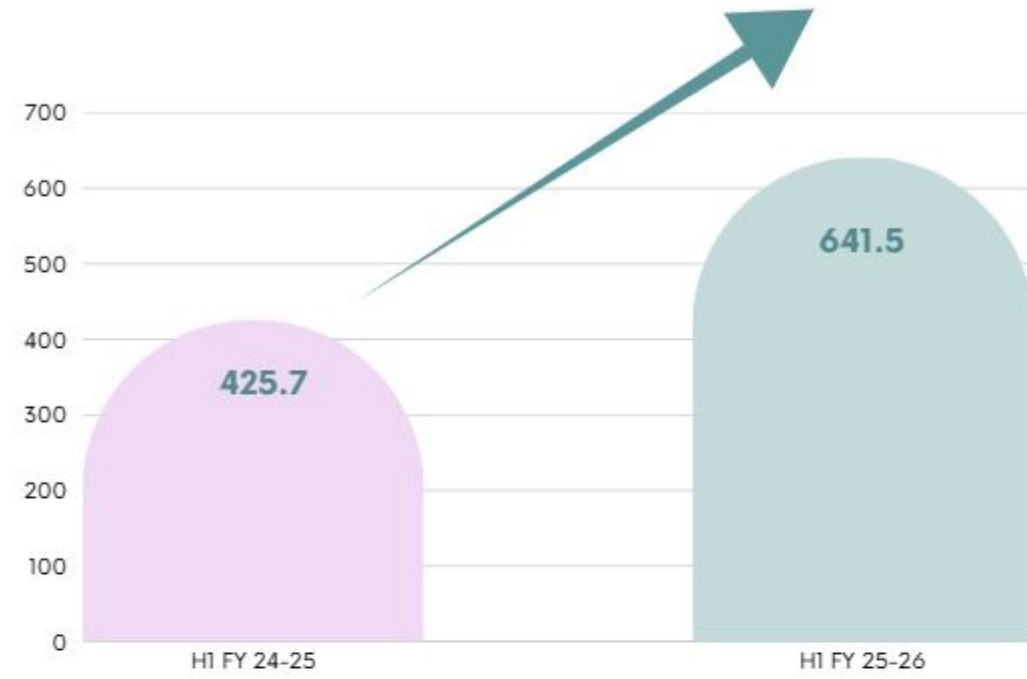
Assets (in Cr)	Sep-25	Mar-25
(a) Inventories	195.8	209.9
(b) Trade receivables	86.2	40.9
(c) Cash and cash equivalents	58.2	21.8
(d) Short-term loans and advances	40.2	29.8
(e) Other Current Assets	4.2	13.3
(f) Property Plant And Equipment	18.3	18.7
(g) Other Assets	1.1	1.1
Total Assests	404.0	335.5

Equity and Liabilities (In Cr)	Sep-25	Mar-25
(a) Trade payables	57.1	42.0
(b) Other Current liabilities	9.8	15.2
(c) Debt	147.5	120.9
(d) Others	5.0	1.4
Total Liabilities	219.4	179.5
(e) Shareholder's Fund	184.6	156.0
Total Equity and Liabilities	404.0	335.5

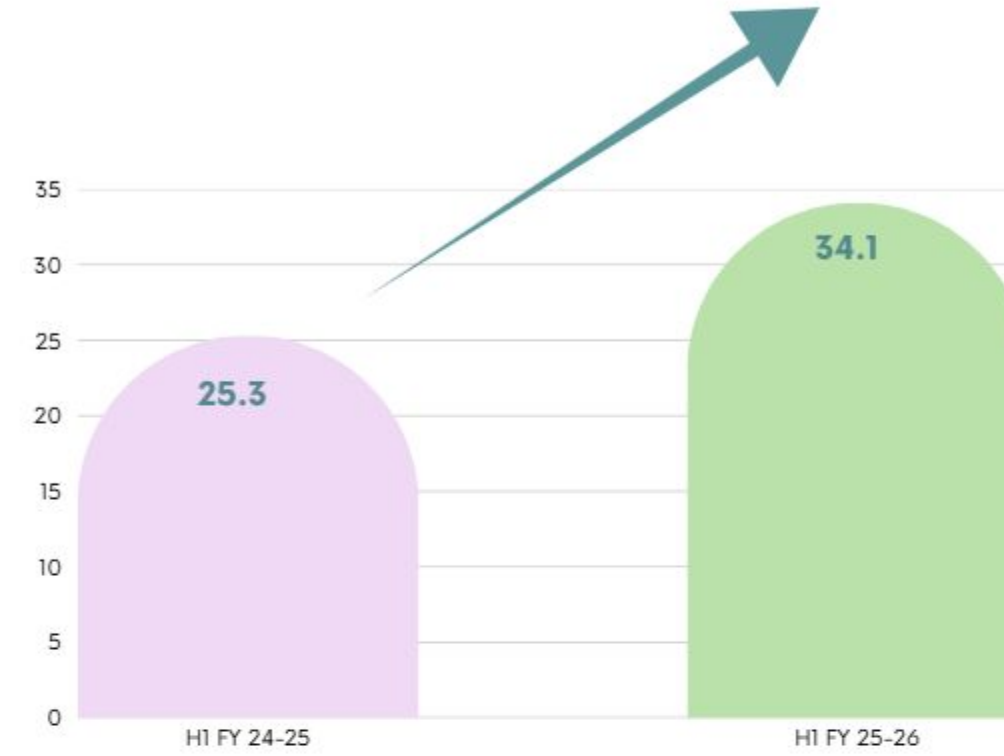
CASH FLOW

Particulars (in Crores)	H1 FY 26	FY 25
EBITDA	34.1	54.3
Change in Receivables	-45.3	-22
Change in Inventory	14.1	-117.8
Change in Other Non Current Assets	-0.2	0.1
Change in Other Working Capital	8.5	62.7
Tax	-3.4	-10.9
Others/ Income	0	0
Operating Cash Flow	7.8	-33.6
Capex	-0.1	-18.3
Investments	0	-0.1
Interest	-6.9	-12
Free Cash Flow	0.8	-64
Capital Increase	12.1	32.2
Borrowing & Others	23.5	49.2
Net Change in Cash Flow	36.4	17.4
Net Cash in beginning	21.8	4.4
Net Cash at the end of period	58.2	21.8

H1 FY 26 at a Glance



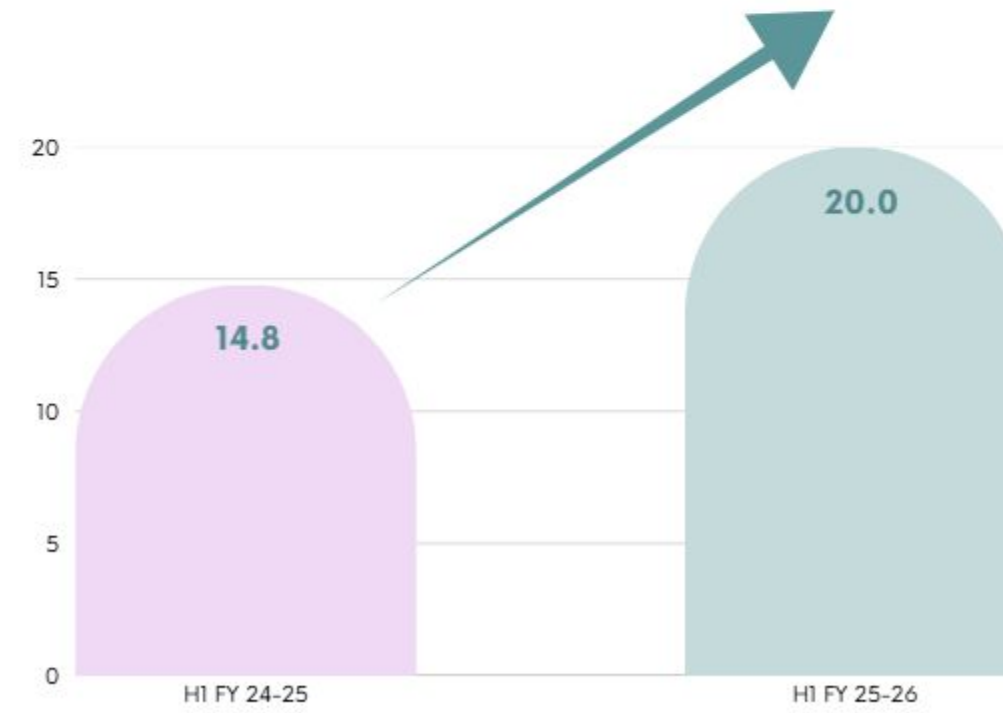
Revenue (in Cr.)



EBITDA (in Cr.)

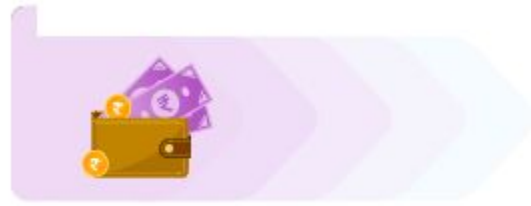


Net Profit (in Cr.)



Cash Profit (in Cr.)

Comparison H1 FY26 With H2 FY25



EPS

0.9

(0.8 for H2 FY25)



ROE

11.5%

(12.5% for H2 FY25)



ROCE

11.2%

(12.7% for H2 FY25)



**Fixed Assets
Turnover Ratio**

35.0

(32.1 for H2 FY25)



Debt EBITDA Ratio

4.3

(4.2 for H2 FY25)



**Interest Service
Coverage Ratio**

3.9

(3.5 for H2 FY25)



Debt Equity Ratio

0.8

(0.8 for H2 FY25)



Current Ratio

1.8

(1.7 for H2 FY25)

EXCLUSIVE BRAND STORES

 an immersive shopping experience

Cellecor continues to strengthen its offline brand experience with a growing chain of Exclusive Brand Stores across India. As of **H1 FY25-26**, we have a total of 8 exclusive outlets, with one new store launched during this half year. Our stores are strategically located in **Delhi, Bhopal, Mizoram, Leh Ladakh, Andaman & Nicobar Islands, Sasaram (Bihar), Nanded (Maharashtra), and Barnala (Punjab)**. These exclusive stores serve as dedicated experience hubs, bringing customers closer to the brand while showcasing the full range of Cellecor products in an immersive environment.



Andaman & Nicobar
Islands



Maharashtra



Leh Ladakh



Delhi



Mizoram



Madhya Pradesh



Bihar



Punjab

STRENGTHENING NATIONWIDE RETAIL PARTNERSHIPS

AN IMMERSIVE SHOPPING EXPERIENCE

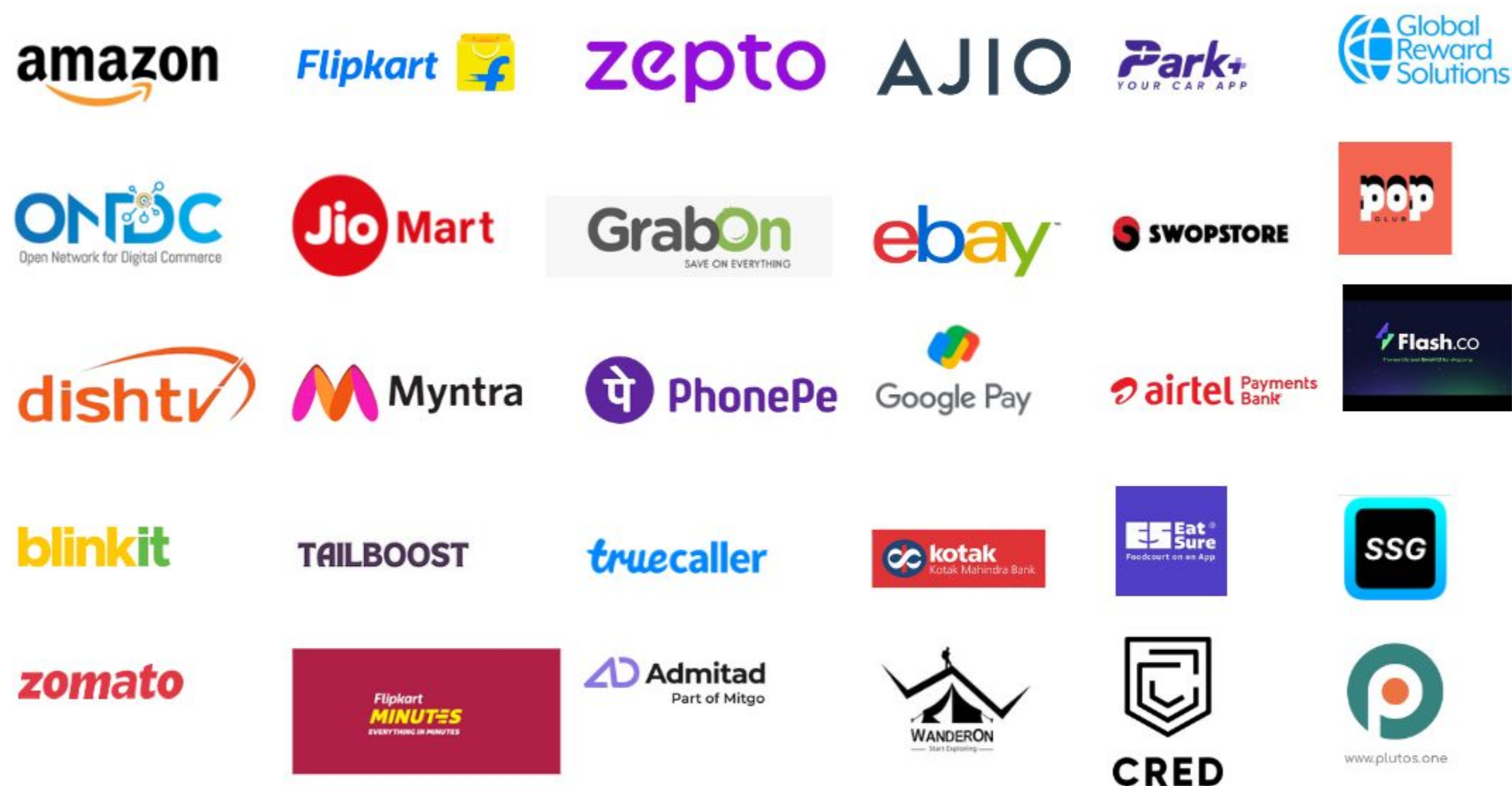
Cellecor has built one of the strongest retail networks in the country by partnering with leading multi-brand outlets and large-format retailers. Our existing retail partners include **Sathya Mobiles**, **OSIA Hyper Retail Ltd.**, **Poojara Telecom Pvt. Ltd.**, **PhoneWale Ltd.**, **Umiya Mobile Pvt. Ltd.**, **Ramdev Mobile**, **Sangeetha Mobiles Pvt. Ltd.**, **Cellbay Mobiles and Electronics Pvt. Ltd.**, **Hello Mobiles Pvt. Ltd.**, **B New Mobiles**, **Celekt**. In H1 FY 25-26, we further expanded our retail footprint by adding prestigious names such as **LOT Mobiles Pvt. Ltd.**, **Sonu Vision Pvt. Ltd.**, **BIG C Mobiles Pvt. Ltd.**, **PAI International Electronics Ltd.**, **B New Mobiles Pvt. Ltd.**, and **Poorvika Mobiles**. With these partnerships, Cellecor products are now more accessible across metros, Tier-II and Tier-III cities, ensuring deeper consumer reach and stronger market presence across India.



DRIVING SALES Through Digital Channels

AN IMMERSIVE SHOPPING EXPERIENCE

Cellecor continues to expand its digital presence through a strong e-commerce ecosystem, ensuring customers can access our products anytime, anywhere. Our existing e-commerce partners include **Flipkart, Amazon, Myntra, Ajio, JioMart, Cred, eBay, Pop Club, Zepto, Flipkart Minutes, Park+, ONDC, Solv, and GlowRoad**, giving us visibility across leading online marketplaces and quick commerce platforms. In H1 FY25-26, we further strengthened our online reach by adding **Zomato, Zepto, Blinkit, and Dish TV** as new partners. These collaborations not only broaden consumer accessibility but also enable us to tap into the growing demand for instant and convenient shopping experiences, making Cellecor products available across both mainstream and emerging digital touchpoints.



RRANTS

FINTECH PAYMENT PARTNERSHIPS

Fueling Growth

Cellecor's fintech collaborations have played a pivotal role in enhancing the customer purchase experience by offering flexible and accessible payment solutions. These partnerships have enabled options like 'Pay Later' and Easy EMI, increasing purchasing power, improving conversion rates, and expanding the brand's reach across diverse consumer segments. These fintech integrations have simplified the buying journey, made Cellecor products more affordable, and contributed to stronger customer satisfaction and business growth.



0 DOWN
PAYMENT | **NO** COST
EMI

BAJAJ
FINSERV

TVS
CREDIT

HOME
CREDIT

pine labs

Easy Finance Partners

FINTECH

DOMESTIC PARTNERSHIPS

Make in India



Cellecor continues to strengthen its manufacturing ecosystem in line with the Government's 'Make in India' vision, ensuring quality, scale, and affordability. By forging strong alliances with leading production partners, we are driving innovation, efficiency, and backward integration across categories.

Our existing manufacturing partners include **PG Electroplast Ltd.**, **Empire Appliances**, **Noble Moulders**, **Onkar Engine and Generator (Omega)**, **EPack Durable Ltd.**, **Dixon Technologies**, **Winsharp Electronics Pvt. Ltd.**, and **Ekkaa**. In H1 FY25-26, we further enhanced these synergies by onboarding new partners – **Veeline Industries**, **Mekr Technologies**, **Suman Enterprises**, **Light Flame Appliances**, **Suvridha Appliances**, and **RG Industries**. Together, these partnerships empower Cellecor to deliver technologically advanced, reliable, and affordable products across consumer electronics and home appliances, while reinforcing our commitment to self-reliance and manufacturing excellence in India.




Brand Ambassadors




Social Content

CELLECOR



404
That's an error

Heat Not Found
Cellecor Air Conditioners cool it before you feel it



CELLECOR

Unleash Cinematic Sound at Home.

24W dual speakers with Dolby Atmos for cinematic sound.



DOLBY AUDIO

CELLECOR

Maximum Capacity Minimal Effort
Handles heavy loads in one go - fast, easy, and effortless.



0% FINANCING AVAILABLE FROM

BAJAJ FINSERV | HOME CREDIT | TVS CREDIT | pine labs

Anti Rat Design | 1350 RPM For Faster Drying | Dual Waterfall Technology

Strengthening Brand Recall



zabardast
Ab happiness banegi aur bhi affordable.



gyaninfinet

Follow

Message

671 posts

374K followers

47 follow

Gyan Infinet

curtainblue

Follow

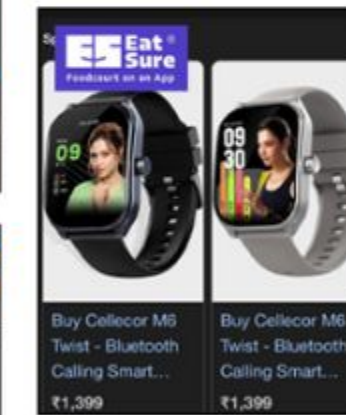
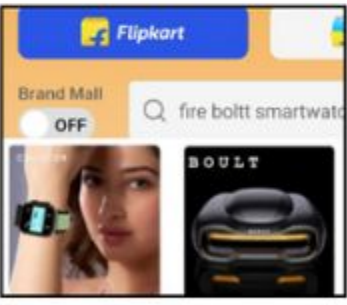
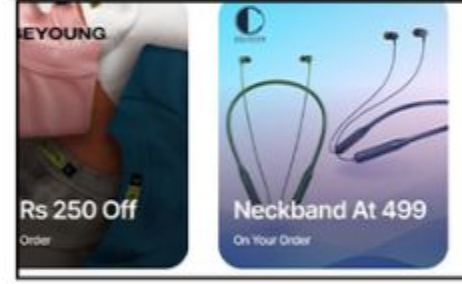
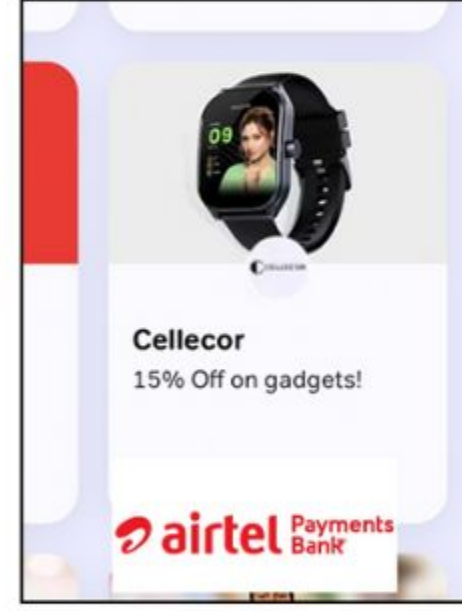
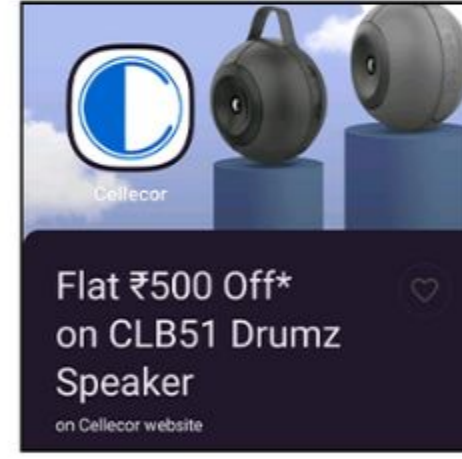
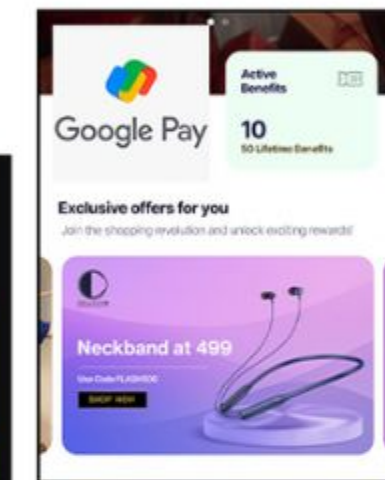
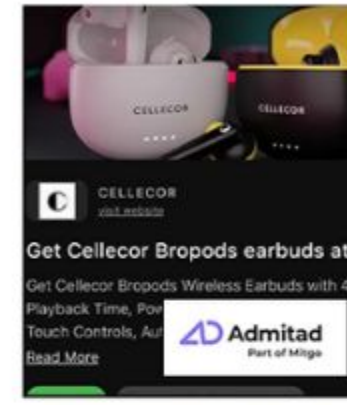
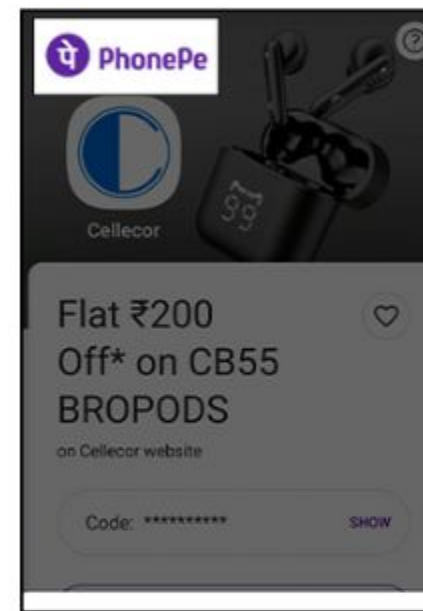
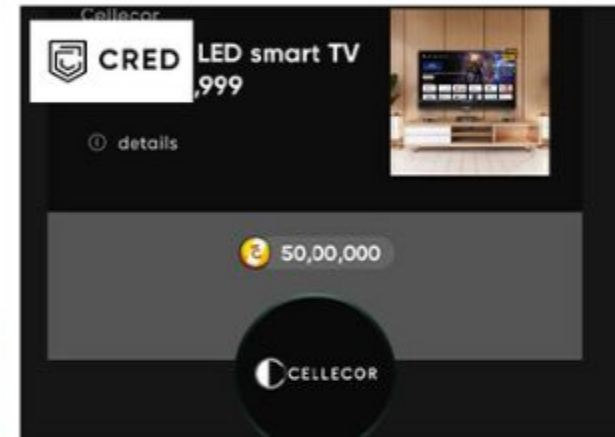
171 posts

Driving Impact Through Retail & Activations



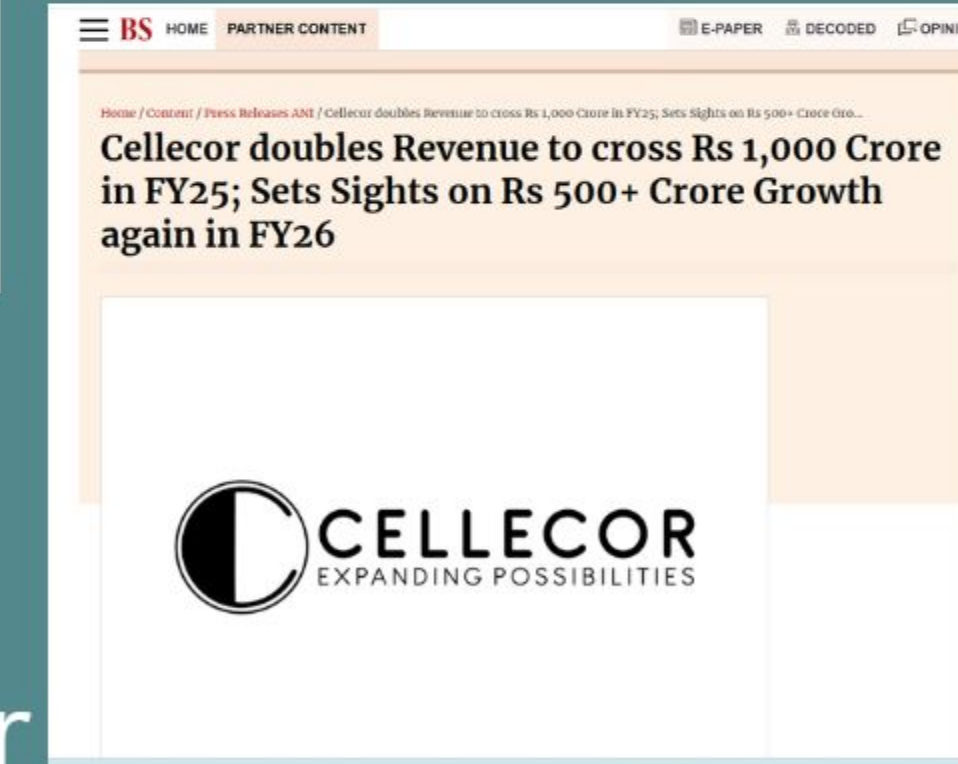
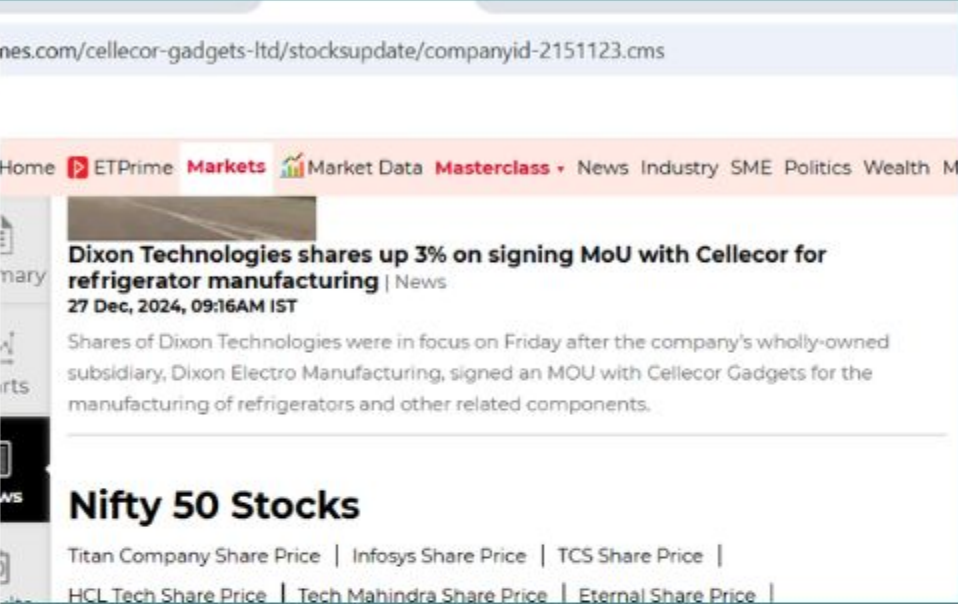
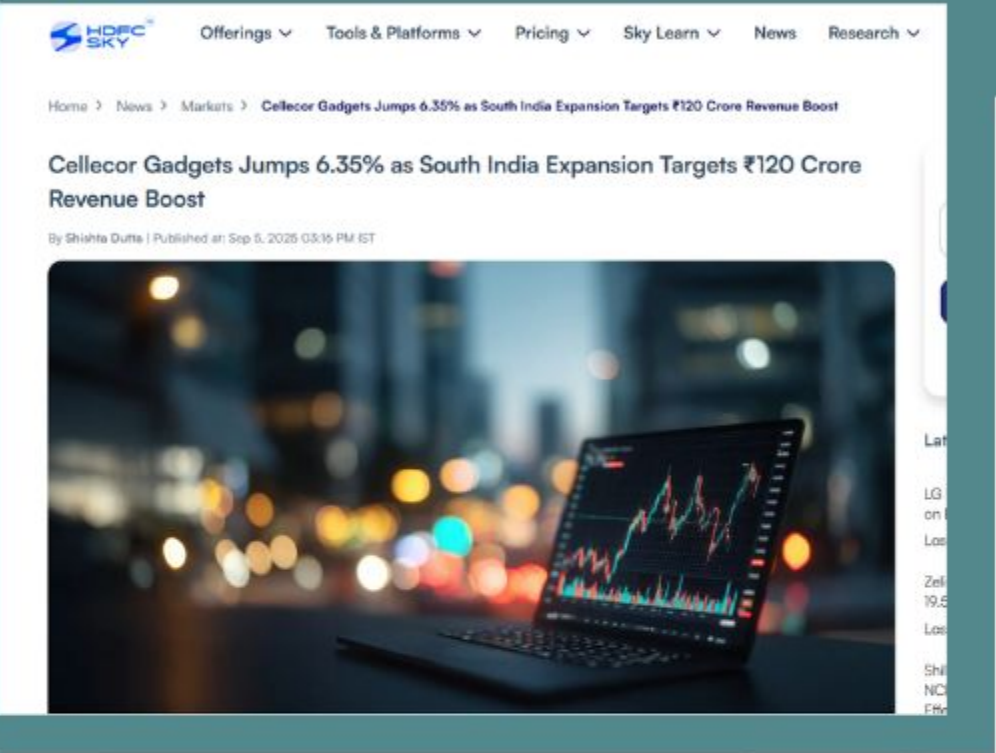
Online Visibility

Amplify branding online



We amplified the campaign online through interactive challenges, regional Reels series, influencer collaborations, and hashtag-led contests that encouraged users to share their own 'beat' with the brand.

BRAND PRESENCE IN LEADING PUBLICATIONS



News
Cellecor

NEW REVENUE STREAMS

& Business Diversification

In FY 25-26, Cellecor continued to strengthen its long-term growth strategy by diversifying into new-age revenue streams beyond traditional retail channels. A major focus has been the scaling up of B2B and institutional sales, catering to bulk orders from enterprises, corporates, and government institutions.

This expansion has opened opportunities across key industries such as FMCG, Manufacturing, Automobiles, Pharma, BPO & KPO, IT, Corporate Gifting, and Government projects, driving higher volumes and consistent revenue. At the same time, Cellecor is leveraging corporate alliances, gifting solutions, and channel partnerships to establish deeper industry-wide brand presence.

By tapping into these diversified revenue streams, Cellecor is not only broadening its market base but also creating long-term stability, reduced dependency on seasonal retail cycles, and stronger brand visibility across institutional ecosystems.

FMCG



Manufacturing



IT



Automobiles



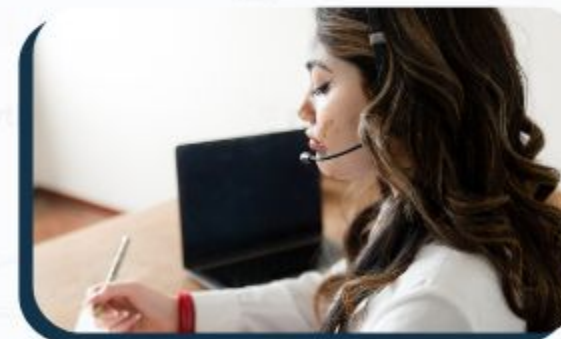
Pharma



Government sector



BPO & KPO



Corporate Gifting



POWERING GROWTH

Through Supply Chain Excellence

Cellecor's growth is enabled by a robust logistics and supply chain network, ensuring seamless product availability across India. By partnering with leading logistics providers, we continue to strengthen speed, efficiency, and last-mile connectivity.

Our existing partners include **DTDC**, **TCI Express**, **Om Logistics Ltd.**, **Express Roadways Pvt. Ltd.**, **One Point Supply Chain Solution**, **Safe Express Pvt. Ltd.**, and **V Trans Limited**.

In H1 FY 25-26, we further expanded this ecosystem with new alliances, adding leading names such as **Jaydeep Logistics**, **XP India**, **Aeropict Logistics**, **TAC Logistics**, **ST Courier**, **Suprime**, **Jetline Courier Pvt. Ltd.**, **Jiffy Express**, **Universal**, **NBEX**, **Skylark Express**, **GATI**, **Trivikram**, **Dox N Pack**, **MSK Worldwide**, **Origin Express**, **MK Trasways**, **Dua Logistics**, **By Hand**, **Porter**, **Emirates Logistics**, **Mannu Transport**, **Noida Packers & Movers**, **Logi Express**, **Sudarshan Road Carriers**, **Santosh Transport**, **Shree Durga**, **Best India Roadways**, **Shree Mahadev**, and **Om Ganga**. Together, these partnerships provide pan-India coverage, faster turnaround, and stronger last-mile delivery, reinforcing Cellecor's promise of accessibility and reliability across metros, Tier-II, Tier-III, and rural markets.



LOGISTICS

OPERATIONAL EXCELLENCE

Operational excellence is a core pillar of Cellecor's growth strategy, ensuring the company scales efficiently while maintaining cost discipline and delivering superior customer experiences. By leveraging technology, infrastructure upgrades, and process automation, Cellecor continues to strengthen its agility, scalability, and reliability.

Inventory Management & Supply Chain Optimization

Real-time inventory visibility and predictive demand planning have helped reduce stockouts and excess inventory. At the same time, automated shipment tracking and route optimization have streamlined the supply chain, improving delivery speed while reducing transportation costs across the distribution network.

Warehouse Expansion & Automation

To meet growing business volumes, Cellecor has expanded its warehouse footprint from 8 to 12 locations, strengthening regional coverage and enabling faster delivery. Combined with automation initiatives, these expansions ensure efficient order fulfillment and cost-effective distribution nationwide.

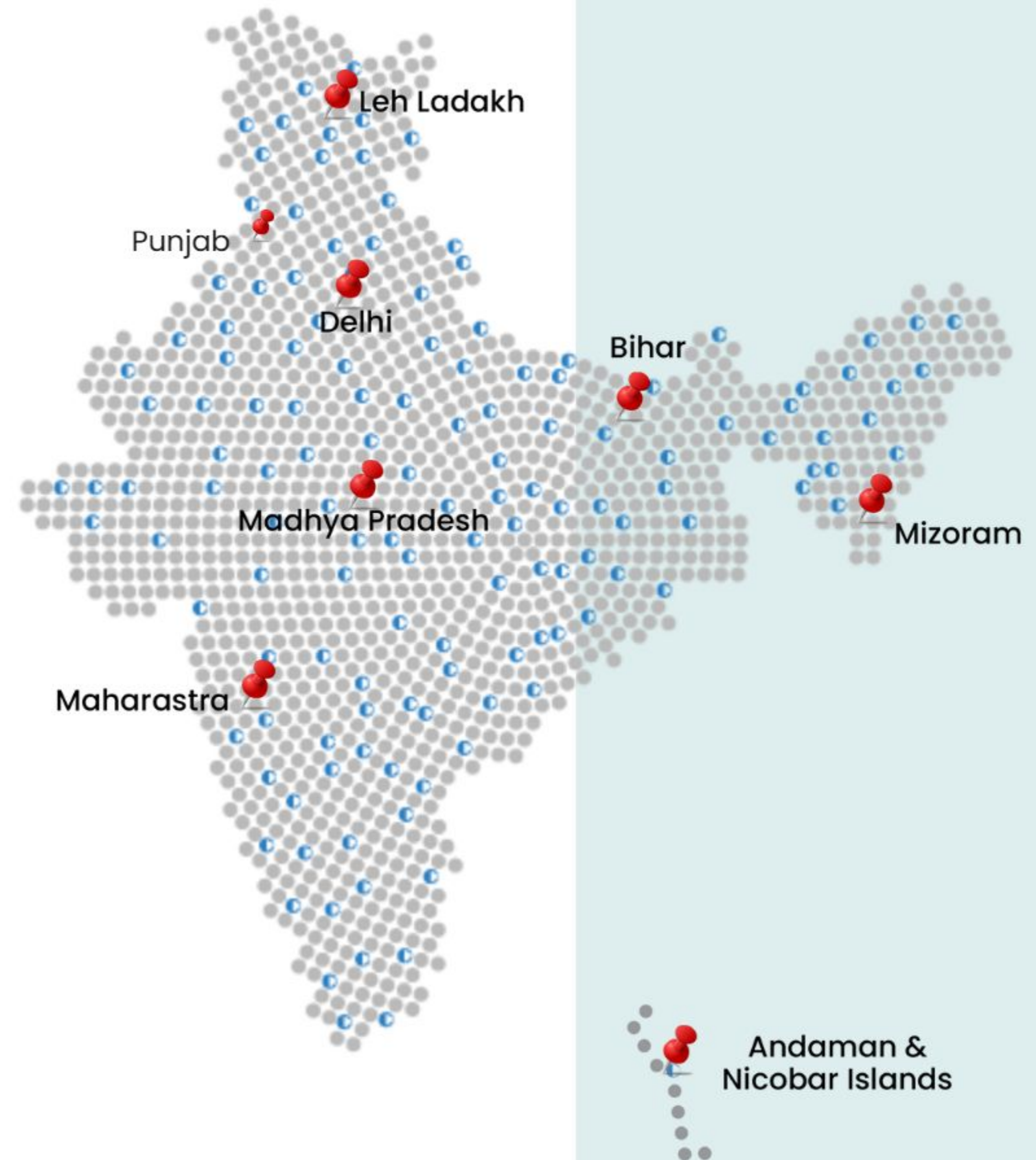
These initiatives position Cellecor to handle rising volumes with precision, improve service quality across 28 states & 2 Union Territories, and deliver consistent value to customers and partners nationwide.



OUR PRESENCE

Across States & Territories

- Cellecor places strong emphasis on building lasting trust with its customers by ensuring a smooth and dependable post-purchase journey. With a wide network of **2,000+ service centers** and home service coverage across **25,000+ pin codes**, the company provides quick, accessible support across both urban hubs and remote regions of India.
- The company has also established an in-house **Technical Repair Center (TRC)**, which ensures advanced repairs, strict quality checks, and faster turnaround times reducing average TAT from 10–12 days earlier to just 7 days now.
- With 100% spare part availability across its service network, customers are assured of uninterrupted support and minimal downtime. By combining widespread accessibility, specialized expertise, and operational efficiency, Cellecor continues to set higher benchmarks for after-sales excellence in India's consumer electronics industry.



STRATEGIC TALENT ACQUISITION & WORKFORCE EXPANSION

- In FY25-26, Cellecor continued to invest in **human capital as a cornerstone of growth and innovation**. The company expanded its workforce across key verticals including **sales, operations, technology, R&D, marketing, and after-sales service**, ensuring agility and scalability to match business momentum.
- A focused hiring strategy brought in **senior industry professionals and domain experts, strengthening leadership capabilities and fostering innovation-led growth**. This infusion of talent has been instrumental in driving operational excellence, accelerating digital transformation, and deepening market penetration.
- Cellecor's people-first approach remains central to its strategy, with continuous workforce expansion, structured training programs, and leadership enhancements creating a high-performance culture. These efforts are equipping the organization to scale faster, sustain competitiveness, and deliver on its long-term vision of becoming one of India's most trusted consumer electronics brands.



AWARDS & RECOGNITION

In H1 FY25-26, Cellecor's achievements and leadership were celebrated at the DeviceNext Awards 2025, further cementing our position as one of India's fastest-growing consumer tech brands.

Mr. Ravi Agarwal, Managing Director, was honored with the title of "Inspiring Leader in Consumer Tech", a recognition of his bold vision, relentless drive, and unwavering commitment to building a truly Indian technology brand.

Cellecor was proudly featured among the Top 50 Indian Brands in Consumer Tech, reaffirming our growing impact, innovation, and deep connection with households across Bharat.

These recognitions not only validate our progress but also inspire us to continue driving affordable innovation, accessibility, and trust for millions of consumers.



HONOURING
THE ROLE
MODELS:
A NIGHT TO

CSR INITIATIVES

Cellecor has adopted a school to support children's holistic development by providing nutritious meals, school bags, uniforms, and covering fees. We also engage in festival celebrations at schools, spreading joy and creating a stronger sense of community and belonging.



“

People. Purpose. Progress.

”

Women Empowerment & Skill Development

Through structured training programs in stitching, handicrafts, and other livelihood skills, Cellecor empowers women to achieve financial independence, fostering long-term social and economic impact.

Pink Leave Initiative

Cellecor is among the few Indian companies to formally recognize menstrual health through its Pink Leave policy, granting one paid leave per month to women employees. This initiative reflects our belief in building a progressive, inclusive, and compassionate workplace.

Community Engagement

Guided by the principle that businesses grow when communities grow, Cellecor continues to invest in initiatives that promote education, empowerment, wellbeing, and cultural inclusion, reinforcing dignity and opportunity for all.



CORPORATE GOVERNANCE & Compliance

At Cellecor Gadgets Limited, strong corporate governance and ethical business practices form the backbone of our operations. We are committed to the highest standards of transparency, accountability, and compliance, ensuring that all stakeholders investors, partners, customers, and employees can place their trust in us.

Our governance framework is guided by a **well-structured Board of Directors** with diverse expertise, providing independent oversight, strategic direction, and effective risk management.

Key Aspects of Our Governance Framework:

- Regular Board and Committee meetings for strategic oversight and direction.
- Strict adherence to financial disclosures, audit standards, and reporting timelines.
- Ethical conduct policies implemented across all levels of the organization.
- Strong internal controls and risk assessment mechanisms ensuring operational integrity.
- Continuous evaluation to remain fully aligned with SEBI, Companies Act, and NSE listing requirements.

As a listed entity on the NSE SME platform, Cellecor views governance not merely as a regulatory obligation, but as a strategic enabler of stakeholder confidence and long-term sustainable growth.



FUTURE ROADMAP

Vision & Business Blueprint





Product Category Expansion

Cellecor unveils its latest range of smart, stylish, and high-performance appliances, crafted to elevate modern living. From **Smart Watches, Smart TVs, and Speakers** to **Air Fryers, Multi-Cook Kettles, Electric Kettles, Irons, Nutri Blenders, Rice Cookers**, every product is designed to combine functionality with finesse. Expanding further into home comfort and utility, Cellecor introduces **Vacuum Cleaners, Commercial Coolers, Coffee Maker, Deep Freezers, Wardrobe Steamers, Air Purifiers, Water Purifiers, , OTG Ovens and Hand Fans** — each embodying the brand's promise of innovation, quality, and style that fits every lifestyle.

DOMESTIC MARKET EXPANSION



In coming quarters, Cellecor aims to further strengthen its leadership in the Indian consumer electronics market through a comprehensive, multi-channel expansion plan. The focus will remain on driving accessibility, affordability, and visibility across every key distribution avenue Offline, Online, B2B, and Institutional.

Expansion in Untapped Regions – Offline

- Expanding Cellecor's presence across Tier-I and Tier-II markets by onboarding new distributors, dealers, and retail outlets, ensuring product availability in every major state and region.

Large Format Retail (LFR) & Organised Retail Partnerships

- Strengthening alliances with large-format retail (LFR) chains and organised retail partners to enhance in-store visibility and consumer engagement through impactful displays and promotions.

B2B & D2C Channel Expansion

- Scaling up corporate and bulk sales while accelerating growth through direct-to-consumer (D2C) channels via Cellecor's official website and exclusive brand stores for a personalized shopping experience.

E-commerce Presence on Multiple Platforms

- Expanding reach through collaborations with leading e-commerce and quick-commerce platforms, strengthening last-mile delivery, and ensuring 24/7 accessibility for digital-first consumers.

Corporate & Institutional Sales

- Deepening penetration in the **corporate gifting, enterprise solutions, and government procurement segments**, diversifying revenue streams and establishing long-term relationships.

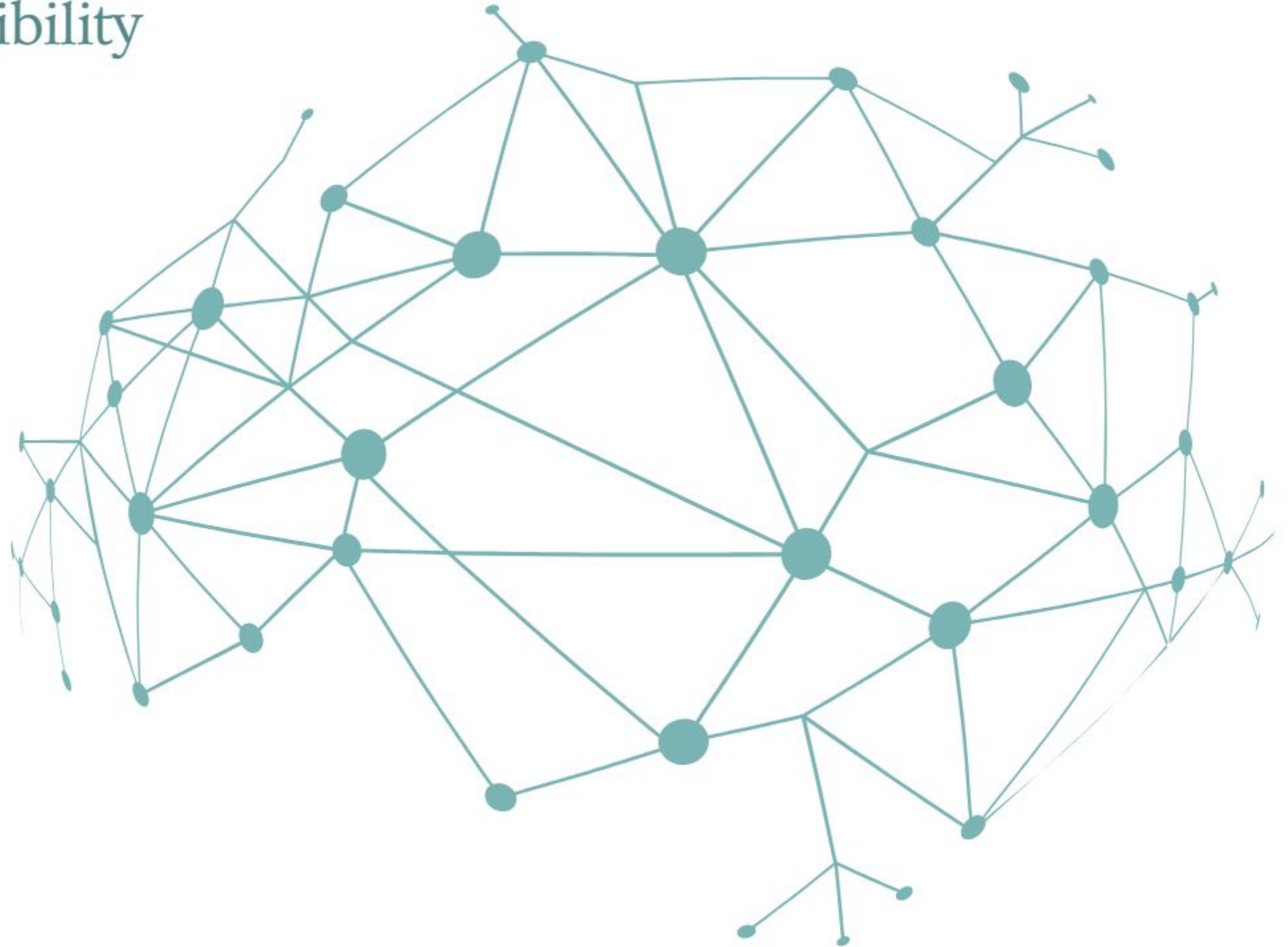
Through this integrated strategy, Cellecor aims to **maximize market penetration, enhance brand visibility, and deliver growth** across every consumer touchpoint, reinforcing its vision of making smart technology accessible to every Indian home.

OFFLINE DISTRIBUTION

Expanding Reach, Strengthening Accessibility

Cellecor's greatest strength continues to be its robust offline network, which forms the backbone of its nationwide reach. In coming quarters, the company aims to expand its distributor base to over 2,000 and increase retail touchpoints beyond 75,000, strengthening accessibility across metros, Tier-II, Tier-III, and rural markets.

This expansion will be supported by stronger partnerships with local distributors, regional retailers, and multi-brand outlets, ensuring wider product availability and faster market penetration. By building a deeper and more connected offline ecosystem, Cellecor is set to reinforce its position as one of India's most accessible and trusted consumer electronics brands.



LFR & ORGANISED RETAIL PARTNERSHIPS

Building Visibility Through Strong Retail Alliances

In coming quarters, Cellecor will focus on deepening its collaborations with Large Format Retailers (LFR) and leading organised retail chains to **strengthen brand visibility and enhance the in-store experience for consumers.**

The company is actively pursuing **new retail alliances** and expanding shelf space across top multi-brand electronics and lifestyle outlets. These partnerships will not only **increase nationwide accessibility** but also help consumers experience Cellecor's latest product innovations firsthand through **interactive displays, product zones, and promotional activations.**

By expanding its organised retail footprint, Cellecor aims to create a stronger brand presence and drive higher consumer engagement across India's growing modern trade landscape.



B2B & D2C CHANNEL

Connecting Businesses, Engaging Consumers

Cellecor continues to diversify its distribution strategy by expanding into both B2B (Business-to-Business) and D2C (Direct-to-Consumer) segments, ensuring wider market coverage and stronger customer engagement.

On the B2B front, the company is building relationships with corporates, institutions, and enterprise buyers through platforms such as **IndiaMART, TradeIndia, and Amazon Business, as well as direct partnerships with corporate procurement teams and institutional distributors.** These collaborations enable bulk supply of Cellecor products for corporate gifting, institutional use, and channel distribution, adding stability and scale to the revenue mix.

In the D2C segment, Cellecor is enhancing its presence through its official website (cellecor.in) and major online marketplaces like **Amazon, Flipkart, Myntra, Ajio, and JioMart**, offering consumers a seamless buying experience with nationwide delivery, warranty registration, and exclusive online offers.

This dual-channel approach strengthens Cellecor's direct connection with end-users while expanding business opportunities across enterprise, retail, and digital ecosystems driving sustainable growth in the coming quarters.



E-COMMERCE PARTNERSHIPS

Expanding Digital Access, Powering Instant Convenience

In coming quarters, Cellecor will accelerate its growth across e-commerce and quick-commerce platforms, expanding product visibility and ensuring faster delivery to consumers across India.

Having gone live on **Zepto and Blinkit**, the brand will now broaden its assortment and category presence on these platforms while exploring new integrations with **Swiggy Instamart, BigBasket, Dunzo, and JioMart Express** to further strengthen its quick-commerce presence.

On the broader e-commerce front, Cellecor will enhance its reach and visibility on leading platforms such as **Amazon, Flipkart, Myntra, Ajio, JioMart, Cred, eBay, and ONDC**, alongside potential partnerships with **Tata Neu, Paytm Mall, and Snapdeal** to diversify digital accessibility.

These initiatives aim to make Cellecor's products available across every major digital touchpoint, combining speed, convenience, and affordability reinforcing its position as a future-ready, omnichannel consumer electronics brand.



CORPORATE & INSTITUTIONAL SALES

Strengthening Enterprise Partnerships, Expanding Business Horizon

In coming quarters, Cellecor will intensify its focus on corporate and institutional partnerships to diversify revenue streams and enhance its presence in enterprise-driven markets. The company plans to build strong relationships across **FMCG, Manufacturing, Automobile, Pharma, IT, BFSI, and Government sectors**, offering tailored product solutions for both corporate use and employee engagement programs.

To strengthen this vertical, Cellecor will expand its partnerships with corporate procurement platforms such as Amazon Business, TradeIndia, and Industry Buying, while also establishing direct tie-ups with leading enterprises and public sector units (PSUs) for large-scale supply and corporate gifting initiatives.

The next six months will also see the introduction of customized corporate bundles and premium product assortments, targeting festive gifting, incentive programs, and institutional procurement. This strategic push aims to position Cellecor as a trusted B2B electronics partner, known for reliability, affordability, and nationwide service reach.



STRENGTHENING BRAND POSITIONING

“Evolving the Brand. Expanding the Impact.”

In coming quarters, Cellecor's strategic focus will be on elevating its brand positioning through a unified approach that strengthens visibility, credibility, and emotional connection with consumers across India. The next six months will emphasize:

1

Integrated Brand Campaigns

- Launching high-impact marketing campaigns across television, digital, outdoor, and retail touchpoints to reinforce Cellecor's identity as an affordable yet aspirational Indian tech brand.

2

Regional & Vernacular Outreach

- Rolling out localized communication and retail branding in key regional markets particularly in South, East, and emerging rural zones to build stronger cultural resonance with diverse audiences.

3

Celebrity & Influencer Collaborations

- Partnering with pan-India and regional influencers to amplify awareness around new product launches and festive promotions, ensuring mass engagement and recall.

4

Retail Visibility Enhancements

- Upgrading in-store branding, POP materials, and demo zones across exclusive brand stores, LFR chains, and distributor networks, ensuring a consistent and premium visual identity.

5

Digital Reputation & PR Building

- Strengthening media outreach through thought-leadership features, award recognitions, CSR storytelling, and leadership visibility to enhance trust and reinforce Cellecor's standing as a fast-growing consumer tech brand.

Together, these initiatives will position Cellecor as a next-generation Indian brand, one that is modern, relatable, and trusted, while staying deeply rooted in its promise of "Making Happiness Affordable."

ADVANCING MANUFACTURING EXCELLENCE & INNOVATION ROADMAP

In coming quarters, Cellecor will advance its manufacturing and innovation ecosystem under the “**Make in India for the World**” vision, focusing on efficiency, capacity expansion, and next-generation product innovation.

- 01 **Manufacturing Scale-Up:** Expanding capacity through new alliances with Ambar Enterprises, Elin Electronics, Smart Industries, Bhurji Supertech Industries, Comrade Appliances, and Indus Appliances, along with existing partners such as Dixon Technologies, PG Electroplast, Empire Appliances, and Winsharp Electronics.
- 02 **Smart Factory & R&D:** Driving automation, digital quality control, and enhanced in-house R&D for energy-efficient Smart TVs, large appliances, and connected devices.
- 03 **Local & Sustainable Growth:** Increasing domestic sourcing, creating local employment, and adopting eco-friendly manufacturing practices for responsible expansion.

Through these initiatives, Cellecor is set to evolve into a technology-driven, innovation-led manufacturing powerhouse, delivering high-quality, affordable electronics for India and global markets.



STRENGTHENING CSR & DRIVING SUSTAINABLE GROWTH

In coming quarters, Cellecor will build upon its ongoing CSR initiatives and evolve them into a broader framework of sustainability and responsible business practices. The focus will extend beyond traditional philanthropy to create long-term, measurable impact on communities, the environment, and governance.

Environmental	Social (CSR Initiatives)	Governance & Ethical Practices
<ul style="list-style-type: none">• Launch energy-efficient and low-emission manufacturing programs to reduce operational impact.• Introduce recyclable and biodegradable packaging across key product lines.• Begin carbon footprint monitoring and route optimization in logistics to cut fuel consumption.	<ul style="list-style-type: none">• Expand the Cellecor Foundation's education programs—adopting additional schools and extending support for meals, uniforms, and learning kits.• Open new Sdn. Kulwant Kaur Skill Training Centres to empower rural women through digital, tailoring, and micro-enterprise training.• Launch community awareness campaigns focused on digital literacy and e-waste management.	<ul style="list-style-type: none">• Form a Sustainability & CSR Steering Committee at the board level for policy oversight and monitoring.• Strengthen supplier ethics, responsible sourcing, and transparency in operations.• Prepare for BRSR/GRI-aligned sustainability disclosures in FY26 reporting.

By integrating CSR with sustainable growth initiatives, Cellecor aims to build a business where profitability, purpose, and planet coexist, ensuring that “Made in India” truly means Made Responsibly for the World.



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