



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: December 09, 2024

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: Intimation under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015

Cellecor Gadgets Partners with TCI Express Limited, DTDC Express Limited, OM Logistics and Express Roadways to strengthen Supply Chain Efficiency

Dear Sir / Madam,

In compliance with Regulation 30 read with Schedule III Para A Part B of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to announce that Cellecor Gadgets Limited has partnered with TCI Express Limited, DTDC Express Limited, OM Logistics Ltd., Express Roadways Pvt. Ltd. To strengthen its supply chain efficiency.

A Media Release containing details of the collaborations is annexed with this letter as Annexure I.

This announcement is in line with our commitment to continuously innovate and expand our product offerings to meet the evolving needs of our customers.

You are requested to take the same on record.

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 Partners with TCI Express, DTDC Express, OM Logistics, and Express Roadways to Strengthen Supply Chain Efficiency

New Delhi, 09-12-2024 – **Cellecor Gadgets Limited**, one of India’s fastest-growing consumer electronics brands, has announced partnerships with **TCI Express Limited, DTDC Express Limited, OM Logistics Limited, and Express Roadways Private Limited** to enhance its supply chain operations. These collaborations mark a pivotal step in Cellecor’s mission to streamline its logistics and ensure the seamless availability of its wide range of product categories to customers across the nation.

Cellecor Gadgets has built a robust distribution ecosystem with strategically located depots, an extensive network of distribution channels, and a strong presence in retail stores nationwide. This new alliance with leading logistics providers further strengthens the company’s ability to meet growing consumer demand with speed and reliability. The partnerships bring advanced logistics solutions that ensure improved delivery timelines, optimized inventory management, and enhanced operational efficiency, making Cellecor’s supply chain seamless and efficient.

Through this collaboration, **TCI Express Limited** contributes its extensive network of 40,000+ pickup and delivery locations, 28 state-of-the-art sorting centres, GPS-enabled vehicles, and a workforce of over 3,500 professionals. Known for its time-definite logistics solutions, TCI Express ensures timely and reliable deliveries across India. Similarly, **DTDC Express Limited** offers India’s largest channel partner network with over 16,000 partners, operations in 14,300+ pin codes, and the capability to handle over 170 million parcels annually. Its international presence spans seven countries, making DTDC a key player in logistics excellence.

OM Logistics Limited provides a wide range of services designed to address logistics and supply chain challenges effectively. With a focus on technology-enabled solutions, OM Logistics offers warehousing, transportation, and comprehensive logistics support tailored to business needs. Its commitment to operational excellence and customer satisfaction makes it a vital partner in enhancing Cellecor’s supply chain capabilities.

Additionally, **Express Roadways Private Limited** leverages its 37 operational centers, a fleet of 2000 plus vehicles, and tailor-made transport solutions to ensure cost-effective and reliable operations, meeting the unique requirements of businesses. With expertise in inbound and outbound logistics, warehousing, and inventory control, Express Roadways enhances the flexibility and responsiveness of Cellecor’s supply chain.

These partnerships align with Cellecor’s vision of becoming a household name in India by delivering cutting-edge, reliable, and high-quality products to its customers. By leveraging the infrastructure and expertise of these leading logistics providers, Cellecor aims to expand its reach to underserved markets, reduce delivery times, and enhance customer satisfaction. This collaboration not only reinforces Cellecor’s supply chain capabilities but also positions the brand for continued growth and success in the competitive consumer electronics market.

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.