



CELLECOR GADGETS LIMITED

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

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Ref: - CELLECOR/23-24/27

Date: January 10, 2024

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 - 400 051 India.

Company Symbol: CELLECOR
Company ISIN: INE00MO01017

Subject: Media Release
Cellecor Gadgets Ltd. is set to Transform Lives with the Launch of their Trend-setting Premium Brand

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith please find enclosed a copy of the Media Release titled '**Media Release Cellecor Gadgets Ltd. is set to Transform Lives with the Launch of their Trend-setting Premium Brand**' along-with the detailed presentation titled '**PREMIUM BRAND – Launch by CELLECOR GADGETS LIMITED - Elevating Your Lifestyle with Next-Gen Gadgets**' for your records and dissemination at your official website.

A copy of the same will also be uploaded on the Company's website www.cellecor.com.

Kindly do the needful and oblige.

Thanking you.

Yours faithfully,

For Cellecor Gadgets Limited
(Formerly Known as Unitel Info Limited and Unitel Info Private Limited)

Ravi

Agarwal

Digitally signed
by Ravi Agarwal
Date: 2024.01.10
00:01:14 +05'30'

Ravi Agarwal
Managing Director
DIN: 08471502

Encl.: a/a



Media Release

Cellecor Gadgets Ltd. is set to Transform Lives with the Launch of their Trend-setting Premium Brand

New Delhi, January 10, 2024: Cellecor Gadgets, India's most trusted and affordable electronics brand, with the vision of "Inspiring Connections, Elevating Lifestyles," announces its plan to launch of a Trend-setting Premium Brand.

The upcoming launch promises a seamless blend of unparalleled craftsmanship, cutting-edge designs, and user experience integration, reflecting Cellecor Gadget's commitment to providing quality products that seamlessly integrate into users' lives, wellbeing and harmonious user experience.

In the fast-paced world of technology, Cellecor Gadgets emerges as a beacon of innovation, poised to usher in a new era in the tech realm and its new PREMIUM BRAND shall be a full range of innovative, technological advanced, sophisticated, elite class products to cater the growing demand of diverse needs of tech aficionado, style connoisseur, fitness enthusiast, audiophile explorer, tech-savvy business professional, home entertainment enthusiast, and other high-end consumers, who believe only in unmatched quality, innovative, par-excellence products.

Cellecor Gadgets' Premier Product Line, which is set to be launched early Next Financial Year, is carefully curated to meet the diverse preferences and needs of distinct consumers.

Smart TVs

The Premium Smart TVs, set to redefine the concept of home entertainment. These TVs go beyond the ordinary, providing a visual and auditory symphony with 8K resolution and intelligent features which aims to set a new standard for immersive, connected, and premium viewing experiences, promising a revolution in the way we perceive entertainment at home.

Smartwatches

These Smartwatches transcends mere gadgets; they are statements of elegance, health empowerment, and personalized style. Every detail, from design to functionality, reflects a commitment to premium and user-centric innovation. These smartwatches are poised to not only adorn wrists but also enhance lifestyles with a perfect blend of sophistication and technology.

A Symphony for the Ears: Earbuds

These Earbuds are more than just audio accessories; they represent a fusion of superior technology, comfort, and style. With an unwavering commitment to delivering an exceptional auditory experience, these earbuds seamlessly integrate into every facet of life.

Pocket-sized Revolution: Smartphones

The Upcoming Smartphones echo the brand's dedication to seamlessly integrating premium gadgets into daily life. These devices, with their superior technology, comfort, and style, showcase commitment to delivering an exceptional auditory experience. In the palm of your hand, you hold a testament for dedication to innovation.

Justification for launch of PREMIUM BRAND

Industry Trends: The industry is moving towards integration of AI and IoT, with the rise of Health and Wellness Tech & Premium, sustainable practices, the 5G Revolution, and personalized experiences.

This forward-thinking approach positions this upcoming revolution at the forefront of the tech industry, ready to cater to a diverse audience seeking a seamless blend of technology and elegance.

Market Potential: Market potential is fuelled by growing affluence, increased per-capita income, an increasing tech-savvy consumer base, a shift towards premiumization, a demand for exclusive experiences, international market expansion, and a proactive approach to emerging technologies. The numbers tell a compelling story, with the India Smart TV market projected to reach nearly USD 33.72 Billion by 2030.

Sizing up Success, some Market Statistics: In 2023, the India Smart TV market was valued at USD 11.53 Billion, with expected revenue growth at a CAGR of 16.57% from 2024 to 2030. The smartwatch market, valued at \$4.2 billion in 2021, is anticipated to reach \$120.9 billion by 2032, showcasing a CAGR of 28.4%. The smartphone sector in India witnessed a significant revenue increase from 2020, reaching 3.4 trillion Indian rupees in 2022. The true wireless stereo earbuds market is set to grow at a CAGR of 34.9%, aiming to reach USD 563.2 billion by 2030.

Cellecor Gadgets' devised strategy for Premium Brand Launch

Riding on all these factors, Cellecor Gadgets' is aligning its premium brand, with very strong marketing strategy which revolves around brand positioning as the epitome of premium smart innovation and shall start comprehensive digital campaigns, strategic partnerships, and exclusive events, to connect with its audience via e-commerce platforms, and company's own sales-portal. The Company shall further leverage influencers, online promotions, and experiential marketing to maximize impact.

Further, the Company shall unveil the phases of product development and rollout, providing a glimpse into the brand's future. Teasing upcoming products and innovations in the lineup, the roadmap is a testament to the brand's commitment to continuous innovation.

Cellecor Gadgets Limited has precisely planned to unveil its Premium Range, in phased manner, as detailed herein below

FY2024-25 | Precision in Penetration

Cellecor Gadgets' Premium Brand initial launch shall target Tier 1 tech-savvy markets, introducing 40 crores Smart TVs, 30 crores Smartphones, 20 crores Smartwatches, and 10 crores Earbuds. This precision penetration will set the stage for our premium gadgets, ensuring a seamless blend of innovation and sophistication for discerning consumers.

FY 2025-26 | Expanding Horizons

As the brand gains momentum, our subsequent expansion in FY 2025-26 unfolds globally, reaching 100 crores Smart TVs, 75 crores Smartphones, 50 crores Smartwatches, and 25 crores Earbuds. Cellecor's premium experience resonates across diverse markets, captivating a broader audience with cutting-edge technology.

FY 2026-27 | Sustained Brilliance on a Grand Scale

During this fiscal, Cellecor aims for unprecedented heights, launching 200 crores Smart TVs, 150 crores Smartphones, 100 crores Smartwatches, and 50 crores Earbuds. The brand's sustained brilliance paints a global landscape, solidifying its position as a leader in the premium gadget industry and Cellecor Gadgets' journey shall continue, promising an unparalleled fusion of technology and lifestyle across the globe.

About Cellecor Gadgets Ltd.:

Cellecor Gadgets journey in electronics device business, and selling products in its own brand, including mobile feature phones, smartwatches, TWS (True Wireless Stereo) earbuds, neckbands, and LED TVs -outsources 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 is aiming to synergetic amalgamate business potential embedded in the ever-growing demand of electronic products with modern business approach of sourcing, producing, and marketing with an objective to provide quality products at affordable price.

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,

please refer details available at <https://cellecor.com/pages/corporate-announcements>

or contact: Ms. Bindu Gupta, Chief Finance Officer, +91-11-43034907, finance.head@cellecor.in

Disclaimer: Certain statements, 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 result 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 statement.



PREMIUM BRAND

Launch by
**CELLECOR
GADGETS LIMITED**

Elevating Your Lifestyle with
Next-Gen Gadgets

Take a
BREATHE

UNFOLDING

an unchartered

TERRITORY

new
era begins...

PREMIUM BRAND

is being

LAUNCHED



INTRODUCTION

In the realm of innovation, where the horizon meets boundless possibilities, we are thrilled to announce the birth of a new beacon of excellence – the launch of Cellecor Gadgets latest venture, a distinguished premium brand that transcends the ordinary.

We invite you to witness the genesis of a brand-new chapter in the world of technology.

This isn't merely the launch of a product line; it's the inauguration of a premium brand, meticulously curated to set new standards in the world of consumer electronics.



As we embark on this journey, our focus extends beyond gadgets; it converges on an ethos of unparalleled quality, unmatched design, and a commitment to delivering an extraordinary user experience.

Every facet of this new premium brand is sculpted with precision and imbued with the spirit of innovation, promising a symbiotic relationship between technology and the refined tastes of our discerning audience.



Welcome to the unveiling of
Cellecor Gadgets newest pinnacle of
EXCELLENCE

OUR VISION

*“Inspiring Connections,
Elevating Lifestyles.”*



KEY ADVANTAGES:

- 👉 unparalleled craftsmanship and design.
- 👉 seamless integration for a harmonious user experience.
- 👉 dedication to delivering cutting-edge technology with an emphasis on user well-being.
- 👉 excitement Ahead: Cellecor Gadgets Premier Product Line Set to LAUNCH early Next Financial Year



SMART TV's

A Visual Symphony in 8K

These Smart TVs transform the concept of home entertainment, providing a visual and auditory symphony that transcends the ordinary. With 8K resolution and intelligent features, these TVs redefine the standard for immersive, connected, and premium viewing experiences.



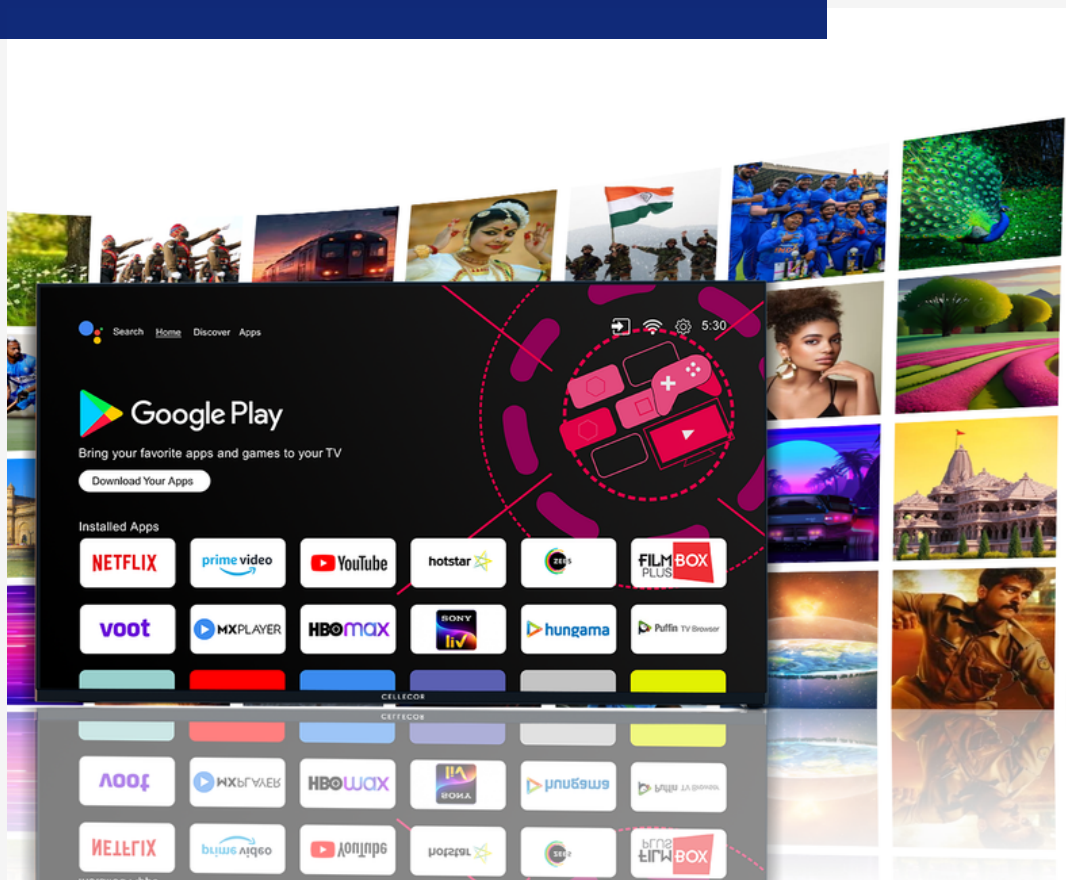
Stunning 8K
Resolution



Intelligent
Connectivity



Immersive Audio
Experience





SMARTWATCHES

Elevating Health and Luxury

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These smartwatches are not merely gadgets; they are statements of elegance, health empowerment, and personalized style. In every detail, from design to functionality, the commitment to premium and user-centric innovation is evident.



Ease in
Functionality



Premium
Materials



Health-centric
Features



Ease in
Functionality

EARBUDS

A Symphony of Sound, Comfort, and Style

These Earbuds aren't just audio accessories; they're a blend of superior technology, comfort, and style. With a commitment to delivering an exceptional auditory experience, these earbuds are a testament to Cellecor Gadgets dedication to seamlessly integrating premium gadgets into every facet of your life.



Noise
Cancellation



Smart Touch
Controls



Superior Sound

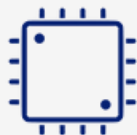




SMARTPHONES

Unleashing Power, Precision, and Elegance

Our Smartphones are not just communication devices; they are a fusion of power, elegance, and advanced technology. With top-tier performance, enhanced security, and a sleek design, these smartphones are crafted to seamlessly integrate into and enhance your daily life.



Powerful
Processors



Top-Tier
Cameras



Display
Technology



Enhanced
Security



MARKET LANDSCAPE



INDUSTRY TRENDS

- ➡ Integration of AI and IoT
- ➡ Rise of Health and Wellness Tech & Premium look on smart watch
- ➡ Sustainable and Eco-Friendly Practices
- ➡ 5G Revolution
- ➡ Personalized and Customizable Experiences
- ➡ Introduction of ANC in TWS Range.
- ➡ People spending more on premium source of entertainment



TARGET AUDIENCE

- ➡ Affluent consumers seeking a seamless blend of technology and elegance.
- ➡ Appeal to a global audience with a taste for sophistication.
- ➡ Inclusive Innovation: Smart Product Line Tailored for urban consumers focused on Tier 1 and Tier 2 cities.



MARKET POTENTIAL

- ➡ Growing affluence and tech adoption
- ➡ Increasing tech-savvy consumer base
- ➡ Shift towards premiumization
- ➡ Demand for exclusive experiences
- ➡ International market expansion
- ➡ Adapting to emerging technologies



MARKET SIZE

- **Smart TV**

The India Smart TV Market size was valued at **USD 11.53 Billion in 2023** and the India Smart TV revenue is expected to grow at a **CAGR of 16.57 % from 2024 to 2030**, reaching nearly USD 33.72 Billion by 2030.

- **Smart Watch**

The India smart watch market was valued at **\$4.2 billion in 2021** and it is expected to reach **\$120.9 billion at a CAGR of 28.4%** between 2022 and 2032.

- **Smart Phone**

In 2022, the industry revenue of the smartphone sector in India reached **3.4 trillion Indian rupees**. It was a significant increase from 2020. It was estimated that in 2025, the sector would reach a revenue of more than five trillion rupees, more than double the size as in 2020.

- **TWS**

The global true wireless stereo earbuds market is expected to grow at a compound annual growth rate of **34.9% from 2022 to 2030** to reach **USD 563.2 billion by 2030**.

SMART TV

Elite entertainment:

Premium Smart TVs redefine luxury for elite, opulent



Global Reach

Expanding Horizons Beyond Borders

Online Availability would be on-

amazon

Flipkart



BAJAJ
FINSERV

cellec.com

SMART WATCH

Elevate status, health, and style with Premium Smartwatches for tech savvy young generation



Youthful Surge

Capturing the Rising Wave of Young Consumers

Online Availability would be on-

amazon

Flipkart



**BAJAJ
FINSERV**

cellecor.com

SMART PHONE

Sophistication meets power:

Premium smartphones to redefine the connectivity for vibrant and slumboyance



Tech Evolution

Navigating the Landscape of Emerging Technologies

www.cellecor.com

Online Availability would be on-

amazon

Flipkart



BAJAJ
FINSERV

cellecor.com

TWS

Elite Harmony:

Unveiling the Premium Exquisite Smart Earbuds.

www.cellecor.com



Elevated Standard

Riding the Wave of Premiumization Trends

Online Availability would be on-

amazon

Flipkart



BAJAJ
FINSERV

cellecor.com



MARKETING STRATEGY

for this Brand Launch

- **Brand Positioning**

Establishing Cellecor as the epitome of premium smart innovation.

- **Marketing Channels**

Comprehensive digital campaigns, strategic partnerships, and exclusive events. E-commerce platforms and our official website.

- **Targeted Campaigns**

Leveraging influencers, online promotions, and experiential marketing for maximum impact.





SUSTAINABILITY COMMITMENT

- **Eco-Friendly Initiatives**

Detailing Cellecor's commitment to sustainable materials and ethical production.

- **Green Tech Innovations**

Showcasing how Cellecor is at the forefront of environmentally conscious design.



TARGETED AUDIENCE PROFILES

- 👉 Tech aficionado
- 👉 Style connoisseur
- 👉 Fitness enthusiast
- 👉 Audiophile explorer
- 👉 Savvy business professional
- 👉 Home entertainment enthusiast
- 👉 Eco-conscious consumer





SUCCESS ROADMAP

- **Production Timeline**

Phases of product development and rollout.

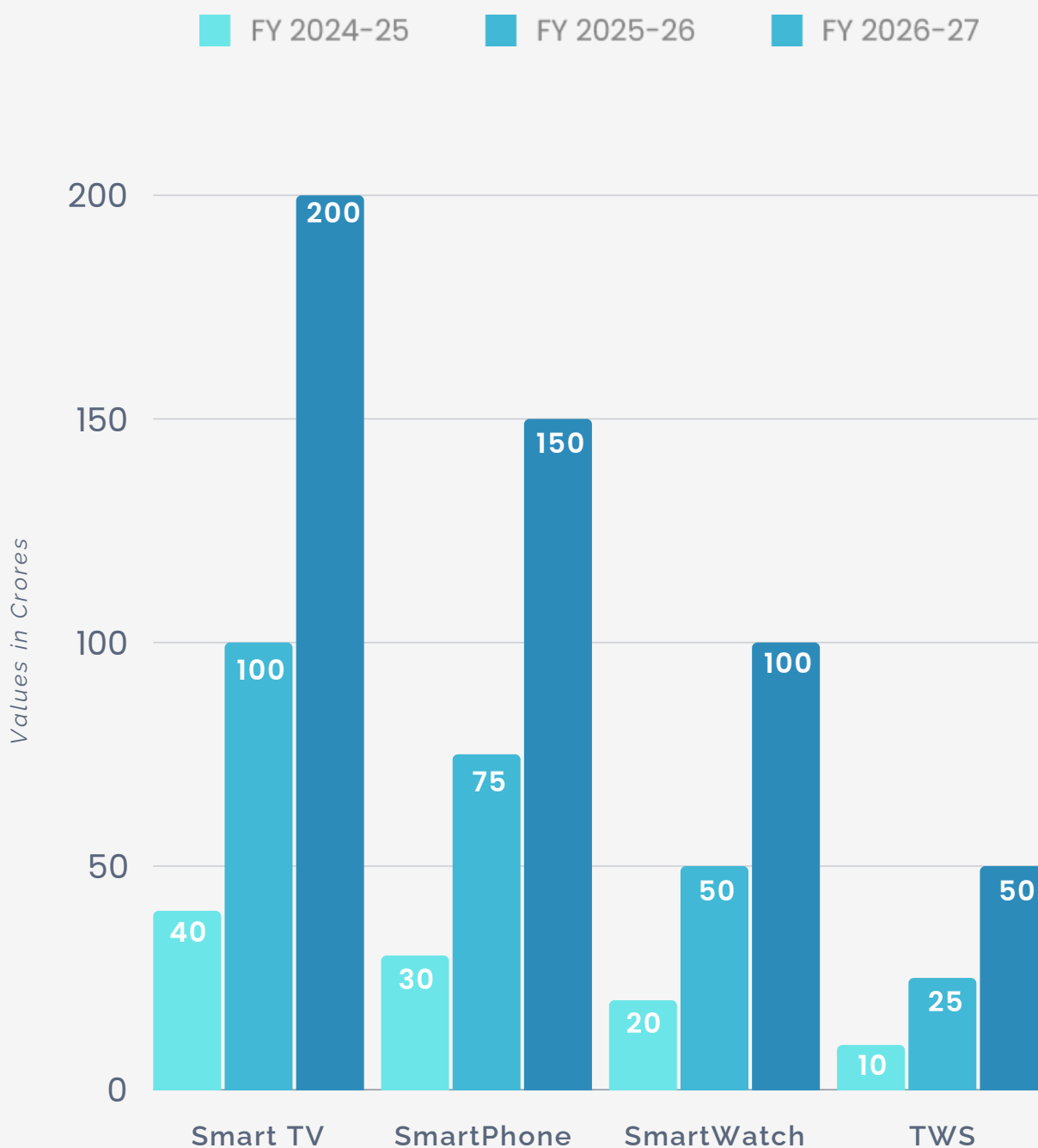
- **Future Innovations**

Teasing upcoming products and innovations in the Cellecor lineup.



EXPANSION PLAN

Target markets for initial launch and subsequent expansion.



ABOUT US

Cellecor Gadgets Limited is a Delhi based company engaged in electronics device business, selling products in its own brand, including mobile feature phones, smartwatches, TWS (True Wireless Stereo) earbuds, neckbands, and LED TVs - Outsources from various electronic assemblers and manufacturers.

The company is promoted and managed with an enduring sustainable business strategy, wherein the Company is aiming to synergetic amalgamate business potential embedded in the ever-growing demand of electronic products with modern business approach of sourcing, producing, and marketing with an objective to provide quality products at affordable price.

To source its products Cellecor has tie-up with 7 manufacturing units, and feed its pan-India sales through its mother warehouse situated in Delhi-NCR and 6 other State/Regional Warehouse.

Presently company has 350+ SKUs across the products categories, and sells Cellecor brand mobile feature phones, smartwatches, TWS (True Wireless Stereo) earbuds, neckbands, and LED TVs, through 964 Distributors and 28000+ Retailers.

Recently company started selling its products through online channels like amazon, flipkart etc. besides selling its product online through company's official website www.cellecor.com

The securities of the Company are listed on the NSE EMERGE (SME Platform of National Stock Exchange of India Limited) with Scrip Code: CELLECOR



THANK YOU



CELLECOR GADGETS LIMITED

www.cellecor.com
