



CELLECOR GADGETS LIMITED

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

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Date: July 10, 2026

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 appoints Krishan Dhiman as International Business Head for Africa (Liberia) Manufacturing plant

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 Gadgets Limited appoints Krishan Dhiman as international Business Head for Africa (Liberia) Manufacturing plant. 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, July 2026 – CELLECOR GADGETS LIMITED, a leading consumer electronics and home



appliances brand, is pleased to announce the appointment of Mr. Krishan Dhiman as International Business Head for its upcoming manufacturing facility in Africa (Liberia) (part of group company). This strategic expansion marks a significant milestone for CELLECOR, enabling the company to manufacture, sell, and export products directly from Africa, further strengthening its global footprint.

Krishan brings over 28 years of distinguished experience in consumer durables, EMS electronics manufacturing, and white goods ecosystems, with a proven track record of driving business growth, operational transformation, and large-scale manufacturing initiatives. He has successfully built, scaled, and transformed manufacturing operations, leveraging strategic leadership, operational excellence, smart manufacturing practices, and disciplined execution.

His expertise spans manufacturing excellence, TPS/WCM implementation, lean transformation, Industry 4.0 adoption, and smart manufacturing strategies focused on productivity, profitability, and operational discipline.

Prior to joining CELLECOR, Krishan served as Vice President of Manufacturing Excellence at Epack Durable Limited, where he led enterprise-wide transformation initiatives encompassing manufacturing strategy, operational performance, digital manufacturing, plant expansion, and cross-functional business execution. His leadership philosophy combines strategic thinking, operational rigor, people development, and execution excellence to build scalable, future-ready manufacturing ecosystems.

At CELLECOR, Krishan will spearhead the company's Africa business strategy, leading the establishment and growth of its manufacturing operations from the company's Liberia manufacturing facility. His mandate extends beyond manufacturing excellence to building Cellecor's presence across African countries by driving market expansion, strategic partnerships, distribution networks, and exports from Liberia to key markets across West, East, and Central Africa.

Africa represents one of the world's fastest-growing consumer electronics and home appliance markets, with a population exceeding 1.5 billion people across 54 countries. Rapid urbanisation, a rising middle class, increasing electrification, and expanding digital connectivity are fuelling demand for affordable consumer technology and home appliances. The African consumer electronics and home appliances market is estimated to be worth over USD 60 billion annually, with sustained long-term growth driven by improving household incomes and expanding retail infrastructure. Within this significant opportunity, Cellecor will focus on high-growth categories including Smart TVs, Air Conditioners, Washing Machines, Fans & Coolers, Smartphones, Feature Phones, Party Speakers,

Kitchen Appliances, and Small Domestic Appliances. Smartphones continue to represent the largest consumer electronics category across the continent, while Smart TVs and white goods are witnessing robust growth as appliance penetration increases across urban and semi-urban households. Through its manufacturing hub in Liberia, Cellecor aims to build a scalable export ecosystem that will serve customers across Africa, strengthening regional supply chains and making quality, affordable technology more accessible throughout the continent.

Leveraging Liberia as a strategic manufacturing and export hub, Cellecor plans to manufacture a wide range of smart consumer electronics and white goods, including Smart TVs, Washing Machines, Refrigerators, Air Conditioners, Kitchen Appliances, Fans, Coolers, and Small Domestic Appliances, for distribution across key African markets. This regional manufacturing model will enable faster market access, competitive pricing, supply chain efficiencies, and strengthened trade relationships across West, East, Central, and Southern Africa, positioning Cellecor as a significant player in the continent's rapidly evolving consumer electronics landscape.

Krishan's leadership will be instrumental in establishing Liberia as Cellecor's gateway to Africa, creating a scalable manufacturing ecosystem that supports both local demand and exports to neighbouring African nations while reinforcing the company's long-term global expansion strategy.

About Cellecor Gadgets Limited

Cellecor Gadgets Limited's journey in the electronics device business, and selling products under 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 synergistically amalgamate business potential embedded in the ever-growing demand for electronic products with a modern business approach of sourcing, producing, and marketing with the objective of providing 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 more information, visit: <https://cellecor.com>

Please contact Ms. Bindu Gupta,

Chief Finance Officer

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