



CELLECOR GADGETS LIMITED

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

Reg. Office : Plot No 12, Block AG Shalimar Bagh, Delhi -110088

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Date: December 10, 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: Submission of “Press Release” - Cellecor's Cooler Range achieves Mega Success:
Order Received for 42,000 Units 7 Days, 10,000 Units Shipped**

Dear Sir / Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to submit titled “Cellecor's Cooler Range achieves Mega Success: Order Received for 42,000 Units 7 Days, 10,000 Units Shipped”.

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's Cooler Range achieves Mega Success:
Order Received for 42,000 Units 7 Days, 10,000 Units Shipped

New Delhi, 10th December, 2024: Cellecor, a trusted name in consumer electronics, has entered the cooler category, introducing a range of high-performance coolers designed to meet diverse cooling needs. The new offerings include a **Personal Cooler** with a **45L capacity** and **Desert Coolers** with capacities of **65L, 80L, 85L, 100L, and 110L**.

The product has garnered overwhelming success, with the company securing **confirmed advance orders for 42,000 units within the first seven days** of its availability, facilitated by the company's manufacturing partners, M/s PG Electroplast Limited and Nobel Moulds Private Limited. Through its extensive distributor network across the country, dispatches for 10,000 units are already rolling out. This exceptional response highlights the market's enthusiastic reception and strong trust in Cellecor's brand.

The coolers have been designed with Indian consumers in mind, offering advanced cooling technology and robust performance. Whether for personal or large-space cooling, these coolers cater to a wide range of needs, making them ideal for households and businesses alike.

This is a significant milestone for Cellecor as the company ventures further into the home appliances segment. This move reflects Cellecor's strategic vision of becoming a one-stop solution for consumer needs. The overwhelming response further strengthens Cellecor's commitment to delivering innovative, reliable, and high-quality products that enhance everyday living.

With a robust distribution network spanning 28 states and 2 Union Territories, supported by over 1,200 distributors and 50,000 retail points, Cellecor aims to make its cooler range accessible across India. The company's collaboration with localized manufacturing partners under the 'Make in India' initiative underscores its commitment to delivering high-quality products while advancing the vision of the Make in India initiative.

Cellecor's entry into the cooler segment also positions it strongly for future growth in the home appliances market, a key area of focus in the company's broader diversification strategy. Cellecor is well on its way to achieving its vision of becoming a household name in India, trusted for products that combine innovation, reliability, and affordability.

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

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