



# CELLECOR GADGETS LIMITED

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

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**Date: June 12, 2026**

To,

**Listing & Compliance Department  
National Stock Exchange of India Limited**

Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1,  
G Block, Bandra-Kurla Complex, Bandra  
Mumbai - 400051, India

Company Symbol : **CELLECOR**  
Company ISIN : **INE00MO01025**

**Subject: Launch of New Product by Cellecor Gadgets Limited**

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

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Dear Sir / Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that we are launching new products in Consumer electronics and Home appliances segment. A detailed press release describing the launch details is enclosed as Annexure I.

The requirements as required to be disclosed in accordance with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026 are annexed as Annexure II.

Thanking You,

Yours Faithfully,  
For and on behalf of  
**Cellecor Gadgets Limited**

**Ravi Agarwal**  
**Managing Director**  
**DIN: 08471502**  
**Annexures: As stated above**



Media Release

**Cellecor Expands Into New Product Categories, Strengthening Its Position As A Complete Consumer Electronics & Appliances Brand**

**New Delhi, June 2026:** Cellecor Gadgets Limited, one of India's fastest-growing consumer electronics and appliances brands, has announced a significant expansion of its product portfolio with the introduction of multiple new product categories, reinforcing its vision of becoming a one-stop destination for modern Indian households.

As part of its strategic expansion, Cellecor is strengthening its presence across both the consumer electronics and home appliances segments by significantly broadening its product portfolio. The company plans to introduce new products across multiple categories, including Fire TVs, Steam Irons, and Choppers. Additionally, Cellecor is expanding its existing lineup with new models of Semi-Automatic and Fully Automatic Washing Machines, Soundbars, Party Speakers, and Mixer Grinders. The company has also recently entered new categories with the launch of Ceiling Fans (Induction and BLDC), Tower Fans, and Direct Cool Refrigerators. This diversified product expansion is aimed at enhancing market reach, catering to evolving consumer needs, and reinforcing Cellecor's position as a comprehensive provider of technology and home appliance solutions.

This move aligns with the company's long-term roadmap to address evolving consumer needs through a wider portfolio of affordable, reliable, and technology-driven products.

The expansion reflects Cellecor's commitment to delivering products that seamlessly integrate into consumers' daily lives while maintaining the brand's core promise of affordability, accessibility, and innovation. With increasing urbanization, rising disposable incomes, and growing demand for quality appliances across Tier II and Tier III markets, the company sees a significant opportunity to strengthen its presence in high-growth categories.

Commenting on the development, **Mr. Ravi Agarwal, Managing Director, Cellecor Gadgets Limited**, said:

*"At Cellecor, our goal has always been to make quality technology accessible to every Indian household. As consumer lifestyles evolve, so do their expectations. Our expansion into new product categories is a natural progression of our journey, enabling us to serve a wider range of everyday needs under one trusted brand. We are building a comprehensive ecosystem of products that combines innovation, reliability, and value, while remaining committed to the aspirations of modern Indian consumers."*

Over the years, Cellecor has successfully diversified from its roots in consumer electronics into large appliances, smart gadgets, mobile devices, and home solutions. The company continues to strengthen its market presence through an extensive network of over 1 lakh retail touchpoints, 1,800+ distributors, 9 exclusive brand stores, leading e-commerce platforms, and strategic manufacturing partnerships across India. This robust ecosystem enables Cellecor to rapidly scale new product categories while ensuring nationwide availability and after-sales support.

The newly introduced categories are expected to play a key role in the company's growth strategy, allowing it to deepen customer engagement, increase category penetration, and strengthen its position in India's rapidly expanding consumer durables market. With a continued focus on innovation, product development, and the Make in India vision, Cellecor remains committed to creating products that simplify everyday life and deliver lasting value to consumers across the country.

## 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  
finance.head@cellecor.in

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**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.

**In accordance with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026**

<b>Product launch</b>	a) Name of the product	<b>New Product Launch</b>  - Fire TVs - Choppers - Steam Irons  <b>New models:</b>  - Semi-Automatic Fully Automatic Washing Machines - Soundbars - Party Speakers - Mixer Grinders
	b) Date of launch	July 2026 - August 2026
	c) Category of the product	Consumer electronics and Home Appliances
	d) Whether caters to domestic/ international market	Domestic market
	e) Name of the countries in which the product is launched (in case of international)	Not Applicable