



# 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 12, 2024**

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: Submission of “Press Release” – Cellecor Gadgets honoured with Gold Award for  
Consumer Durable & Electronic Brands of the year at Business World Retail  
Reboot Awards 2024**

---

Dear Sir / Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to submit Press Release titled “Cellecor Gadgets honoured with Gold Award for Consumer Durable & Electronic Brands of the year at Business World Retail Reboot Awards 2024”.

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**

**Annexure: As stated above**



Media Release

Cellecor Honored with Gold Award for Consumer Durable & Electronic Brand of the Year at Business World Retail Reboot Awards 2024

---

**New Delhi, December 12, 2024:** Cellecor, a trusted name in the consumer electronics and durables sector, has been honored with the ***Business World Retail Reboot Award 2024 in the Consumer Durable & Electronic Brand of the Year (Gold) category***. The award was selected by a distinguished jury of industry experts, recognizing Cellecor's commitment to innovation, product excellence, and customer satisfaction.

This prestigious recognition highlights Cellecor's dedication to providing high-quality, reliable products that cater to the diverse needs of modern consumers. The company's focus on delivering superior design, performance, and user experience has solidified its position as a leader in the highly competitive consumer electronics market.

Cellecor's growth trajectory in 2024 has been marked by the introduction of several new products, which blend the latest technology with thoughtful design to meet consumer needs. The company has built a loyal customer base and a strong reputation for reliability and performance, making it a trusted choice in the electronics and consumer durables space.

The *Business World Retail Reboot Awards* are an annual recognition of excellence in the retail and consumer sectors. Organized by *Business World*, one of India's leading business magazines, the awards honor brands that have demonstrated significant growth, market influence, and innovation. Winners are selected by a jury of prominent business leaders and industry experts, who evaluate brands based on their impact, innovation, and customer engagement.

This recognition places Cellecor among the top brands in the consumer durables and electronics sector and reinforces its commitment to delivering high-quality products that meet the evolving demands of consumers.

## **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](mailto: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.