



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: 14th May, 2026

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 - 400051 India

Company Symbol: CELLECOR

Company ISIN: INE00MO01025

Subject: Earning update for the Year ended March 31, 2026

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the detailed presentation titled "**Earning Updates, FY 2025-26.**"

The above information will also be available on the website of company at www.cellecor.com.

You are requested to take note of the same.

Thanking You,

Yours Faithfully,

For Cellecor Gadgets Limited

Ravi Agarwal
Managing Director
DIN: 08471502

CELLECOR
Smart Appliances

EARNING UPDATES

FY 2025-26

Built on focus, fueled by ambition.



TECH & GADGETS

Expanding Across Markets with Smart Technology



SMART HOME APPLIANCES

Redefining Everyday Living with Smart Appliances



KITCHEN APPLIANCES

Everyday Cooking Made Effortless



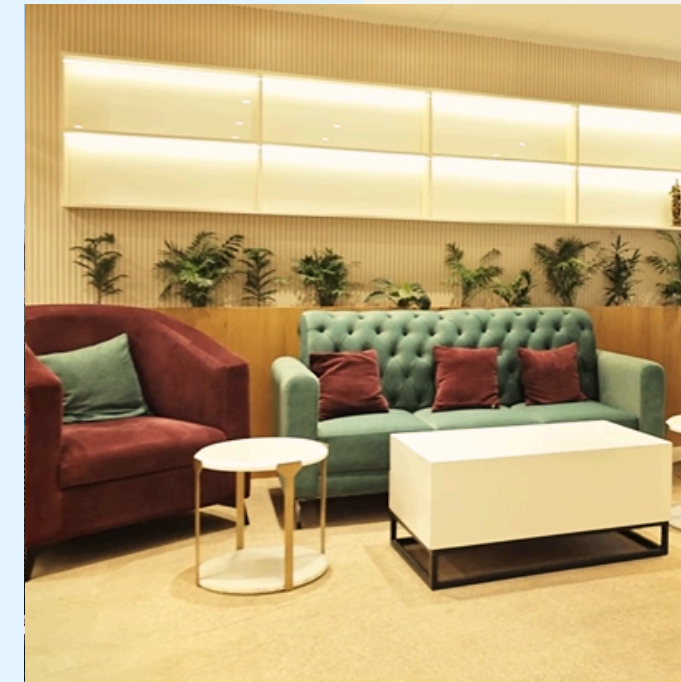
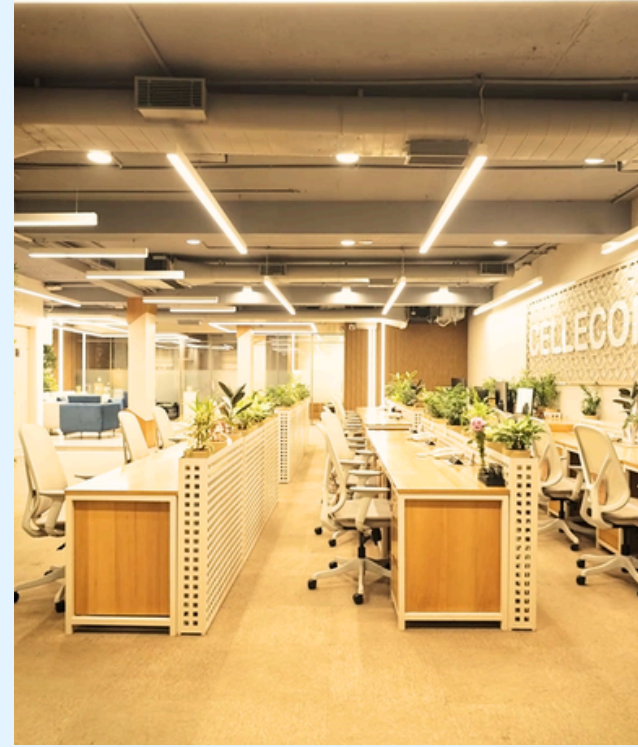
ABOUT US

CELLECOR GADGETS LIMITED It isn't just another electronics company. It's a fast-scaling force redefining how technology reaches consumers across India. Listed on the National Stock Exchange, Cellecor delivers end-to-end solutions across mobile phones, consumer electronics, wearables, audio devices, home appliances, and smart gadgets, bringing innovation closer to everyday life.

What began over 14 years ago as a proprietary venture has evolved into a publicly listed brand with a growing national presence. The milestone on September 28, 2023, marked not just a listing but a bold step toward accelerated growth, greater credibility, and a broader vision.

Cellecor's strength lies in its multi-channel ecosystem, integrating a deep offline distribution network with high-growth e-commerce, D2C platforms, and exclusive retail stores. This model ensures wide accessibility, speed, and cost efficiency while staying responsive to market demand.

With experienced leadership and a performance-driven approach, Cellecor is ready to seize emerging opportunities.



Trusted By
MILLIONS



MANAGEMENT AND GOVERNANCE

“Vision, Expertise, and Strategic Leadership”

LEAD MANAGEMENT

Ravi Agarwal Co-Founder & Managing Director

As we move into the next phase of growth, our focus remains firmly aligned with the vision of **“Make in India for the World.”** We continue to strengthen our manufacturing capabilities, diversify our product portfolio, and deliver innovation that is deeply rooted in customer needs and evolving market trends. Looking ahead, we are committed to accelerating new product introductions, improving accessibility, and expanding our presence across global markets to position **CELLECOR** for long-term sustainable growth.

This progress is driven by the unwavering trust and support of our customers, partners, employees, and shareholders. Their confidence motivates us to innovate with purpose, execute with agility, and continuously raise the benchmark for excellence. Together, we are building a future powered by innovation, transparency, and inclusivity — transforming opportunities into achievements and vision into value.



“Visionary leader with a consumer first approach”

LEAD MANAGEMENT

Nikhil Aggarwal Co-Founder & Whole-Time Director

FY 25-26 has been a year of bold moves and unstoppable momentum for Cellecor Gadgets Limited. We didn't just expand our distribution and retail footprint. We reached deeper into metros and emerging markets, putting our products in the hands of more people than ever before. Every step was about making technology more accessible, smarter, and meaningful.

The next phase is about seizing opportunity with speed and precision. We are strengthening partnerships, fine-tuning channels, and unlocking growth through new product categories and B2B ventures. Our innovation pipeline is alive, our strategy is clear, and our ambition is relentless. Cellecor is not just keeping pace. It's shaping the future of consumer electronics in India.

This journey is powered by curiosity, creativity, and courage. It's about turning ideas into impact, challenges into opportunities, and vision into reality.



“Driven by vision,
grounded in action”

KEY HIGHLIGHTS



1800+ Distributors

Retailers 1 Lakh

2000+ Service Centers

Exclusive Stores 8

400+ Team

SKUs 600+

PAN INDIA Presence

Revenue in last 3 years 4X

14+ Business Experience

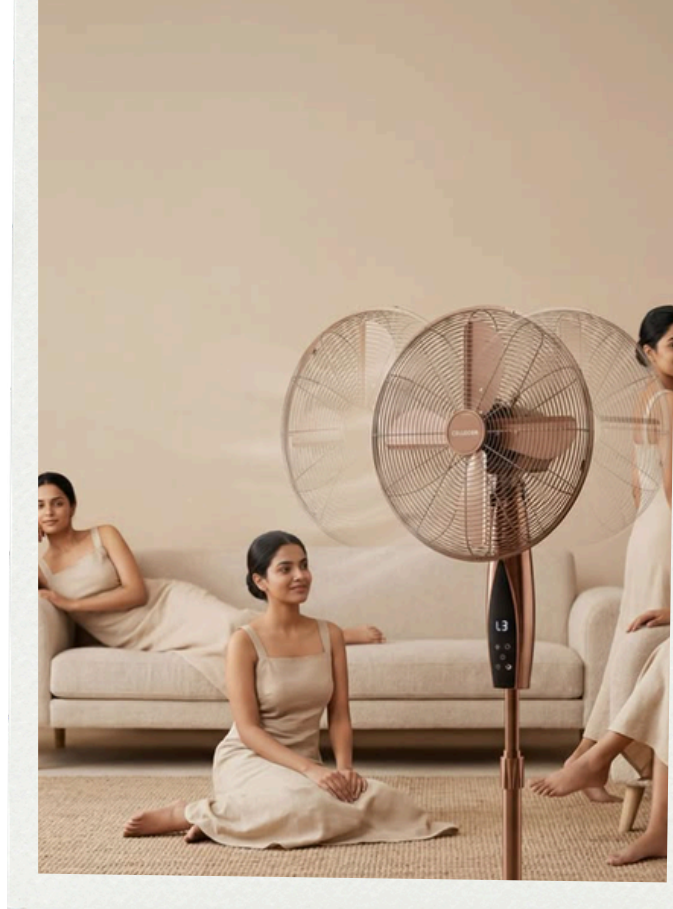
Existing PRODUCT CATEGORY

Cellecor delivers a powerful portfolio of **consumer electronics, smart gadgets, mobiles, IT & mobile accessories, and home & kitchen appliances**, designed to transform everyday life. Every product reflects our commitment to innovation, reliability, and affordability, making technology accessible to every Indian household.

From entertainment and connectivity to home essentials, our range is built to simplify, inspire, and elevate modern lifestyles. With the support of our robust channel partners and a seamless mix of retail and digital platforms, Cellecor ensures that cutting-edge solutions reach every corner of India quickly, efficiently, and confidently.

We don't just make products, we craft experiences. Each device, appliance, or accessory is designed to empower, connect, and enhance the way people live, work, and play. Cellecor is where technology meets everyday life, blending smart design, practical functionality, and meaningful innovation for every home, every family, every day.





New PRODUCT CATEGORY

CELLECOR continues to redefine modern living with the launch of its expanded product portfolio, entering new categories with a strong focus on innovation, design, and performance. From **Smart Watches, TVs, and Speakers to Air Fryers, Multi-Cook Kettles, Nutri Blenders, ACs, Pedestal Fans, and Commercial Coolers**, each product is thoughtfully designed to deliver seamless functionality and elevate everyday experiences.

This expansion reflects CELLECOR's vision to become a comprehensive, accessible, and future-ready consumer electronics and appliances brand for every Indian household.

Pan-India Coverage

& Robust Distribution

100,000+
Retail Touchpoint

2000+
Service Centers

1,800+
Distributors



Key Financials

FY 2025-26

©

STELLAR FINANCIAL PERFORMANCE

NET Sales
(Excluding GST)

In Crores
FY26
₹ 1,292

In Crores
FY25
₹ 1,026

Growth %
26%

EBITDA
(Earning Before Interest, Tax, Depreciation,
Amortization)

₹ 72

₹ 54

32%

PAT
(Net Profit After Tax)

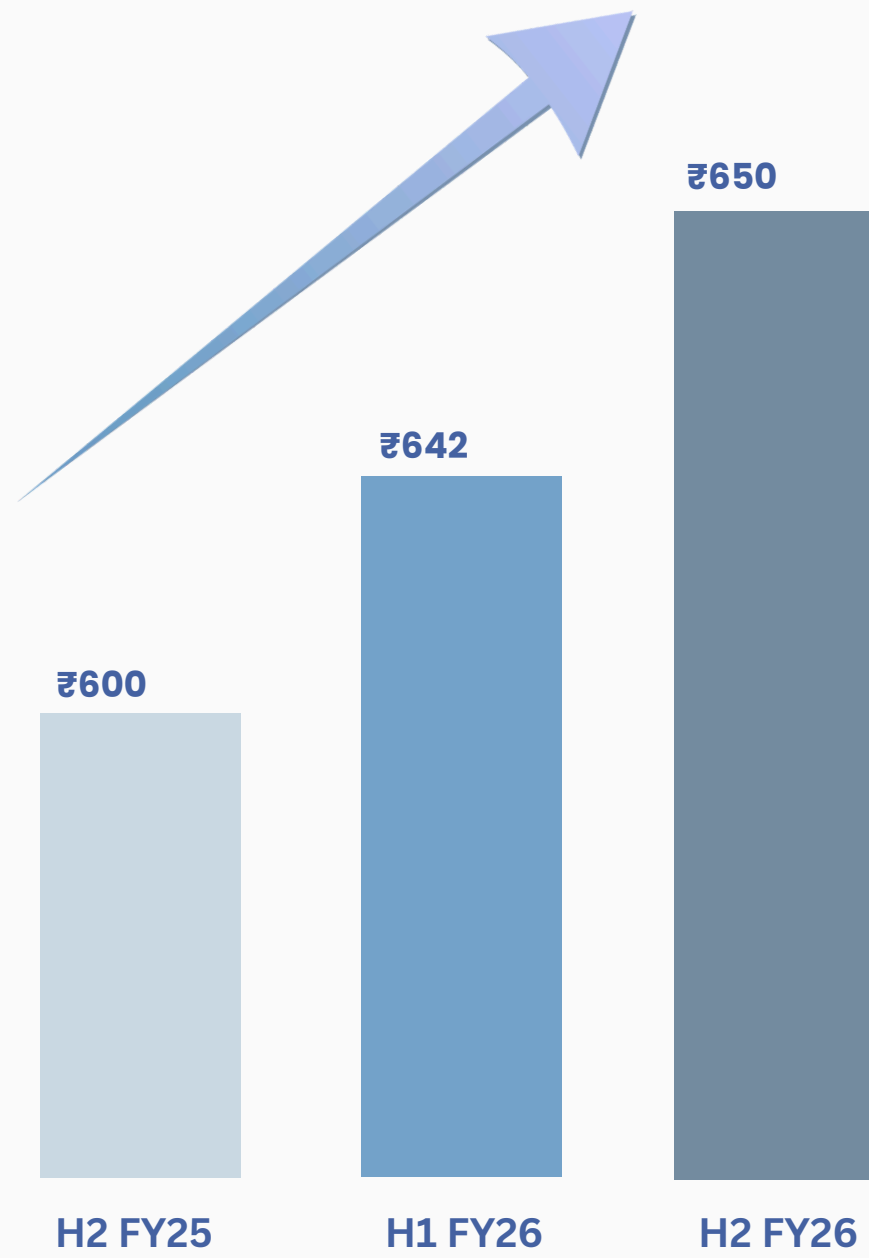
₹ 40

₹ 31

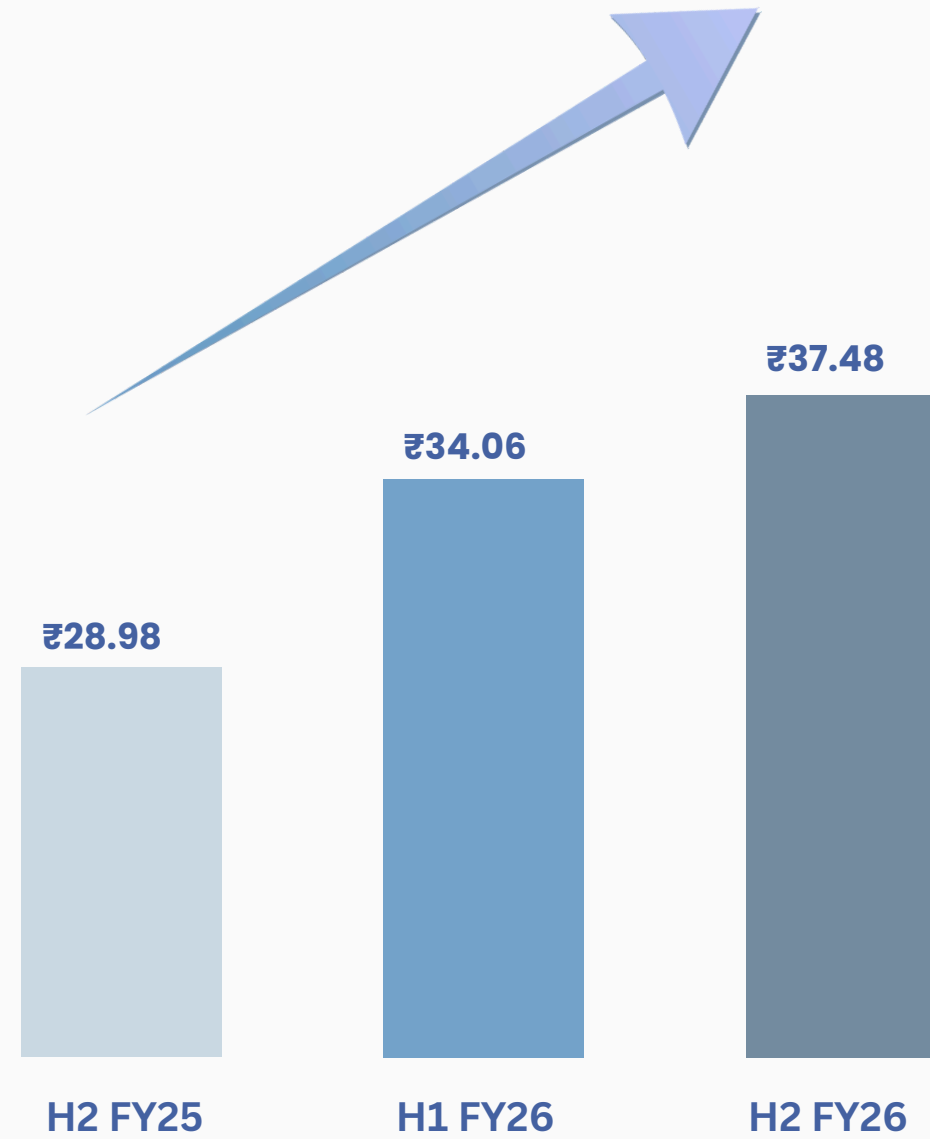
28%

GROWING STRENGTH BY STRENGTH (HALF YEARLY)

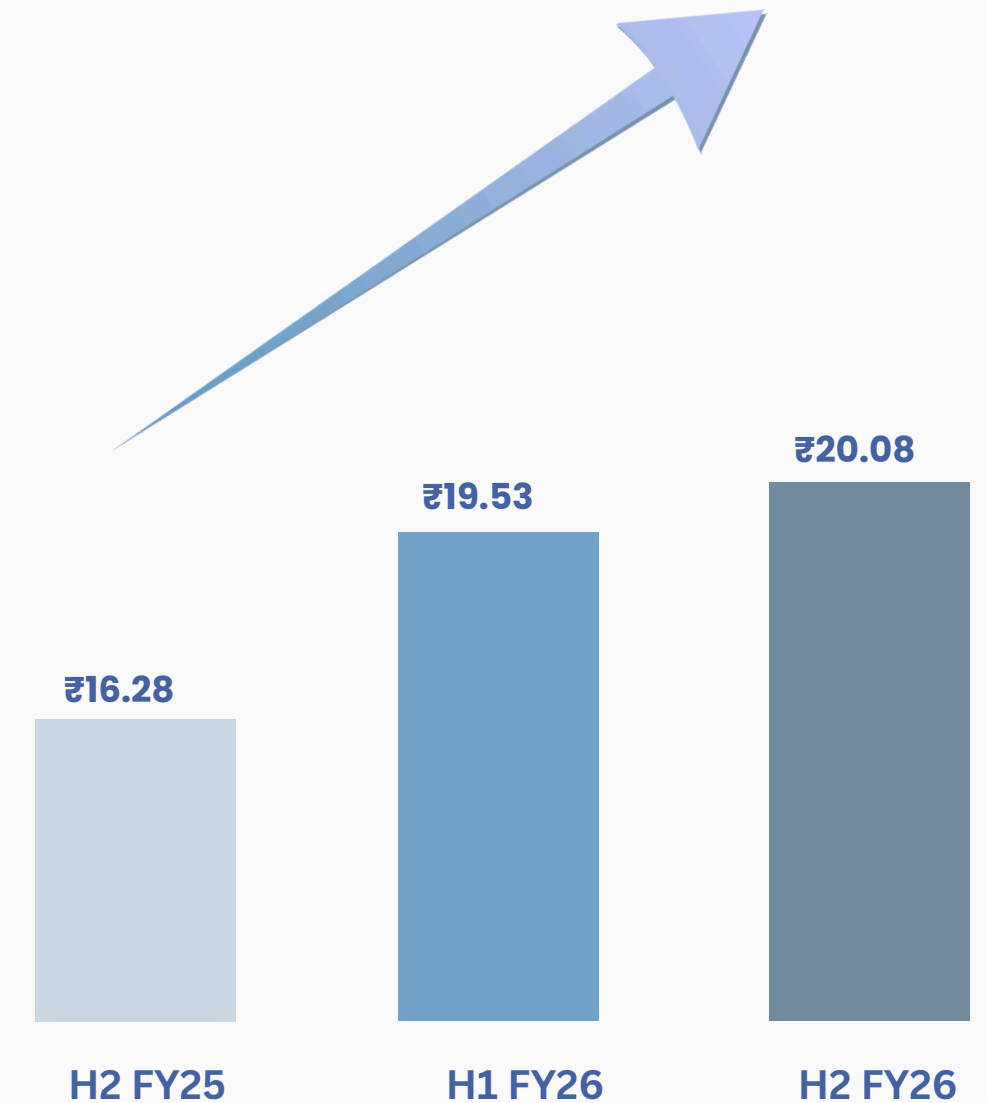
(Amount in Crores)



SALES



EBITDA



PAT

GROWING STRENGTH BY STRENGTH (YEARLY)

(Amount in Crores)



PROFIT & LOSS (HALF YEARLY)

Particulars (in Crores)	H2 FY 26 (1)	H1 FY 26 (2)	% Change (1 Vs 2)	H2 FY 25 (3)	% Change (1 Vs 3)
Income from Operations	650.32	641.49	1.4%	600.23	8.34%
Other Income	0.30	0.09	0	0.029	0
Total Income	650.62	641.58	1.4%	600.26	8.39%
Cost of Goods Sold	557.71	562.30	-0.8%	521.30	6.99%
Gross Profit	92.91	79.28	17.2%	78.97	17.65%
Margin	14.3%	12.4%	0	13.2%	0
Employee Benefit Expenses	13.43	11.13	20.7%	11.14	20.57%
Other Expenses	42.00	34.10	23.2%	38.85	8.11%
EBIDTA	37.48	34.06	10.0%	28.98	29.32%
Margin	5.8%	5.3%	0	4.8%	0
Finance Costs	10.29	6.93	48.5%	6.649	54.76%
Depreciation and Amortization	0.51	0.48	5.6%	0.573	-11.82%
Tax	6.61	7.12	-7.1%	5.479	20.64%
PAT	20.07	19.53	2.8%	16.28	23.30%
Margin	3.08%	3.04%	0	2.71%	0
EPS (Rs)	0.91	0.89	0	0.75	0

PROFIT & LOSS (HALF YEARLY)

Particulars (in Crores)	FY 26	FY 25	% Change
Income from Operations	1,292	1,026	26%
Other Income	0	0	0
Total Income	1,292	1,026	26%
Cost of Goods Sold	1,120	885	27%
Gross Profit	172	141	22%
Margin	13.30%	13.71%	
Employee Benefit Expenses	25	20	21%
Other Expenses	76	66	15%
EBIDTA	72	54	32%
Margin	5.54%	5.29%	
Finance Costs	17	12	43%
Depreciation and Amortization	1	1	15%
Tax	14	11	30%
PAT	40	31	28%
Margin	3.07%	3.01%	
EPS (Rs)	1.80	1.45	

BALANCE SHEET

Assets (In Crore)	FY 26	FY 25
(a) Inventories	243.04	209.91
(b) Trade Receivables	107.18	40.91
(c) Cash and Cash Equivalents	30.85	21.76
(d) Short-Term Loans and Advances	53.82	29.79
(e) Other Current Assets	7.26	13.33
(f) Property Plant And Equipment	18.12	18.68
(g) Other Assets	7.53	1.127
Total Assets	467.80	335.49

Equity & Liabilities (In Crores)	FY 26	FY 25
(a) Trade Payables	91.60	42.03
(b) Other Current Liabilities	14.66	15.17
(c) Debt	141.76	120.89
(d) Other Liabilities	15.11	1.389
Total Liabilities	263.13	179.48
(e) Shareholder's Fund	204.67	156.01
Total Equity and Liabilities	467.80	335.49

KEY RATIOS



REVENUE

₹ 1,291.81

(26% YOY* Increase)



EBITDA

₹ 71.54

(31% YOY Increase)



NET PROFIT

₹ 39.61

(28% YOY Increase)



CASH PROFIT

₹ 40.59 CR

(29% YOY Increase)

CASH FLOW STATEMENT

Particulars (in Crores)	FY 25	FY 24
EBITDA	71.56	54.29
Change in Receivables	-66.27	-22.01
Change in Inventory	-33.13	-117.81
Change in Other Non-Current Assets	-1.64	0.07
Change in Other Working Capital	38.46	62.76
Tax	-7.88	-10.92
Operating Cash Flow	1.10	-33.62
Capex	-0.41	-18.30
Investments	-4.30	-0.10
Interest	-17.22	-12.00
Free Cash Flow	-20.83	-64.02
Capital Increase	12.06	32.16
Borrowings & Others	17.85	49.17
Net Change in Cash Flow	9.08	17.31
Net Cash in Beginning	21.76	4.45
Net Cash at End of Period	30.84	21.76

Exclusive BRAND STORES

Cellecor has expanded its offline presence with the launch of 8 exclusive brand stores across key locations in India, including **Delhi, Bhopal, Mizoram, Leh Ladakh, Andaman and Nicobar Islands, Sasaram (Bihar), and Nanded (Maharashtra), Punjab**. These stores are designed to provide a complete and immersive brand experience, showcasing the entire Cellecor product range in a dedicated retail environment.



Jio-Powered QLED Smart TV Launch

Smart. Immersive. Future-Ready



CELLECOR introduced its new **QLED Smart TV series powered by JioTele OS**, reinforcing the brand's vision of making premium entertainment technology more accessible to Indian households.

The lineup features an ultra-slim edgeless design, deep Jio ecosystem integration, and CELLECOR's proprietary Quantum Lucent Display Technology for enhanced brightness, richer colours, and immersive viewing experiences.

Available in **55" (4K Ultra HD), 43" (Full HD), and 32" (HD)** variants, the series is designed to cater to diverse home entertainment needs across India.

South India Expansion

Strengthening Presence Across Key Southern Markets

CELLECOR GADGETS LTD STRENGTHENS SOUTH INDIA FOOTPRINT



NEW REGIONAL OFFICE IN BENGALURU

CELLECOR inaugurated its **South India Regional Office in Bengaluru**, marking a major step in the company's nationwide expansion strategy. The new office will serve as the operational hub for Karnataka, Tamil Nadu, Telangana, Andhra Pradesh, and Kerala.

Strategically located in Bengaluru, the office will strengthen market engagement, modern trade partnerships, distributor networks, and customer service coordination across the region.

With dedicated teams across **sales, operations, marketing, finance, and support**, this expansion reinforces CELLECOR's vision of building a stronger, faster, and more consumer-centric presence across India.



Works Silently
LOOKS
BEAUTIFUL

Silent power with
wide airflow and metal stand

Through its collaboration with Yash Fans, CELLECOR expanded into the ceiling fan category with a portfolio focused on performance, durability, and modern aesthetics.

The range includes high-speed ceiling fans designed with energy-efficient motors, premium finishes, and strong air delivery to cater to evolving Indian household needs.

This partnership strengthens CELLECOR's growing home appliances ecosystem while supporting the brand's vision of delivering accessible and reliable innovation across categories.

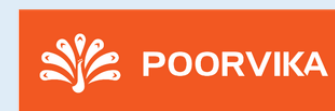
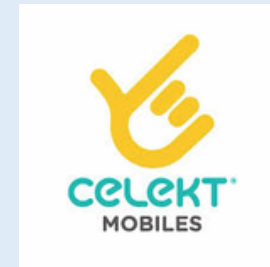
Strategic Manufacturing Collaboration

CELLECOR × Yash Fans Partnership

Strengthening

NATIONWIDE RETAIL PARTNERSHIPS

Cellecor has built one of the strongest retail networks in the country by partnering with leading multi-brand outlets and large-format retailers. Our existing retail partners include **Sathya Mobiles**, **OSIA Hyper Retail Ltd.**, **Poojara Telecom Pvt. Ltd.**, **PhoneWale Ltd.**, **Umiya Mobile Pvt. Ltd.**, **Ramdev Mobile**, **Sangeetha Mobiles Pvt. Ltd.**, **Cellbay Mobiles and Electronics Pvt. Ltd.**, **Hello Mobiles Pvt. Ltd.**, **B New Mobiles**, **Celekt.** In FY 25-26, we further expanded our retail footprint by adding prestigious names such as **LOT Mobiles Pvt. Ltd.**, **Sonu Vision Pvt. Ltd.**, **BIG C Mobiles Pvt. Ltd.**, **PAI International Electronics Ltd.**, **B New Mobiles Pvt. Ltd.**, and **Poorvika Mobiles**, **Bhatia Communication**. With these partnerships, Cellecor products are now more accessible across metros, Tier-II and Tier-III cities, ensuring deeper consumer reach and stronger market presence across India.



Driving Sales

THROUGH DIGITAL CHANNELS

In today's world, life moves fast, and so does Cellecor. We're making sure our products are always within reach, wherever and whenever our customers need them.

Through a dynamic e-commerce ecosystem, Cellecor is now visible across leading online marketplaces and quick commerce platforms, from **Flipkart and Amazon to Myntra, Ajo, JioMart, Cred, eBay, Pop Club, Zepto, and more.** In FY25-26, we expanded further, partnering with Zomato, Blinkit, Dish TV, and other emerging channels, bringing our products closer to homes, offices, and everyday routines.

These collaborations go beyond visibility. They are a bridge to the modern consumer, making instant, convenient shopping a reality. By blending mainstream and emerging digital touchpoints, Cellecor ensures that innovation and accessibility are always just a click or a tap away.



Fintech Payment Partnerships

FUELING GROWTH

There's a quiet moment every customer knows the pause at checkout. The product is chosen, the desire is clear, but then comes the question: "Is now the right time?"

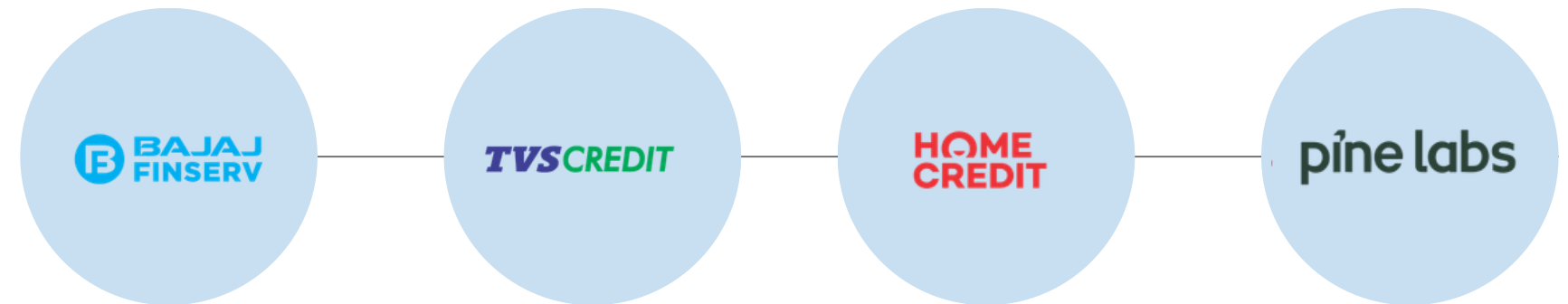
Cellecor saw that moment not as a barrier, but as an opportunity to rewrite the story.

Through its fintech collaborations, the brand transformed hesitation into ease. **'Pay Later' and Easy EMI** didn't just enter as features; they arrived as reassurance, gently shifting the narrative from "maybe later" to "why not now?" Suddenly, affordability wasn't about compromise; it became about choice, control, and confidence.

What followed was more than an increase in conversions or reach. It was a behavior change. Customers no longer had to stretch their budgets to fit their aspirations; the experience adapted to them instead. The buying journey became lighter, smoother, almost invisible, like a bridge you don't notice because you've already crossed it.

In this reimagined experience, Cellecor isn't just selling products. It's enabling decisions, removing doubt, and turning everyday purchases into moments of quiet satisfaction.

0 DOWN PAYMENT | **NO COST EMI**



Easy Finance Partners



DOMESTIC PARTNERSHIPS

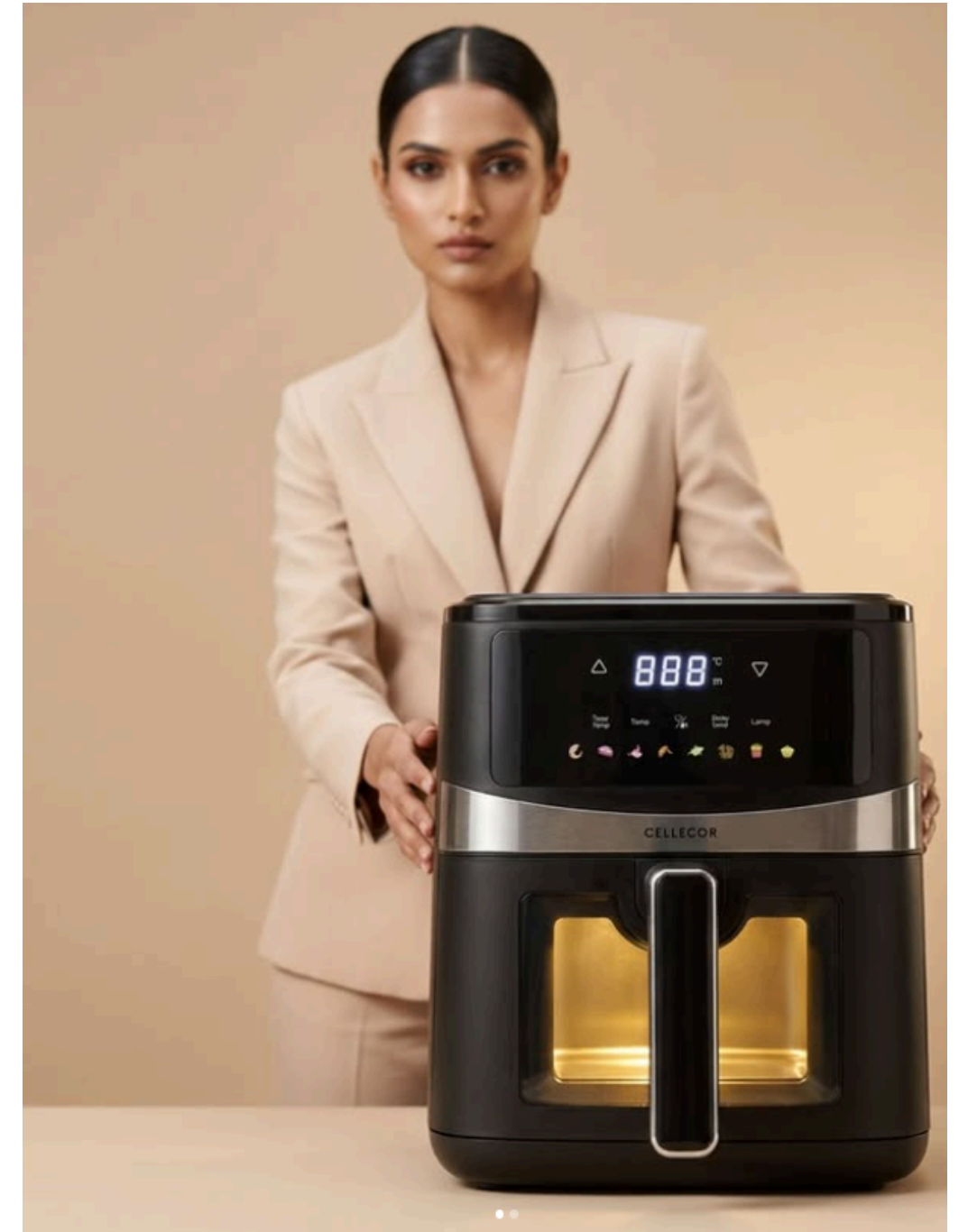
Make in India

Cellecor isn't just building products; it's building the backbone that makes those products possible.

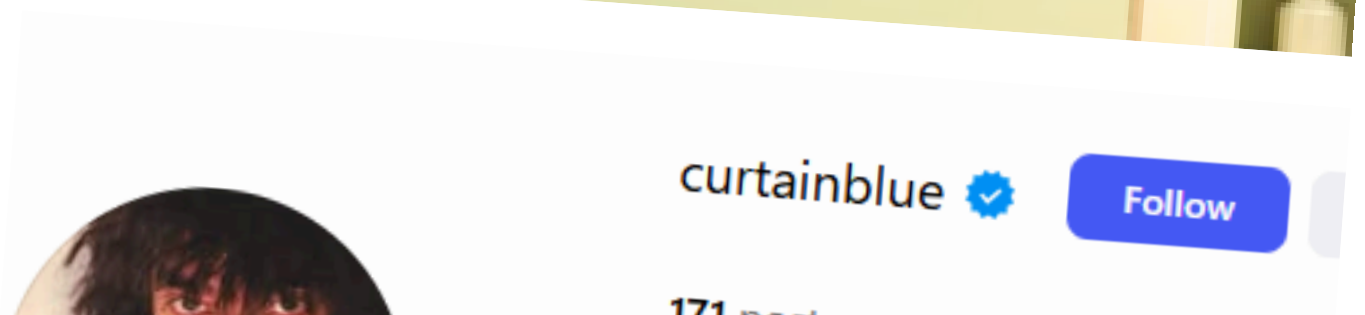
At the heart of this effort lies a steadily expanding manufacturing ecosystem, aligned with the Government's 'Make in India' vision. But for Cellecor, this isn't about checking a box; it's about control, capability, and creating a system that can scale without compromise. Every partnership is carefully chosen, not just to produce, but to strengthen the chain, making it faster, smarter, and more resilient



Social Content



Enhancing Brand Recall



Driving Impact Through Retail & Activations



BRAND PRESENCE IN LEADING PUBLICATIONS

HDFC SKY
Offerings Tools & Platforms Pricing Sky Learn News Research

Home > News > Markets > **Cellecor Gadgets Jumps 6.35% as South India Expansion Targets ₹120 Crore Revenue Boost**

Cellecor Gadgets Jumps 6.35% as South India Expansion Targets ₹120 Crore Revenue Boost

By Shishita Dutta | Published at: Sep 5, 2025 03:16 PM IST

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Cellecor Eyes Rs 100 Cr Boost from New Home Appliance Line

Retail - News - Cellecor Eyes Rs 100 Cr Boost from New Home Appliance Line

Just In

Cellecor Eyes Rs 100 Cr Boost from New Home Appliance Line

BY - Indian Retailer Bureau
Sub Editor
Jun 12, 2025 / 163 / 3 MIN READ

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Tech Companies

Cellecor Collaborates with Zomato to Equip Gig Workers with Smart Wearables

Known for their long battery life, smart functionality, and durable build, these products are set to cater to the needs of an always-on, hardworking gig ecosystem.



News

nes.com/cellecor-gadgets-ltd/stockupdate/companyid-2151123.cms

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Dixon Technologies shares up 3% on signing MoU with Cellecor for refrigerator manufacturing | News
27 Dec, 2024, 09:16AM IST

Shares of Dixon Technologies were in focus on Friday after the company's wholly-owned subsidiary, Dixon Electro Manufacturing, signed an MOU with Cellecor Gadgets for the manufacturing of refrigerators and other related components.

Nifty 50 Stocks

Titan Company Share Price | Infosys Share Price | TCS Share Price |
HCL Tech Share Price | Tech Mahindra Share Price | Eternal Share Price |

BS HOME PARTNER CONTENT E-PAPER DECODED OPINION

Home / Content / Press Releases ANI / Cellecor doubles Revenue to cross Rs 1,000 Crore in FY25; Sets Sights on Rs 500+ Crore Gro...

Cellecor doubles Revenue to cross Rs 1,000 Crore in FY25; Sets Sights on Rs 500+ Crore Growth again in FY26

Emerging Revenue Sources & Business Diversification

FY 25-26 was a year of expansion and bold moves for Cellecor. The brand stepped beyond the familiar world of retail, diving into new-age revenue streams that opened fresh avenues of growth. B2B and institutional sales took center stage, with enterprises, corporates, and government institutions becoming partners in a bigger journey bulk orders turning into engines that powered consistent growth.

The opportunities spread far and wide, from FMCG, Manufacturing, Automobiles, Pharma, BPO & KPO, IT, Corporate Gifting, and Government projects each industry has a stage where Cellecor left its mark. At the same time, corporate alliances, gifting solutions, and channel partnerships became the threads weaving the brand into the fabric of entire industries, creating visibility that went beyond transactions.

By embracing these diversified revenue streams, Cellecor is doing more than expanding its market; it's building stability that lasts, reducing dependence on seasonal cycles, and planting its flag across institutional ecosystems. Every partnership, every initiative, every channel is part of a bigger story: a story of growth, resilience, and a brand that's becoming unforgettable.

FMCG



Manufacturing



IT



BPO & KPO



Automobiles

Pharma

Government sector

Powering Growth

Through Supply Chain Excellence

In FY 25-26, Cellecour's products were on the move literally. Every package, parcel, and shipment became part of a journey that spanned the length and breadth of India. From crowded city streets to remote villages, the brand ensured its presence wherever customers were waiting.

The backbone of this journey? A network of trusted logistics partners. Familiar names like DTDC, TCI Express, Om Logistics, Express Roadways, One Point Supply Chain, Safe Express, and V Trans carried the bulk of operations, ensuring speed and reliability at every turn. And in FY 25-26, the network expanded dramatically, bringing in a new wave of partners: Jaydeep Logistics, XP India, Aeropict, TAC Logistics, ST Courier, Suprime, Jetline Courier, Jiffy Express, Universal, NBEX, Skylark Express, GATI, Trivikram, Dox N Pack, MSK Worldwide, Origin Express, MK Trasways, Dua Logistics, By Hand, Porter, Emirates Logistics, Mannu Transport, Noida Packers & Movers, Logi Express, Sudarshan Road Carriers, Santosh Transport, Shree Durga, Best India Roadways, Shree Mahadev, and Om Ganga.

Together, these alliances didn't just move products—they wove a living network across the country, turning warehouses into hubs of activity and roads into lifelines of connectivity. With every shipment delivered, Cellecour didn't just reach its customers. It kept its promise of accessibility alive, everywhere.



OPERATIONAL EXCELLENCE

Operational excellence is the heartbeat of Cellecor's growth. Technology, smarter processes, and upgraded infrastructure fuel every move, letting the company scale efficiently while keeping costs in check. Behind every smooth delivery and seamless experience is a system built to be agile, reliable, and ready for anything, turning growth into something both disciplined and dynamic.

Inventory Management & Supply Chain Optimization

Thanks to real-time inventory visibility and predictive demand planning, Cellecor keeps the right products in the right place, before customers even know they need them. Automated shipment tracking and route optimization turn every delivery into a smooth journey, speeding up arrivals and cutting costs, while the supply chain quietly runs like a well-choreographed orchestra, moving products across the country with precision and purpose.

Warehouse Expansion & Automation

As business volumes grew, Cellecor spread its wings, expanding warehouses from 8 to 12 locations to reach customers faster and cover more ground. Paired with automation, these hubs don't just store products they power seamless order fulfillment and efficient, cost-effective delivery across the country, turning every shipment into a reliable part of the customer journey.

As volumes rise, Cellecor's operations don't just respond—they flow like a well-rehearsed relay, passing products seamlessly across 28 states and 2 Union Territories. Every package, every order, every interaction is part of a larger rhythm, ensuring that customers and partners across the country receive the same dependable service and consistent value, no matter where they are.

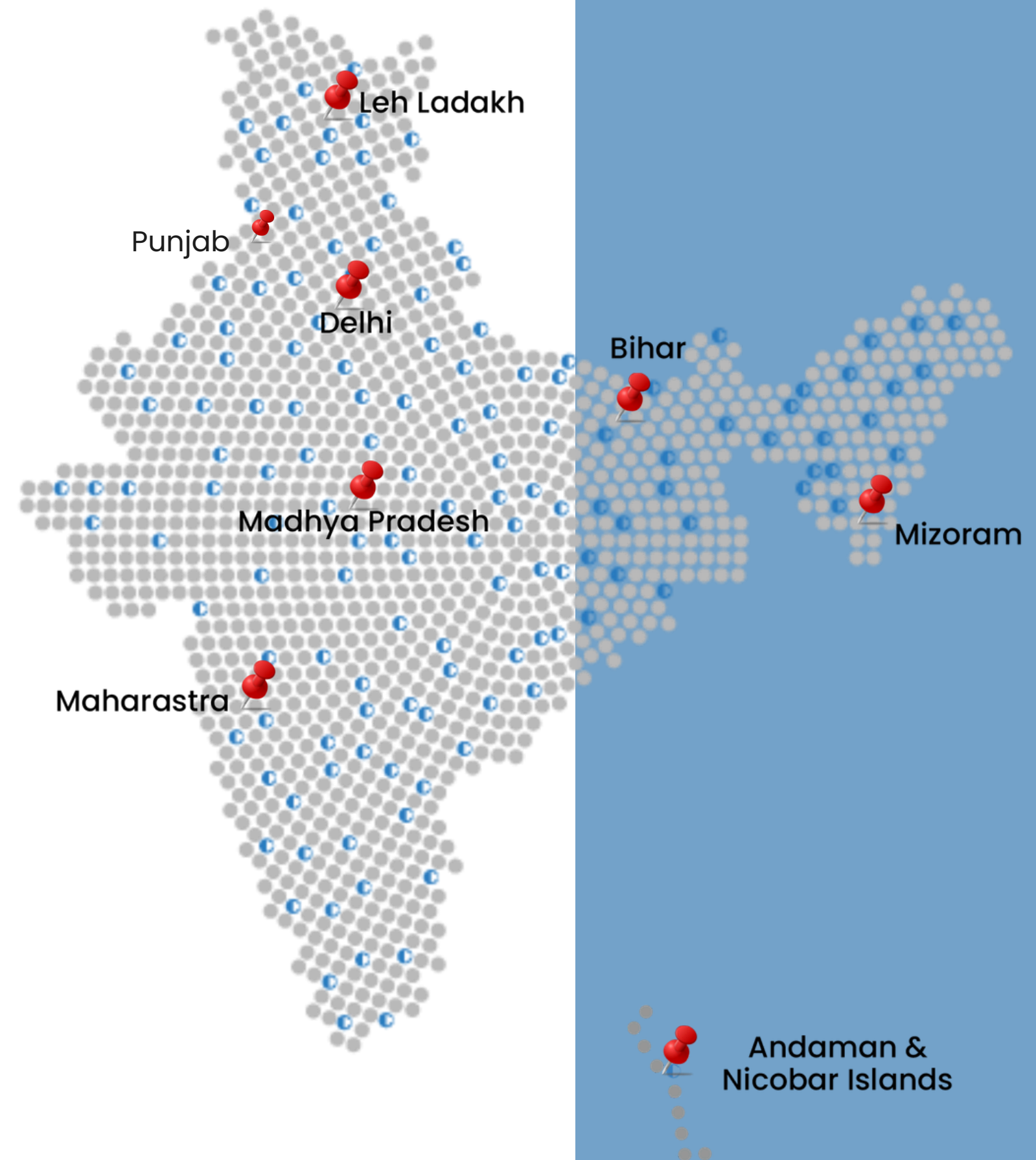


OUR PRESENCE Across States & Territories

At Cellecor, the journey doesn't end when a product reaches a customer's hands. It's only the beginning. Every experience after the purchase is crafted to build lasting trust. From the heart of bustling cities to the quietest corners of India, 2,000+ service centers and home service coverage spanning 25,000+ pin codes ensure support is never far away.

Behind the scenes, the in-house Technical Repair Center (TRC) acts like a command center, tackling complex repairs, running rigorous quality checks, and slashing turnaround times from 10–12 days to just 7. With every spare part always in stock, Cellecor ensures customers face minimal downtime and uninterrupted service.

Through accessibility, expertise, and efficiency, Cellecor turns after-sales service into a promise kept a standard that not only resolves issues but reinforces trust, reliability, and excellence across India's consumer electronics landscape.



EMPOWERING TEAMS

Through Strategic Hiring & Growth

- FY25-26 was a year of growth powered by people. At Cellecor, every new hire across sales, operations, technology, R&D, marketing, and after-sales became a piece of the bigger story, bringing energy, ideas, and agility to keep pace with the company's ambitions.
- Senior industry leaders and domain experts joined the journey, bringing wisdom and sparking innovation that helped Cellecor transform operations, accelerate digital initiatives, and reach deeper into the market. Each addition wasn't just talent it was a spark, shaping a culture where performance meets creativity.
- With training programs, leadership development, and continuous team expansion, Cellecor is not just growing it's building a workforce that drives vision into reality, preparing to scale faster, compete stronger, and become one of India's most trusted consumer electronics brands, powered by the people who make it all happen.



MILESTONES & AWARDS

HFY25-26 has been a milestone year for **CELLECOR**, marked by recognition across categories at leading industry platforms. At the **DeviceNext Tech Awards 2025**, **CELLECOR** was honored with **Best Washing Machine (Semi-Automatic) 2025** and **Best Google TV 2025**, highlighting our commitment to innovation and performance.

Further strengthening this achievement, **CELLECOR** was also awarded **The Most Trusted Growing Home Appliances Brand 2025** at the **Mobility Excellence Awards**.

These accolades go beyond recognition—they reflect the trust of millions of Indian households and reinforce our mission to deliver accessible, reliable, and affordable technology to every home.



HONOURING
THE ROLE
MODELS:
A NIGHT TO



CSK INITIATIVES

Mission Livelihood

This year, an initiative has grown to impact **200+ students**, creating a strong foundation for their brighter future.

We ensure access to essential support including **nutritious meals, school bags, uniforms, fee coverage, and dedicated transportation through school vans**—making education more accessible and consistent for every child.

Going beyond basic needs, we introduced **“Mission Livelihood”**, a program focused on future readiness. Through skill-based learning like digital marketing and other practical courses, we aim to equip students with real-world capabilities that can open doors to employment opportunities.

At CELLECOR, we believe true progress lies in enabling independence, building confidence, and shaping futures—not just for today, but for life.



CORPORATE GOVERNANCE & Compliance

At Cellecor Gadgets Limited, integrity is more than a policy; it's the foundation on which we build everything. Every decision, every partnership, and every interaction is guided by a commitment to transparency, accountability, and ethical practice, so that investors, partners, customers, and employees alike can place their trust with confidence.

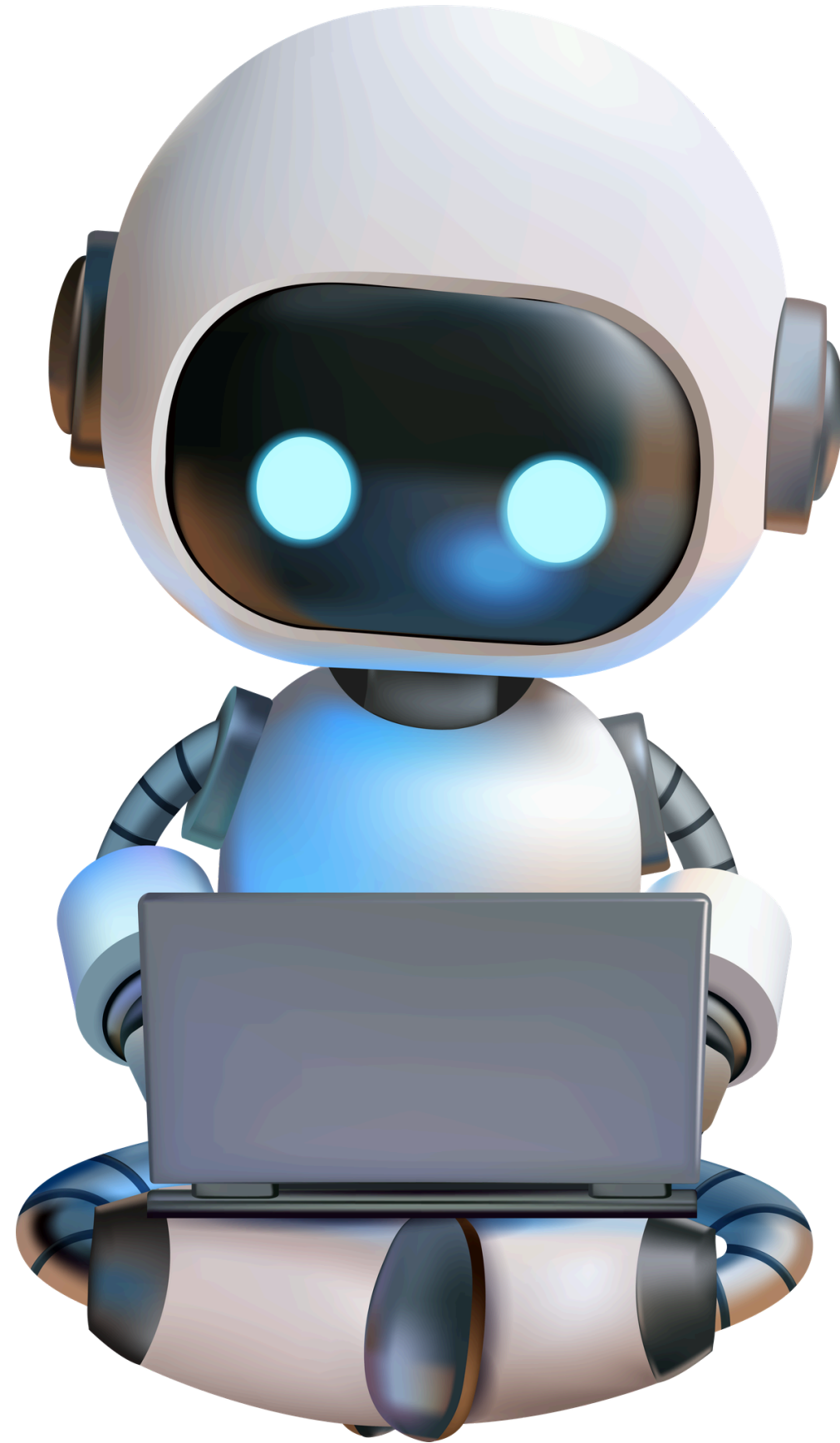
Behind this trust is a Board of Directors that blends diverse expertise with independent oversight, steering the company with strategic vision and keeping risks in check. Together, governance and ethics aren't just rules; they are the compass that ensures Cellecor navigates every opportunity responsibly, building a legacy of credibility and sustainable growth.

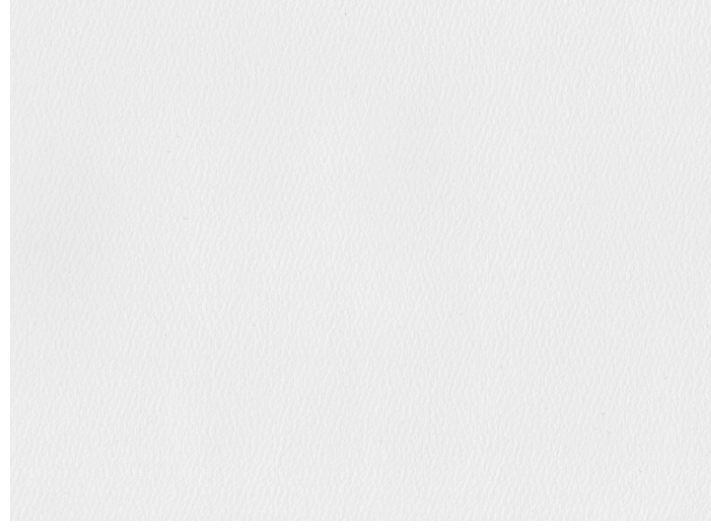
Core Pillars of Our Governance Framework

- **Guiding Every Move** – Board and Committee meetings drive strategic direction.
- **Transparency First** – Clear financial disclosures and timely reporting build trust.
- **Ethics in Action** – Conduct policies guide every decision across the organization.
- **Built to Last** – Strong controls and risk checks safeguard operations.
- **Compliance as Compass** – Staying aligned with SEBI, Companies Act, and NSE standards.

As a listed entity on the NSE SME platform, Cellecor views governance not merely as a regulatory obligation, but as a strategic enabler of stakeholder confidence and long-term sustainable growth.

VISION & STRATEGY





BROADENING OUR PRODUCT SPECTRUM

Cellecor is redefining modern living with its latest range of smart, stylish, and high-performance appliances. From **Smart Watches, TVs, and Speakers to Air Fryers, Multi-Cook Kettles, Nutri Blenders, and AC to Pedestal fans, Commercial Coolers** every product blends cutting-edge functionality with sleek design. Taking comfort and convenience to the next level, Cellecor expands its home solutions with **Vacuum Cleaners, Coffee Makers, Air Purifiers, Wardrobe Steamers, and OTG Ovens** each crafted to enhance daily life while staying true to the brand's promise of innovation, quality, and effortless style.

INTERNATIONAL

Expansion Strategy

In January 2026, CELLECOR took a significant step towards global growth by incorporating a **Wholly Owned Subsidiary in the United Kingdom** and a **Step-Down Subsidiary in Africa**. This strategic move marks the beginning of CELLECOR's expansion into key international markets, strengthening its foundation for a scalable global presence.

Strategic Objectives:

Establish a strong foothold in the UK and African markets

Cater to a growing base of international consumers

Enhance global brand visibility and recognition

Unlock new avenues for sustainable growth and long-term value

This expansion reflects CELLECOR's commitment to leveraging global opportunities, delivering quality-driven innovation, and positioning itself as a **globally competitive consumer electronics brand**.

Building CELLECOR

Aspirational Lifestyle Brand



Repositioning CELLECOR as an aspirational lifestyle brand to drive sustained growth, targeting **20–25% improvement in customer lifetime value (LTV)**, **2x social engagement**, and **3x growth in brand recall**.

25%
LTV

2X
Social Reach

3X
Brand Recall

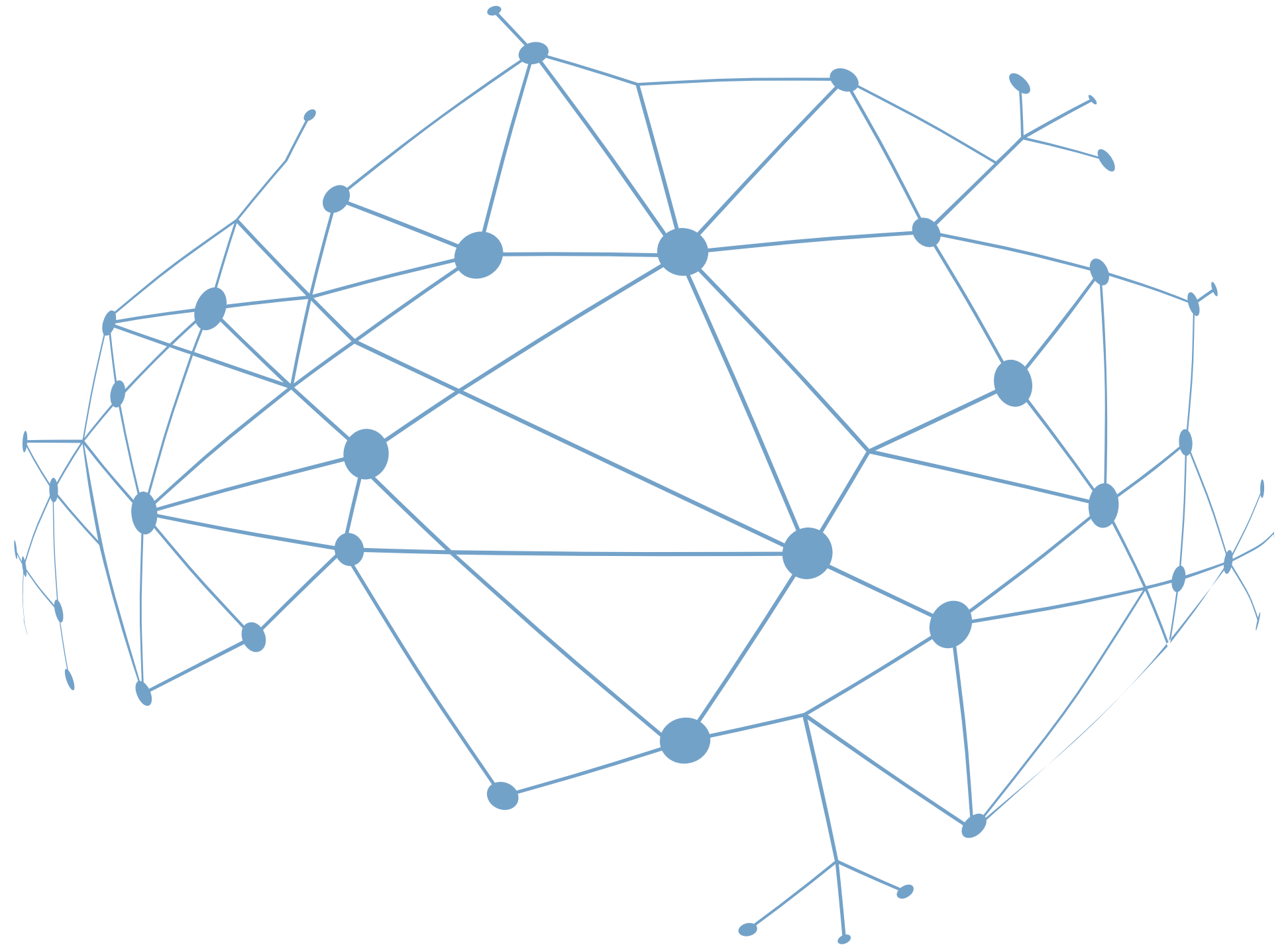
REACHING EVERY CORNER

Connecting Markets, Touching Lives

Across India, Cellecor's products are more than electronics; they are part of a journey that starts in the heart of its distribution network and reaches every corner of the country. From the buzzing streets of metros to the quiet lanes of rural towns, each connection is carefully built, every retail touchpoint a bridge between technology and the people who need it.

In the months ahead, Cellecor plans to grow this network into a vast, living ecosystem. Over 2,000 distributors and more than 100,000 retail outlets will form the veins through which its products flow. But it's not just about numbers; it's about relationships. Stronger partnerships with local distributors and regional retailers will ensure products reach hands faster, shelves stay stocked, and communities remain connected.

This expansion tells a bigger story: one of accessibility, trust, and presence. By weaving together every store, distributor, and multi-brand outlet, Cellecor is creating a network that doesn't just sell products—it touches lives, strengthens communities, and ensures that wherever you are, Cellecor is within reach.



Stronger Together: LFR and Retail United

EXPANDING PRESENCE THROUGH POWERFUL RETAIL PARTNERSHIPS

In the coming quarters, Cellecor is turning stores into destinations. From Large Format Retailers to top organised chains, the brand is forging partnerships that make its products impossible to miss. Imagine shoppers walking into multi-brand outlets, drawn to interactive product zones, hands-on demos, and vibrant displays showcasing the latest innovations.

With every new shelf and retail alliance, Cellecor isn't just increasing reach, it's creating moments where technology meets curiosity, letting consumers see, touch, and experience the brand firsthand. By expanding its organised retail footprint, Cellecor is set to strengthen its presence, amplify engagement, and bring innovation closer to every corner of India.



UniverCell





E-COMMERCE PARTNERSHIPS

. Strengthening Digital Reach, Driving Instant Access

Cellecor is reimagining how India shops for electronics—where products don't wait on shelves, they arrive at your doorstep almost instantly. From being just a click away on leading e-commerce platforms to becoming minutes away through quick-commerce players like Zepto and Blinkit, the brand is moving at the speed of today's consumer.

As this journey accelerates, Cellecor is plugging into every major digital touchpoint—expanding across platforms like Amazon, Flipkart, Myntra, Ajo, and ONDC, while stepping into new spaces with **Swiggy Instamart**, **BigBasket**, **Dunzo**, and more. Each integration isn't just expansion, it's about meeting customers wherever they already are.

The result is a seamless, always-on ecosystem where discovery is effortless, delivery is faster than ever, and accessibility becomes the norm. In this new reality, Cellecor isn't just selling products; it's bringing convenience, speed, and technology together, shaping a truly omnichannel future for Indian consumers.

CORPORATE & INSTITUTIONAL SALES

Strengthening Enterprise Partnerships, Expanding Business Horizon

This year, Cellecor is taking its products from stores to boardrooms, labs, and campuses across India. Imagine offices in FMCG, IT, Pharma, Automobile, BFSI, and Government sectors—each now powered by tailored Cellecor solutions, whether for daily work, employee engagement, or festive corporate gifting.

Through smart collaborations with platforms like Amazon Business, TradeIndia, and Industry Buying, and direct partnerships with enterprises and PSUs, Cellecor ensures technology reaches organizations at the right scale, on time, every time. From customized corporate bundles to premium product assortments for incentives and institutional needs, every delivery is designed to make business interactions seamless and impactful.

In this journey, Cellecor is more than a supplier it's a trusted B2B partner, connecting innovation, reliability, and nationwide reach, turning each enterprise partnership into a story of efficiency, convenience, and growth.



DRIVING TECH PRECISION & FUTURE INNOVATION

In the coming quarters, Cellecor is shaping 'Make in India for the World,' driving efficient, next-gen innovation and expanding manufacturing excellence.

- 01 **Manufacturing Scale-Up:** Expanding capacity through new alliances with Ambar Enterprises, Elin Electronics, Smart Industries, Bhurji Supertech Industries, Comrade Appliances, and Indus Appliances, along with existing partners such as Dixon Technologies, PG Electroplast, Empire Appliances, and Winsharp Electronics.
- 02 **Smart Factory & R&D:** Driving automation, digital quality control, and enhanced in-house R&D for energy-efficient Smart TVs, large appliances, and connected devices.
- 03 **Local & Sustainable Growth:** Increasing domestic sourcing, creating local employment, and adopting eco-friendly manufacturing practices for responsible expansion.

Through these initiatives, Cellecor is set to evolve into a technology-driven, innovation-led manufacturing powerhouse, delivering high-quality, affordable electronics for India and global markets.



EMPOWERING CSR & FOSTERING SUSTAINABLE IMPACT

In coming quarters, Cellecor will build upon its ongoing CSR initiatives and evolve them into a broader framework of sustainability and responsible business practices. The focus will extend beyond traditional philanthropy to create long-term, measurable impact on communities, the environment, and governance.

Environmental	Social (CSR Initiatives)	Governance & Ethical Practices
<ul style="list-style-type: none">• Powering production with energy-smart systems that let our factories work hard but tread lightly on the planet.• Introduce recyclable and biodegradable packaging across key product lines.• Smart logistics that cut fuel, shrink carbon footprints, and make every delivery cleaner.	<ul style="list-style-type: none">• Expand the Cellecor Foundation's education programs—adopting additional schools and extending support for meals, uniforms, and learning kits.• Open new Sdn. Kulwant Kaur Skill Training Centres to empower rural women through digital, tailoring, and micro-enterprise training.• Launch community awareness campaigns focused on digital literacy and e-waste management.	<ul style="list-style-type: none">• A board-level Sustainability & CSR Steering Committee will lead the way, shaping policies and tracking impact.• Strengthening supplier ethics, responsible sourcing, and transparency to build a chain that's as responsible as it is strong.• Prepare for BRSR/GRI-aligned sustainability disclosures in FY26 reporting.

By integrating CSR with sustainable growth initiatives, Cellecor aims to build a business where profitability, purpose, and planet coexist, ensuring that "Made in India" truly means Made Responsibly for the World.

FROM MANAGEMENT DESK

MESSAGE FROM THE CHAIRMAN AND MANAGING DIRECTOR

We extend sincere gratitude to all shareholders, investors, distributors, retailers, employees, and team members for their continued trust, support, and contribution throughout the year.



Despite facing multiple external challenges, including seasonal slowdown, festive GST-related market changes, fluctuations in global dollar prices, and geopolitical uncertainties, the Company delivered a resilient and satisfactory performance during the financial year.

The increase in inventory was primarily driven by fluctuations in global commodity and currency markets, including the rise in the US Dollar and increased prices of key raw materials such as plastics, metals, and memory chips. In anticipation of potential supply chain disruptions arising from global geopolitical and economic conditions, the Company proactively procured inventory at competitive prices to maintain business continuity and operational efficiency.

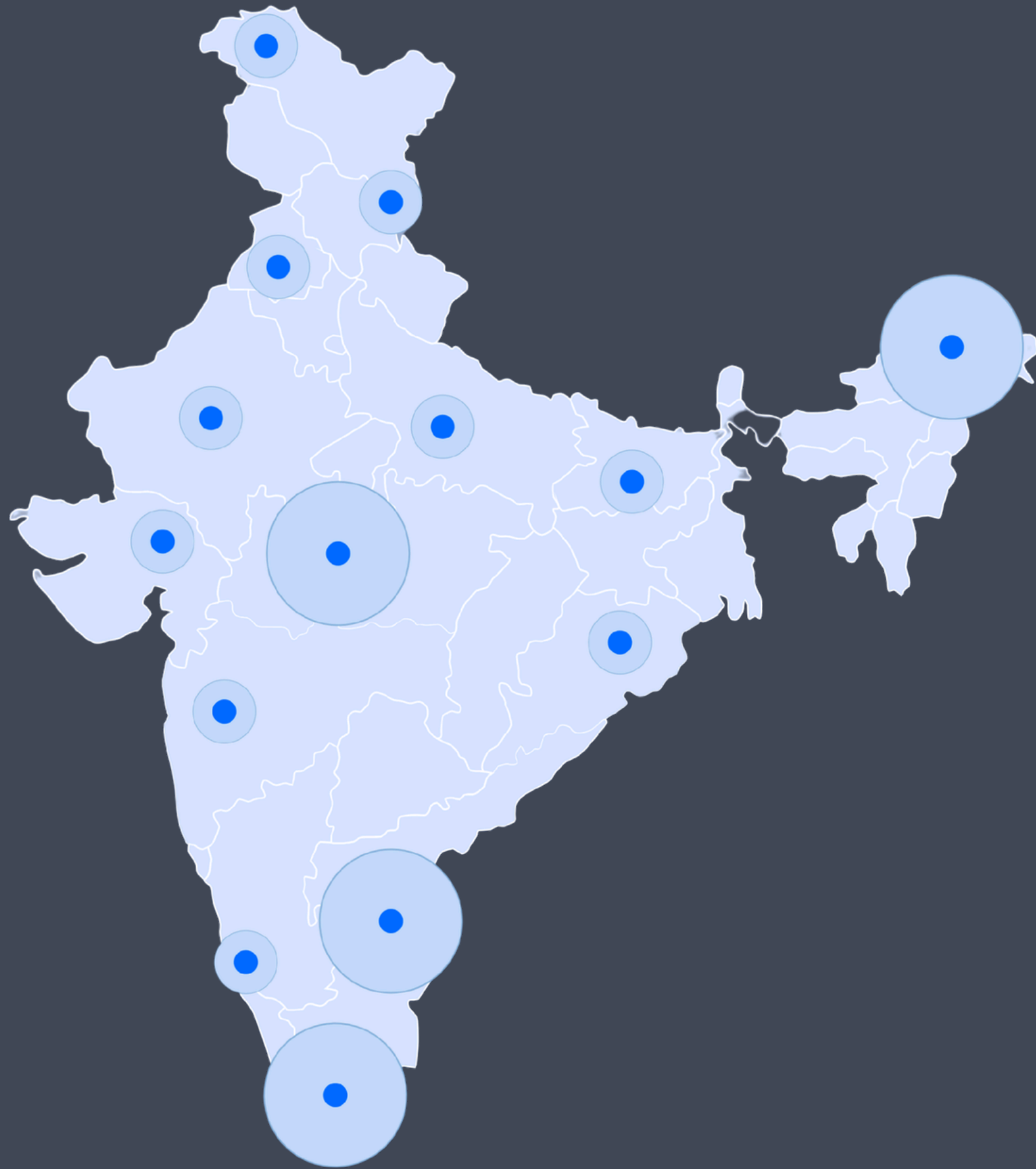
Additionally, sales performance during the last two to three months of the financial year was moderately impacted due to industry-wide price revisions and slower customer acceptance of increased product pricing. However, the Company remains focused on maintaining adequate inventory levels to support future demand and ensure timely product availability across markets.

In comparison to the previous year, the Company recorded strong growth across key financial and operational parameters, including **revenue, profitability, cash flow, gross profit, equity ratio, EPS, and EBITDA. Revenue and profitability registered an approximate growth of 30%**, supported primarily by strong demand in the large appliances segment and improved market penetration. The Company also witnessed encouraging growth in its e-commerce business, driven by increasing consumer demand and expansion across online platforms.

During the year, the Company remained focused on expansion and market development by strengthening collaborations with major channel partners and distributors possessing strong distribution capabilities across various regions. As a result, debtor levels increased at a higher pace compared to creditors during the year, reflecting enhanced business scale and growing market operations.

The Company achieved a significant milestone during the year by expanding its retail presence to over 1 lakh retail touchpoints across the Indian market. Looking ahead, the Company aims to further strengthen its global presence through overseas expansion plans focused on Africa, East Asia, and South Asian markets.

For the upcoming financial year, the Company has set a revenue target of approximately **₹1,800 crore to ₹2,000 crore**, along with a projected PAT target of ₹60 crore to ₹70 crore in the Indian Market. Additionally, the Company has expanded its portfolio in the small and kitchen appliances category. These newly launched categories are expected to further accelerate the growth of the Company's e-commerce and online business operations in the coming year.




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