



CELLECOR GADGETS LIMITED

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

Reg. Office : Unit Space No.703, Seventh Floor, Jaksons Crown Heights Plot No.381

Twin District Centre, Sector 10 Rohini New Delhi-110085

CIN. NO. L32300DL2020PLC375196 | Mail ID : accounts@cellecor.in | Landline : 011 43034907, 01145038228

Website: www.cellecor.com

Date: October 14, 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 : **INE0OMO01025**

Subject: Cellecor Gadgets Limited teams up with Shakti Kapoor, Rajpal Yadav, Gulshan Grover, and Sneha Dixit Mehra for a festive Smart TV Extravaganza

Dear Sir / Madam,

We are attaching herewith a General information titled as "Cellecor Gadgets Limited teams up with Shakti Kapoor, Rajpal Yadav, Gulshan Grover, and Sneha Dixit Mehra for a festive Smart TV Extravaganza". The initiative is taken by the company as part of its marketing campaign to team up with the Bollywood legends.

This information is being submitted for the general information of all the stakeholders.

Enclosed here with a letter containing details of the tie up.

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

Digitally signed
by Ravi
Agarwal

Ravi Aggarwal

Managing Director

DIN: 08471502

Place: New Delhi

Encl.: As stated above

New Delhi, 14 October 2024: Cellecor Gadgets Limited, a pioneer in the consumer electronics industry, is pleased to announce its exciting festive collaboration with Bollywood legends Shakti Kapoor, Rajpal Yadav, Gulshan Grover, and Snehil Dixit Mehra. This power-packed promotion highlights Cellecor's Smart TVs under the tagline, **"Ab Happiness Banegi Aur Bhi Affordable,"** redefining home entertainment and making it accessible to all.

Known for delivering cutting-edge technology at affordable prices, Cellecor is a leader in bringing high-performance electronics that enrich everyday life. This festive campaign celebrates more than just innovation—it highlights the joy, laughter, and togetherness that Cellecor Smart TVs bring to families during the festive season.

Through collaborations with these cherished icons, Cellecor expands its reach, harnessing their star power to forge a deeper bond with audiences across the country. Each celebrity infuses the campaign with their distinctive charisma, embodying Cellecor's commitment to making premium technology accessible while spreading joy and positivity.

The campaign is set to spark excitement with engaging content, social media activations, and festive promotions, showcasing how Cellecor's Smart TVs enhance the season's celebrations. In a competitive market, Cellecor stands apart by offering feature-rich, budget-friendly Smart TVs, proving that **"happiness doesn't need to come at a high price."**

Stay tuned for thrilling promotions and events featuring our celebrity ambassadors throughout the festive season! Join Cellecor in making this festive season brighter and more affordable with our Smart TVs.

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 outsource 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

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.