



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.3B1

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Website: www.cellecor.com

Date: September 16, 2024

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 : **INE00MO01017**

**Subject: Cellecor Gadgets Limited Announces Strategic Collaborations with Hello
Mobiles Private Limited, Telangana & Andhra Pradesh and with Comexcell
Technologies, Uttar Pradesh.**

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to announce you about two significant strategic collaborations entered by Cellecor Gadgets Limited.

The company has partnered with Hello Mobiles Private Limited to expand its retail presence in Telangana and Andhra Pradesh, and with Comexcell Technologies to enhance its distribution network in Uttar Pradesh.

These collaborations will play a vital role in advancing Cellecor's growth strategy by streamlining logistics, improving distribution efficiency, and increasing market penetration. We are confident that these partnerships will significantly strengthen Cellecor's position in these key markets.

For more information please visit Company's website www.cellecor.com.

Please take the above 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, September 16 2024: Cellecor Gadgets Limited is excited to announce two strategic collaborations aimed at expanding its market presence and distribution reach. The company has partnered with Hello Mobiles Pvt Ltd to enhance its retail footprint in Telangana and Andhra Pradesh and with Comexcell Technologies to extend its distribution network in Uttar Pradesh.

Partnership with Hello Mobiles

Cellecor Gadgets' collaboration with Hello Mobiles Pvt Ltd, one of South India's leading and most trusted retail chains, will significantly increase the availability of Cellecor's diverse product range. Customers in Telangana and Andhra Pradesh will now have direct access to a wide array of Cellecor products, including Smart TVs, Smart Gadgets, Mobile phones, and Home Appliances, at Hello Mobiles retail outlets.

Hello Mobiles Pvt. Ltd. operates primarily in Andhra Pradesh and Telangana under the brand name Happi Mobiles, with a growing network of over 100 stores. The company focuses on offering a wide range of mobile phones, accessories, consumer electronics, and home appliances from leading brands.

Known for its customer-centric approach, Happi Mobiles has established itself as a key player in the region and focuses has been expanding its presence in the electronic retail space. The company continues to grow its regional market reach and the brand is committed to providing customers with the latest technology and exceptional service, ensuring a seamless shopping experience and solidifying its position in the market.

This collaboration between Cellecor Gadgets Limited and Hello Mobiles reflects a shared commitment to innovation, quality, and customer satisfaction. It enables Cellecor to serve a broader customer base, particularly those who value the in-store experience of seeing and handling products before making a purchase.

Customers in Telangana and Andhra Pradesh will now have easier access to Cellecor's latest products through Happi Mobiles extensive retail network.

Partnership with Comexcell Technologies

In addition to the retail expansion, Cellecor Gadgets has also teamed up with Comexcell Technologies to enhance its distribution reach in Uttar Pradesh. Comexcell Technologies is known for its expertise in technology solutions and distribution services. This collaboration will help streamline Cellecor's product distribution in the region, ensuring that a broader audience has access to Cellecor's range of products.

Over the past 30 years, Comexcell has established itself as a renowned distributor of IT, telecom, and electronics products. Today, Comexcell has nearly 2000 dealers across Uttar Pradesh and Uttarakhand. The company also operates its own retail stores in major cities. Comexcell serves its extensive network of dealers and customers through a robust system of branch offices, marketing channels, retail stores, and sales personnel across both states.

The partnership with Comexcell Technologies will support Cellecor's growth strategy by improving logistics, distribution efficiency, and market penetration in Uttar Pradesh, thereby strengthening its presence in this key market.

About Us

Cellecor Gadgets journey in the electronics device business, and selling products in its own brand, including mobile feature phones, smartwatches, TWS (True Wireless Stereo) earbuds, neckbands, and LED TVs -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 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.