



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 16, 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 : **INE00MO01025**

Sub: Investor Presentation & Earning update for the half year ended September 30, 2024

Dear Sir / Ma'am,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the detailed presentation titled "**Cellecor Gadgets Limited H1 FY 2024-25 Performance, Milestones & Strategic Vision for Continued Growth.**"

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

You are requested to take the same on record.

Thanking you

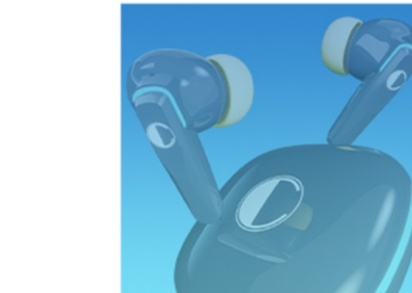
Yours faithfully,

For Cellecor Gadgets Limited
(Formerly known as Unitel Info Limited, Unitel Info Pvt. Ltd.)

Ravi Agarwal
Digitally signed by Ravi
Agarwal
Date: 2024.10.16 11:49:26
+05'30'

Ravi Agarwal
Managing Director
DIN: 08471502

Place: Delhi



Cellecor Gadgets Limited

HI FY 2024-25 Performance,
Milestones & Strategic Vision for Continued Growth

Our Story



Cellecor Gadgets Limited is India's fastest-growing consumer electronics company, known for delivering innovative, high-quality, and value-for-money products. Cellecor was founded with the vision to make consumer electronics accessible to a wide range of consumers. Our diverse product portfolio includes **Smart TVs, Smart Gadgets, Mobile Phones, and Home & Kitchen Appliances.**

Our journey started in 2012 as Unity Communications, which was later acquired by Unitel, bringing over 12 years of industry experience. On September 28, 2023, we reached a significant milestone by being listed on the **NSE SME**, reflecting our rapid growth and success. Today, Cellecor operates Pan-India through a robust offline distribution network and has a strong presence on major e-commerce platforms. Having sold over 100 million products nationwide, we continue to expand our market presence at a fast pace.

Driven by a commitment to product excellence and customer satisfaction, Cellecor constantly innovates to meet the evolving demands of the consumer electronics landscape.

The company's securities are listed on the NSE EMERGE (SME Platform of the National Stock Exchange of India Limited) under the Scrip Code: CELLECOR.

Founders

“

I'm excited to share with you the progress we've made in the H1 FY 2024-25, following our successful IPO and stock exchange debut in September 2023. This report is a testament to the continued trust and unwavering support from all our stakeholders, and we sincerely thank you for your partnership.

In H1 2024-25, we have achieved remarkable financial and business outcomes, marked by a notable increase in sales volume and substantial growth in our value-added products segment. These milestones reflect our strong commitment to driving innovation and delivering top-tier consumer electronics.

At Cellecor, we continue to prioritize strategic investments that are crucial for future growth. Simultaneously, we are actively seizing emerging opportunities to further enhance value delivery to our loyal customers.

Thank you for being part of this journey. Together, we are shaping an exciting future. ”



RAVI AGARWAL
Managing Director & Founder

Founders



NIKHIL AGGARWAL
Whole Time Director And Co-founder

“

Our strategic expansion of the distribution network has significantly boosted sales volume, ensuring broader accessibility of our products to a diverse customer base. Our steadfast commitment remains focused on achieving our objectives, underpinned by a promising pipeline of opportunities on the horizon.

”

Key Highlights



300+
Team



400+
SKUs



1200+
Distributors



28 States
Presence



10+ Million
Happy Customers



12 Years
Business Experience



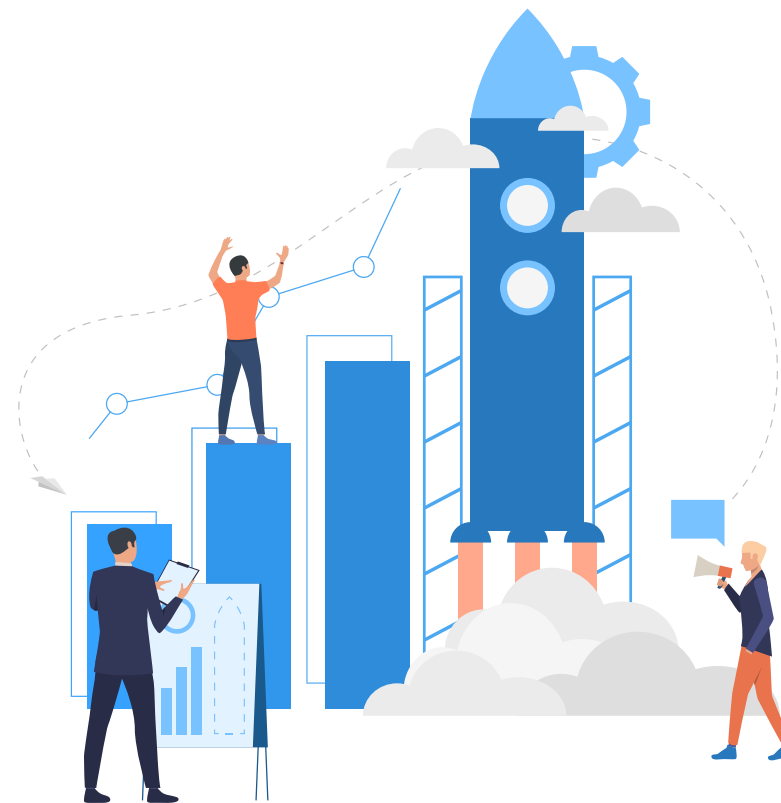
1500+
Service Centers



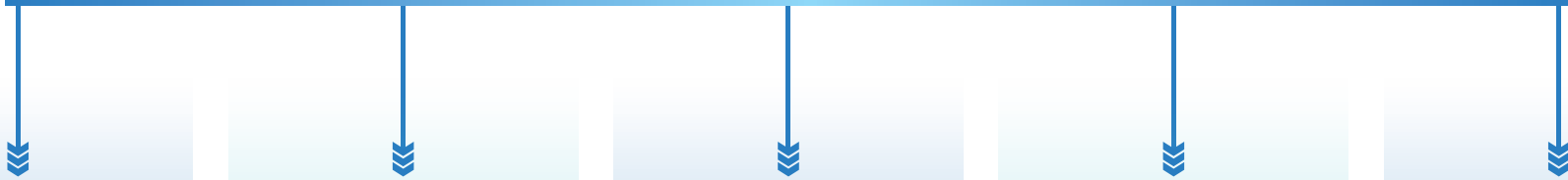
4x
Revenue Growth
in the Last 3 Years



50,000+
Retailers



Product Categories



Consumer
Electronics



Home &
Kitchen
Appliances



Smart
Gadgets



Mobiles

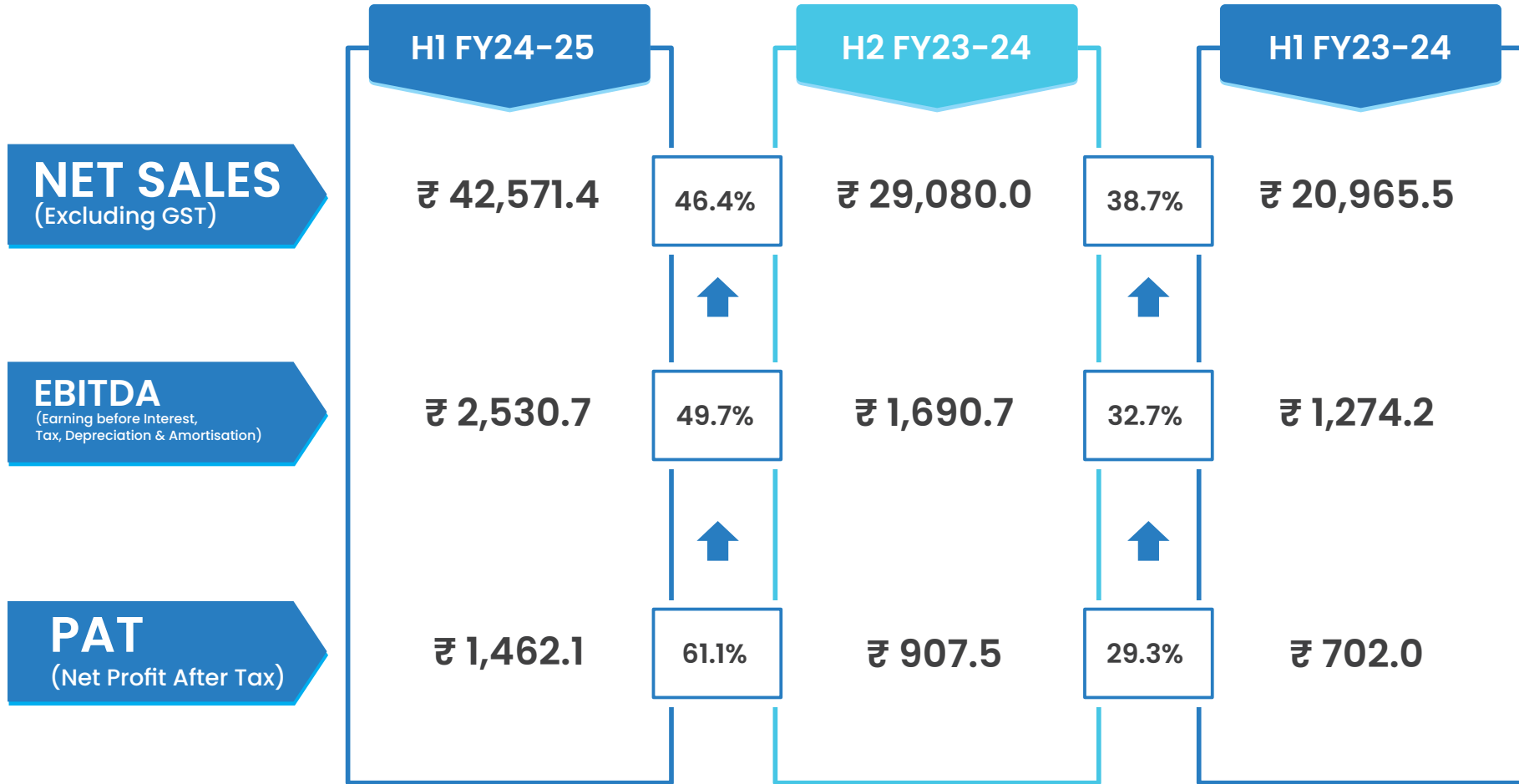


IT & Mobile
Accessories

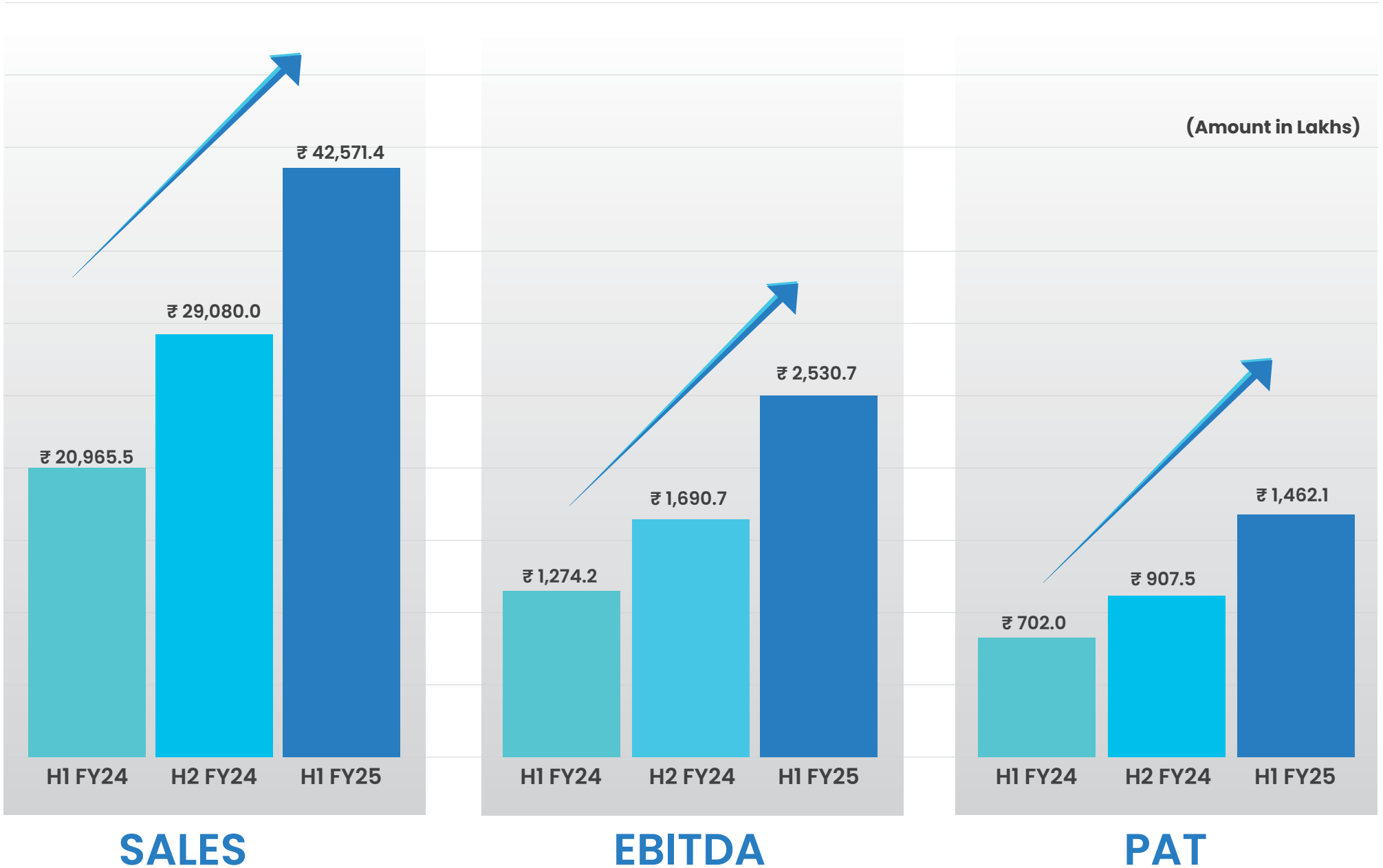


Stellar Financial Performance

(Amount in Lakhs)



Growing Strength by Strength (Half-Yearly)



Profit & Loss Statement

(Amount in Lakhs)

Particulars	H1-FY25	H2-FY24	% Change	H1-FY24	% Change
	(1)	(2)	(1 Vs 2)	(3)	(1 Vs 3)
Income from Operations	42,571.4	29,080.0	46.4%	20965.5	103.0%
Other Income	0.4	0.4		6.6	
Total Income	42,571	29,080.4	46.4%	20972.1	103.0%
Cost OF Goods Sold	36,404.0	23,899.8	52.3%	17683.4	105.9%
Employee Benefit Expenses	906.9	791.4	14.6%	658.6	37.7%
Other Expenses	2,730.1	2,698.5	1.2%	1355.8	101.4%
EBIDTA	2,530.7	1,690.7	49.7%	1274.2	98.6%
Margin	6%	5.8%		6.1%	
Finance Costs	535.3	445.1	20.3%	294.7	81.6%
Depreciation & Amortisation Expenses	28.2	29.1	(3.1%)	24.9	13.3%
Tax	505.1	309.0		252.7	
PAT	1,462.1	907.5	61.2%	702.0	108.3%
Margin	3.4%	3.1%		3.4%	
EPS(Rs.)	0.7	0.5	40.0%	0.5	55.6%

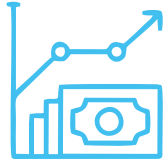
H1 FY25 at a Glance



42,571.3 Lakhs

Revenue

(103% YOY* Increase)



2,530.7 Lakhs

EBITDA

(99% YOY Increase)



1,462.1 Lakhs

Net Profit

(108% YOY Increase)



1,490.3 Lakhs

Cash Profit

(105% YOY Increase)



7,607.5 Lakhs

Net Debt

(H1 FY 24 was 4111.16 Lacs)



0.73

Debt- Equity Ratio

(H1 FY 24 was 0.51)



0.99

TOL / TNW

(H1 FY 24 was 0.81)



15%

ROE**

(H1 FY 24 was 14.83%)



14.6%

ROCE***

(H1 FY 24 was 16.27%)

*YOY = H1 FY25 VS H1 FY24

** ROE = Profit After Tax / Average Shareholder's Fund

*** ROCE = EBITDA / (Average Shareholder's Fund + Average Debt)

Balance Sheet

Assets	HI FY25	FY24
Inventories	12,608.7	9,210.1
Trade Receivables	1,767.3	1,890.2
Cash & Cash Equivalents	760.6	444.7
Short-Term Loans & Advances	3,414.5	6,475.1
Other Current Assets	327.3	349.3
Property, Plant & Equipments	18,49.3	123.9
Other Assets	36.4	91.7
Total Assets	20,764.1	18,585.0

Equity & Liabilities	HI FY25	FY24
Trade Payables	1,467.0	1,463.7
Other Current Liabilities	604.0	455.8
Debt	7,607.6	7,474.4
Others	629.7	197.4
Total Liabilities	10,308.3	9,591.3
Shareholder's Funds	10,455.8	8,993.7
Total Equity & Liabilities	20,764.1	18,585.0

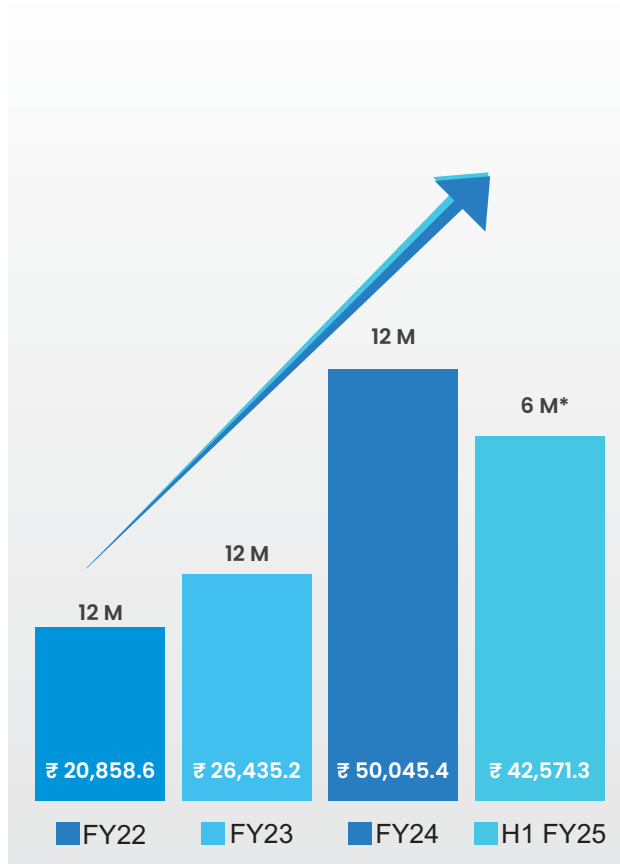
Cashflow Statement

(Amount in Lakhs)

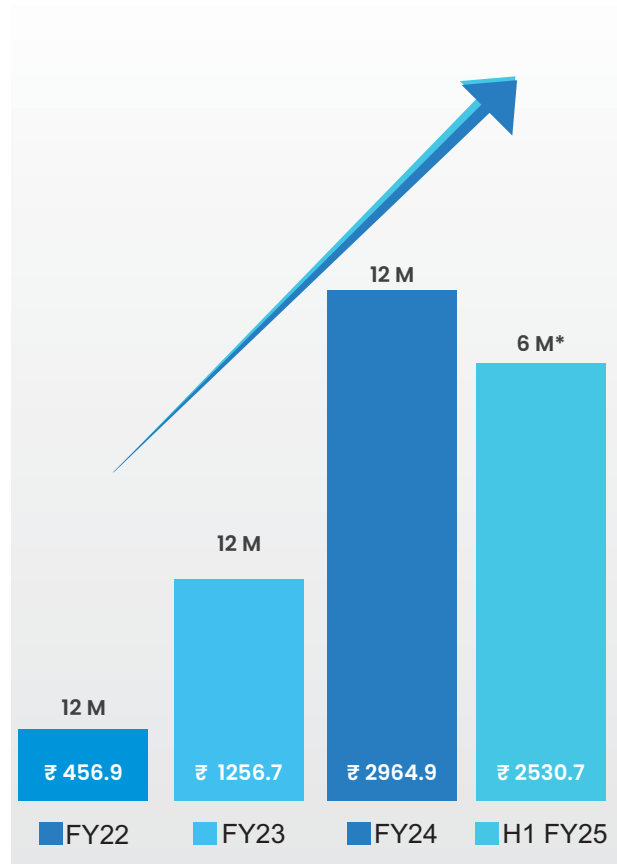
Cashflow Statement	HI FY25	FY24
EBITDA	2,530.7	2,964.9
Change in Receivables	122.9	(1,175.3)
Change in Inventory	(3,398.6)	(4,066.1)
Change in Other Non Current Assets	48.1	(66.0)
Change in Other Working Capital	3,648.5	(7,060)
Tax	(478.9)	(769.1)
Others/ Income	-	0.8
Operating Cash Flow	2,472.67	(10,171.3)
Capex	(1,753.6)	(53.5)
Investments	(1)	-
Interest	(535.2)	(739.7)
Free Cash Flow	182.7	(10,964.6)
Capital Increase	-	6,002.9
Borrowing & Others	133.1	5,389.9
Net Change in Cash Flow	315.8	428.3
Net Cash in beginning	444.7	16.3
Net Cash at the end of period	760.6	444.7

Growing Strength by Strength (Yearly)

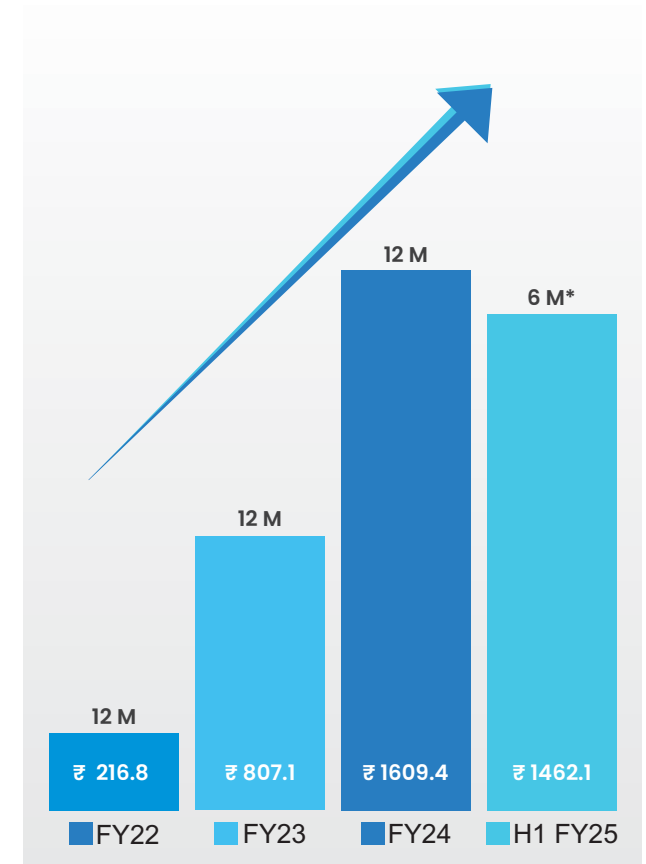
(Amount in Lakhs)



SALES



EBIDTA



PAT

* Not Annualized

Media Coverage

Home > Buzz > Industry News > Celleror Gadgets Limited > Celleror Gadgets Limited Announces Strategic Collaboration with PG Electroplast for Air Conditioner

NOBILITY
Beyond Technology. Beyond Limits.

Home > NEW > Celleror Gadgets Partners with Hello Mobiles and Comexcell Technologies to...

Cellcor Gadgets Partners with Hello Mobiles and Comexcell Technologies to...

By: [Name] | [Date]

IndianRetailer.com

Go Big or Go Home: Celleror Gadgets Limited all set to roll out 75", 86", and 98" Premium Smart TVs!

Limited all set to roll out 75", 86", and 98" Premium Smart TVs!

BY - Indian Retailer Bureau
Sub Editor
Sep 24, 2024 / 1151 / 3 MIN READ

Entrepreneur | Startup Stories

HOW CELLECOR GADGETS IS CHANGING THE ELECTRONICS MARKET WITH NEW TECHNOLOGY

By Ansh Singh

ANI Press Release

Cellcor Gadgets Limited Honoured as Fastest Growing Consumer Electronics Brand 2024 at 3rd DEVICENEXT SUMMIT & AWARDS

ANI PR 24 August, 2024 01:32 pm IST

Jeevan

Cellcor C103 Play Review: Earbuds with premium glossy finish at a low price, sound quality is also strong

Electronic company Celleror has recently launched a new wireless gaming earbuds C103 Play for its users. The company sent these recently launched earbuds to us for review. We were sent the black color variant of these earbuds. We are sharing their review after using the buds for about 15 days.

DeviceNext
8,240 followers

Cellcor Gadgets Limited Announces Strategic Collaborations

Cellcor's partnership with Hello Mobiles Pvt Ltd, a well known South Indian retail chain, will significantly increase the availability of its diverse range of products. Through this collaboration, customers in Telangana and Andhra Pradesh will now be able to purchase Celleror's Smart TV, Smart Gadgets, Mobile Phones, and Home Appliances directly at Hello Mobiles outlets.

Read more: <https://lnkd.in/gtceRNab>

Cellcor Gadgets Limited Announces Strategic Collaborations

with Samiksha Chawla and 3 others

TimesTech | Industry News

Cellcor Gadgets Ltd. Announces Strategic Collaboration with PG Electroplast for Air Conditioner

By TimesTech - September 6, 2024

Entrepreneur | Startup Stories

HOW CELLECOR GADGETS IS CHANGING THE ELECTRONICS MARKET WITH NEW TECHNOLOGY

By Ansh Singh

Cellcor Gadgets Limited was founded with the goal of making advanced technology affordable and accessible to everyone. What began as a small team with a passion for innovation has grown into a major player in the consumer electronics market. Our recent listing on the NSE has boosted our growth, helping us expand our product range and invest more in new technology. At Celleror, we focus on staying innovative, meeting customer needs, and being mindful of sustainability to stay ahead in the fast-changing world of electronics.

Entrepreneur | Startup Stories

Go Big or Go Home: Celleror Gadgets Limited all set to roll out 75, 86, and 98 inch Premium

News | Business | Tech & Industry

Cellcor Gadgets Limited acquires 100% equity of...

towards its CSR initiatives and commitments

By NS - September 19, 2024 in Industry

TimesTech | Industry News

Cellcor Gadgets Ltd. Announces Strategic Collaboration with PG Electroplast for Air Conditioner

By TimesTech - September 6, 2024

Entrepreneur | Startup Stories

Cellcor Expands Consumer Electronics Portfolio with New Home Appliances

By [Name] | [Date]

Entrepreneur | Startup Stories

Cellcor Expands Consumer Electronics Portfolio with New Home Appliances

By [Name] | [Date]

Entrepreneur | Startup Stories

Cellcor Gadgets launches range of products ahead of festive season

Mobility India

Announces an Exciting Launch of Laptop and 5G Smartphones This September, Perfectly Timed for the Festive Season

By Mobility India - September 4, 2024

Electronics Manufacturing Services in India.



Key Achievements

Milestones in H1 2024-25

Product Innovation

New Launches



AC



Heater



Refrigerator



Geyser



Big Smart TV



Laptop



Smartphone 5G

Make in India Initiative

Cellecor Gadgets Ltd. is committed to strengthening India's manufacturing capabilities. By partnering with leading Indian manufacturers, PG Electroplast Ltd., Empire Appliances, Noble Moulders, Onkar Engine and Generator (Omega), EPack Durable Ltd. we ensure the production of high-quality, affordable products that meet global standards.



EPack Durable



PG Electroplast Ltd.



Onkar Engine & Generator
(Omega)



Noble Moulders



Empire Appliances

Geographical Expansion

Our vast distribution network has been the driving force behind our ambition, propelling our growth and enabling us to reach customers more effectively and efficiently than ever before.

**A robust 1200+ distributors
powers our ambition
and relentless drive.**

**Making Technology
Accessible Everywhere with
Our 50000 Retail Points.**

**Presence in 28 States &
2 Union Territories.**



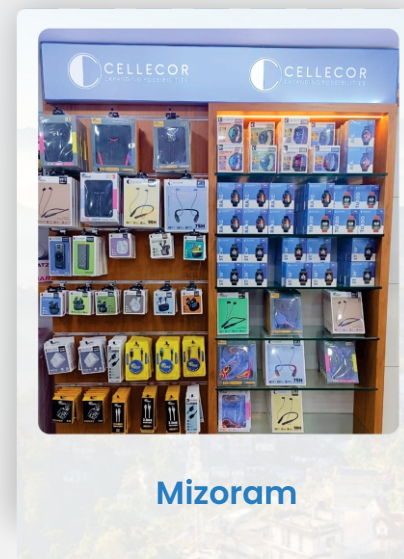
Organised Retail Partnership

Organized retail partnerships with 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., have benefited us by expanding market reach, enhancing the customer experience, strengthening the brand, and offering valuable in-store experience.



Cellecor Exclusive Stores

Launched 5 exclusive experience stores in Delhi, Madhya Pradesh, Leh Ladakh, Andaman & Nicobar, enhancing Cellecor's presence and providing customers with a premium retail experience that allows them to engage with our products in an immersive environment.



E-commerce Partnership

E-commerce partnerships have fueled Cellector's growth by expanding market reach, enhanced brand visibility and allowed us to access a broader customer base. This strategic approach not only boosted revenue but also solidified Cellector's presence in the competitive e-commerce landscape.



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Strategic Partnerships & Collaborations

Cellecor has partnered with leading platforms to offer exclusive discounts and promotions, improving customer access to Cellecor's products and supporting our strategy to expand our reach in the Indian market.



Fintech Partnership

Cellecor's fintech partnerships have streamlined payment processes, enabling 'Pay Later' and Easy EMI options that broadened our customer base and enhanced purchasing power. These flexible payment solutions have significantly improved conversion rates and overall customer satisfaction, driving growth for the company.

Pay Later



Easy Finance Available



Operational Excellence

At Cellector, operational excellence is a key pillar of our strategy to drive efficiency, optimize costs, and enhance the customer experience. We are continuously improving our supply chain, production, and logistics to achieve greater operational efficiency and cost management.



Inventory Management

We utilize tools for real-time visibility into stock levels, effectively reducing the risks of overstocking & stockouts. Implementation of predictive analytics and deployed resources to anticipate demand trends, optimizing order quantities and minimizing excess inventory.



Supply Chain

To boost supply chain efficiency, we employ automated systems that allows real-time tracking of shipments and optimized route management for full truckloads. This has significantly improved our logistics operations, enabling better control over deliveries and reducing transportation costs.



Warehouse Expansion & Automation

We have successfully expanded our warehouse network from 8 to 11 locations, strategically enhancing our branch warehouses to facilitate faster delivery times and more cost-effective distribution. Additionally, we have added a new facility to our mother warehouse, which will support the anticipated increase in business volumes in the future.

Our Brand Ambassadors



Varun Dhawan

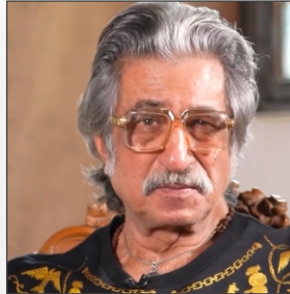
Tamannaah Bhatia



Marketing & Consumer Engagement Activities

Collaborations with influencers have boosted Cellecor's brand visibility and credibility. By leveraging their reach, Cellecor has connected with new audiences, increased customer trust, and driven higher engagement on social media, ultimately leading to improved sales.

Collaborations



Shakti Kapoor



Rajpal Yadav



Gulshan Grover



Snehil Dixit Mehra



Eshaanya Mmaheshwari



Saurabh



Khushi Kar



Megha Bhunia



Masterchef Gurkirat



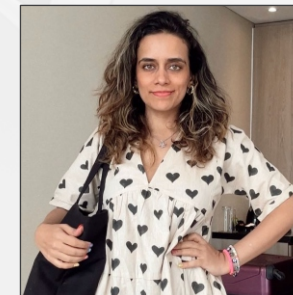
Kunal Tomar



Himanshu Kohli



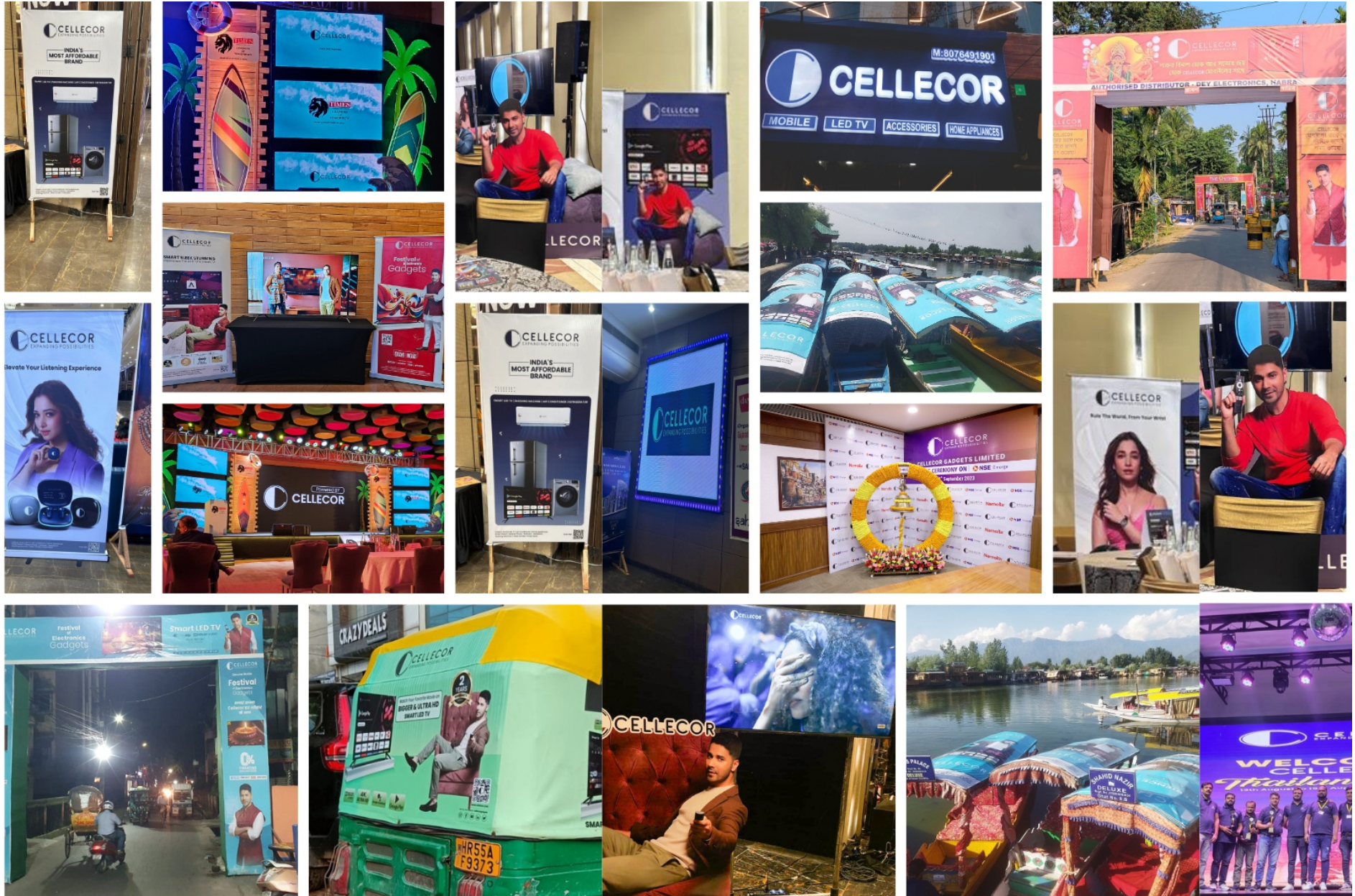
Khushali Gupta



Dr. Mehak Sharma

Amplifying Cellecor's Brand Presence

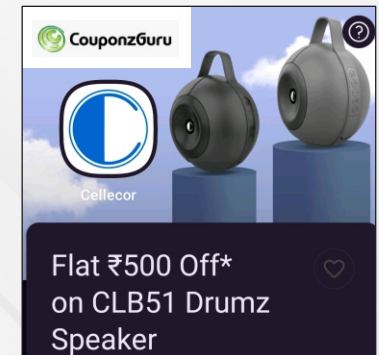
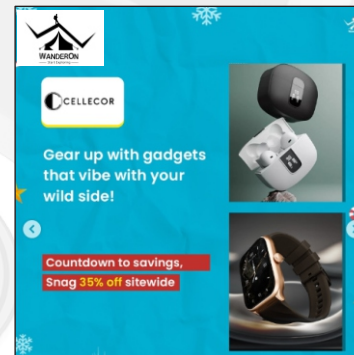
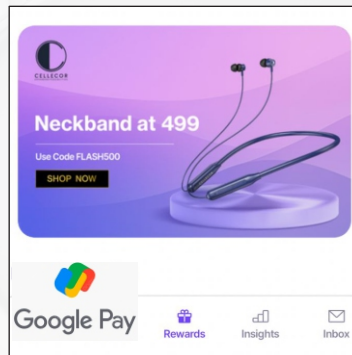
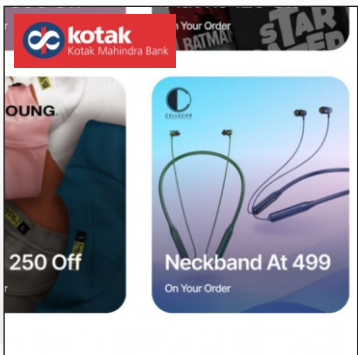
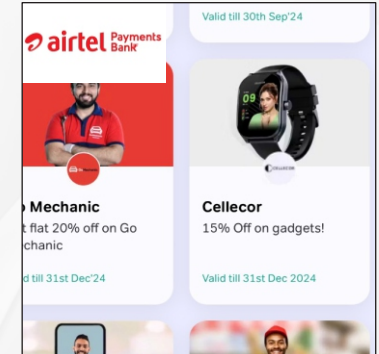
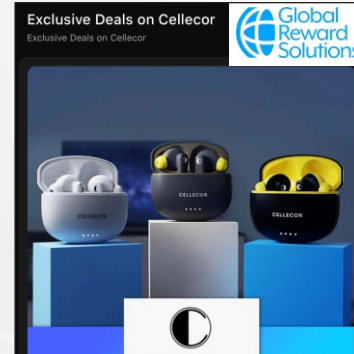
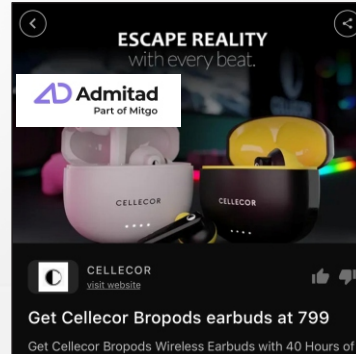
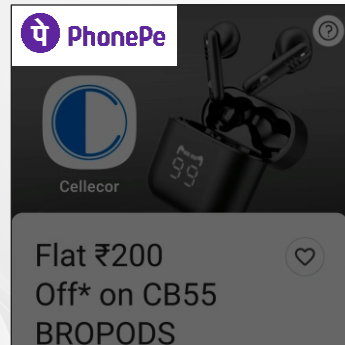
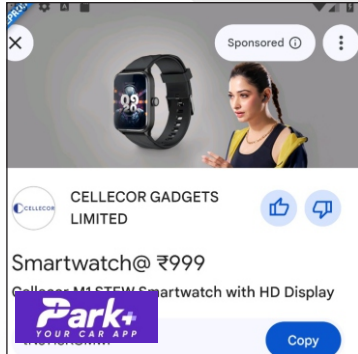
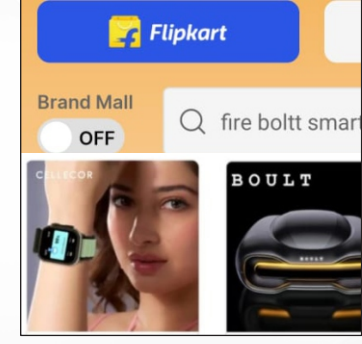
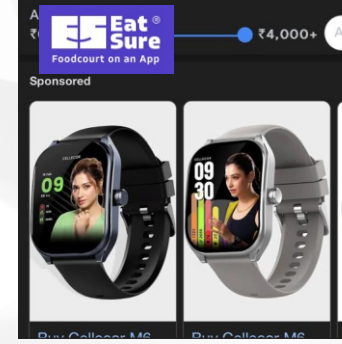
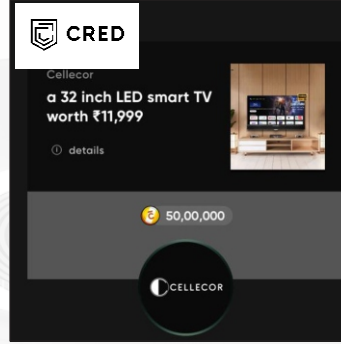
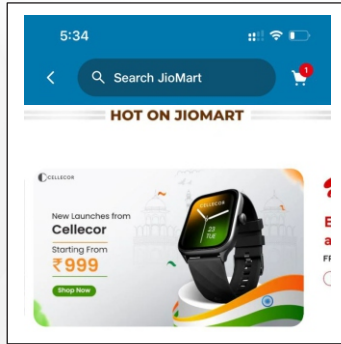
Strengthening Offline Presence



Amplifying Cellecor's Brand Presence

A Comprehensive Growth Strategy

Boosting Online Visibility



Strategic Hiring

Hired seasoned professionals to bring valuable experience and expertise, enhancing our team to drive innovation and accelerate growth.



SANJEEV SINGH

**National
Business
Head
20+ Years
Experience**



AMIR SOHAIL

**Product
Head
16+ Years
Experience**



CHETAN SEHGAL

**E-Commerce
Head
10+ Years
Experience**



ABHAY SINGH

**Corporate
Sales
Specialist
16+ Years
Experience**



CHHITIJ BAJPAI

**R&D
Specialist
8+ Years
Experience**



VIVEK SHARMA

**R&D
Specialist
9+ Years
Experience**

Our Commitment to Social Responsibility

With the acquisition of Cellecor Foundation, Cellecor Gadgets reinforces its pledge to corporate responsibility, empowering us to create a greater positive impact!

Cellecor Gadgets Completes Acquisition In Cellecor Foundation To Expand CSR Initiatives

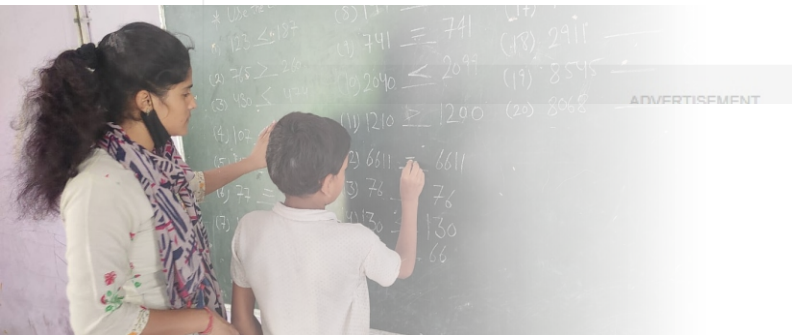
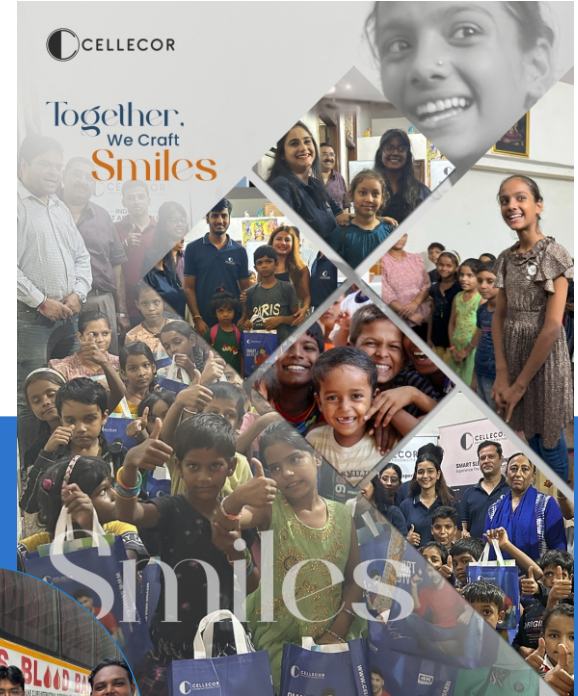
By Vipul Das

Published: Thursday, September 19, 2024, 12:15 [IST]



Cellecor Gadgets share price on Thursday witnessed price action in the early deals as the company announced the completion of its acquisition in Cellecor Foundation with an aim to expand its corporate social responsibility (CSR) initiatives.

"With a dedicated CSR budget as stipulated by the statutes, we will be consolidating efforts to support education, health, and community development. Key initiatives include enhancing educational opportunities for disabled and underprivileged children, along with launching food distribution programs in rural India. This strategic move underscores Cellecor's ongoing commitment to societal welfare and corporate philanthropy," said the company in a stock exchange filing.



Cellecor's Recognition for Excellence

Fastest Growing Consumer Electronics Brand 2024



Times Seaboard Summit 2024
Leaders of Tomorrow



3rd DEVICENEXT Summit & Awards



Strategic Vision

for Continued Growth_____

Product Category Expansion

Fully Automatic
Washing Machine



Cooler



Water
Dispenser



Fan



4G Smart Watch



Induction



AirFryer



Microwave



Gaming TWS



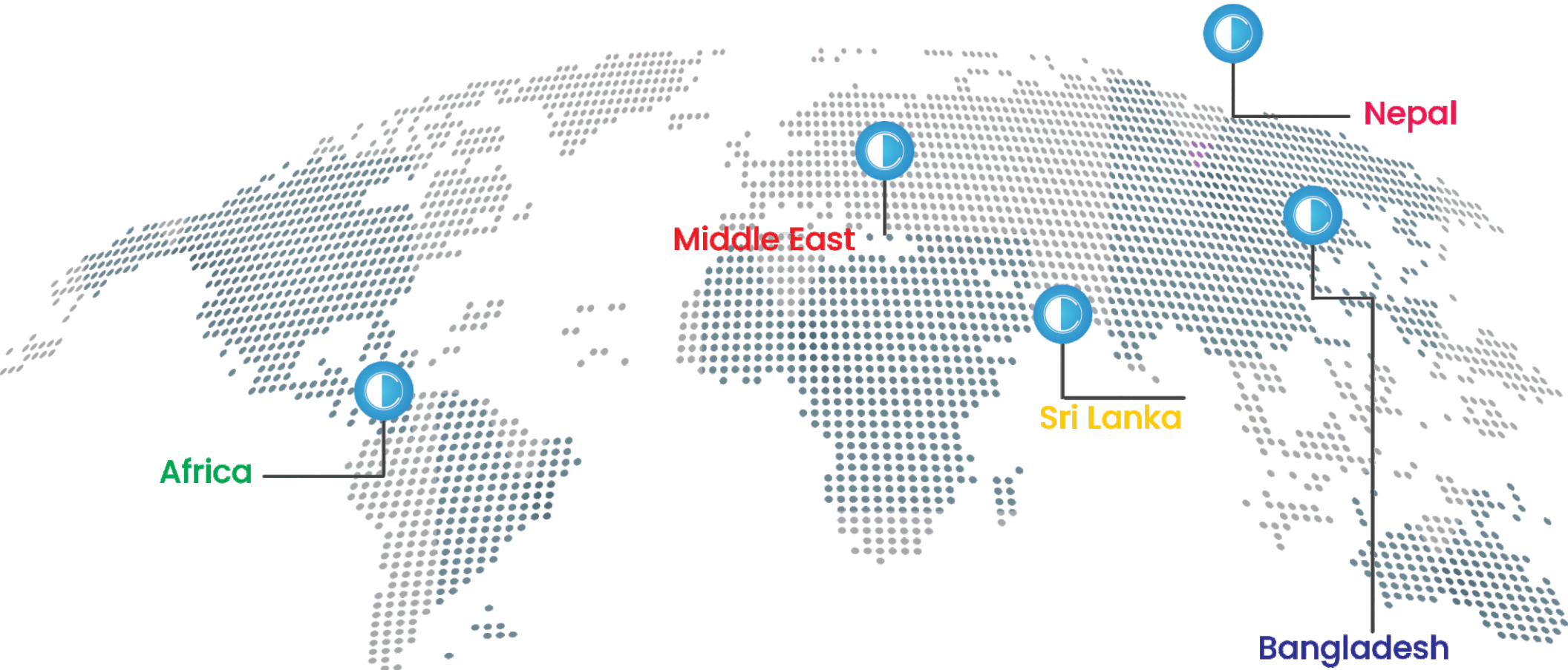
Soundbar



CCTV

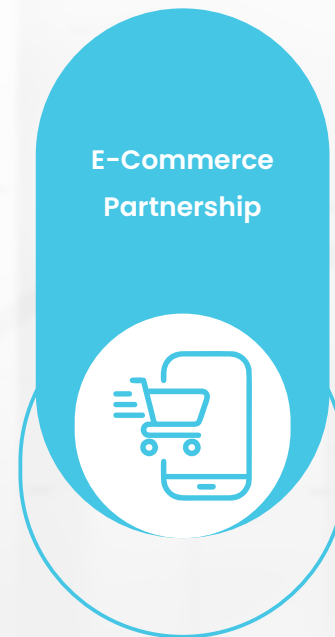
International Market Expansion

Cellecor will leverage its strong product portfolio to expand its global footprint into regions such as Nepal, Africa, the Middle East, Bangladesh, and Sri Lanka. This expansion highlights our commitment to delivering value-for-money solutions while enhancing brand recognition and accessibility on a global scale.



Domestic Market Expansion

To further solidify our presence in the domestic market, Cellecor is focused on ensuring its products are available across all major and alternative channels. This includes **traditional retail, organized retail, e-commerce platforms, and expanding into B2B and D2C channels**. Additionally, Cellecor plans to strengthen its presence in corporate and institutional sectors, broadening its reach and accessibility across diverse market segments.



Offline Distribution

Cellecor's core strength lies in its extensive offline presence across India. The company plans to further deepen its reach by increasing its distributors to over **1,500** and expanding retail points to more than **60,000**. This wide distribution network will ensure the availability of Cellecor's product range to consumers nationwide.



1500+
Distributors



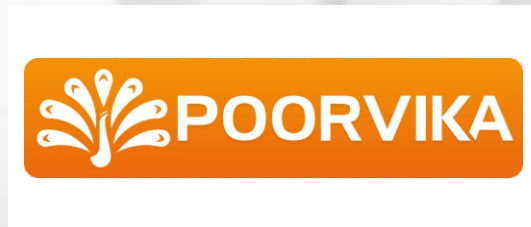
60,000+
Retailers

LFR & Organised Retail Partnerships

Cellecor aims to further strengthen its presence in the domestic market by enhancing partnerships with Large Format Retailers (LFR) and organized retail channels. By pursuing additional partnerships, we seek to expand our distribution network and increase accessibility to our products.



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B2B & D2C Channel

Cellecor is expanding its distribution strategy beyond traditional retail by incorporating a broader range of B2B and D2C channels. This diversification aims to enhance our market reach and strengthen our connections with consumers and businesses alike.



+

B2B Channel



D2C Channel



E-Commerce Partnership

Cellecor is focused on strengthening its presence across all formats of e-commerce platforms through new partnerships. Our objective is to establish a robust footprint on these growing platforms and enhance accessibility to our products for a wider audience.

E-Commerce



TATA
CLIQ



NYKAA

Quick Commerce



zepto



SWIGGY
instamart



blinkit
India's Last Minute App



Flipkart
MINUTES

Corporate & Institutional Sales

Cellecor aims to strengthen its brand presence in institutional sales by targeting key industries, including FMCG, Manufacturing, Automobiles, Pharma, BPO & KPO, IT, Government, and Corporate Gifting. Our objective is to establish strong relationships within these sectors and enhance our visibility and impact in the corporate landscape.



FMCG



Manufacturing



Automobiles



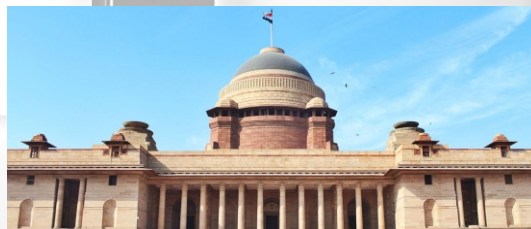
Pharma



BPO & KPO



IT



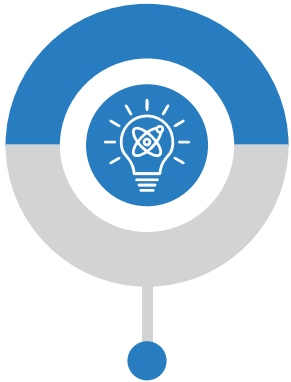
Government Sales



Corporate Gifting

Strengthening Brand Positioning

Cellecor is a proudly Indian, forward-thinking brand committed to delivering cutting-edge technology across a diverse range of products, including **Smart TVs, Smart Gadgets, Mobile Phones, Home, and Kitchen Appliances**. Designed to enhance everyday life, Cellecor offers products range that can accompany you from the moment you wake up to the time you unwind, making every part of your day better. We blend innovation with affordability, offering reliable, high-performance solutions tailored to the dynamic needs of today's consumers. With lifestyle-centric designs, Cellecor empowers individuals to stay connected, entertained, and productive in an increasingly digital world. While keeping the aspirational value of the brand, Cellecor focuses on creating products that balance both aspiration and aims to become a **household name in India** by ensuring that advanced technology is accessible to all. As an Indian brand, Cellecor takes pride in contributing to the **"Make in India"** initiative, offering products crafted for Indian consumers, by an Indian company, with a deep understanding of their needs.



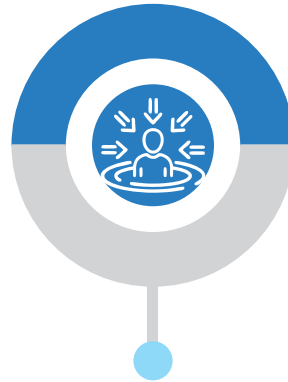
Innovation-Driven

Focused on integrating the latest technologies across product categories, ensuring the brand stays ahead of market trends.



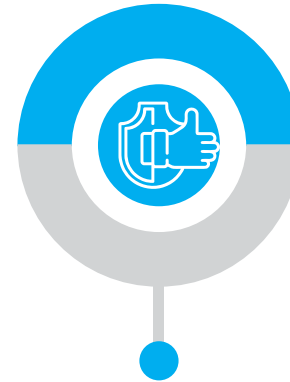
Affordability with Quality

Delivering high-quality products at competitive prices, making advanced technology accessible to a broad audience.



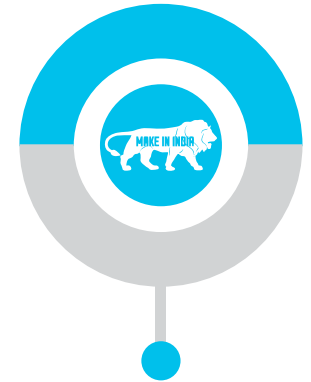
Customer-Centric

Prioritizing user-friendly products, excellent after-sales service, and trusted partnerships to ensure customer satisfaction.



Reliability and Trust

Emphasizing durability and long-term reliability, building customer trust through consistent performance and positive user experiences.



Proudly Indian

Cellecor is an Indian brand, supporting the "Make in India" initiative, creating products tailored to the needs and aspirations of Indian consumers and aims to become a household name in India.

Dedicated Service Support Mobile App

Cellecor is enhancing its customer-centric approach and after-sales service by launching a dedicated mobile app for seamless service support, ensuring a happiness-guaranteed experience. Through the app, customers can easily register warranties, log service calls, track call status, access real-time troubleshooting support, engage in live interactions or browse FAQs, receive notifications for updates, and locate the nearest service centers or stores. The app also fosters community building, providing a comprehensive platform for customer engagement.



Happiness-Guaranteed



Expanding Local Manufacturing & R&D Investments

Aligned with the "Make in India" initiative, Cellecor Gadgets Ltd. is committed to strengthening its manufacturing ecosystem by partnering with leading domestic manufacturers to ensure high-quality production and affordable products that meet global standards. Additionally, Cellecor plans to expand its R&D capabilities through joint ventures and partnerships, with a focus on investing in cutting-edge technology, software, and tooling to drive innovation and enhance product development.



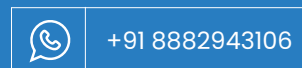
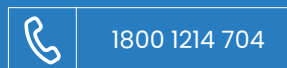
CSR to ESG Transition

At Cellecor, we would be transitioning from traditional CSR to a more comprehensive ESG approach in phases to ensure sustainable growth. By integrating environmental, social, and governance principles into our operations, we aim to enhance transparency, drive long-term value, and support responsible business practices aligned with global standards.





THANK YOU!



Cellecor Gadgets Ltd.

Crown Height, 702 & 703, 7th Floor, Sector 10, Rohini, New Delhi-110085

