



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

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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: Media Release titled "Cellecor Gadgets Limited declares Highest ever Financial Results"

Dear Sir / Ma'am,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copy of Media Release titled "**Cellecor Gadgets Limited declares Highest ever Financial Results**".

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
12:13:51 +05'30'

Ravi Agarwal
Managing Director
DIN: 08471502

Place: Delhi

Cellecor Gadgets Limited declares Highest ever Financial Results

Highest ever Half Yearly Sales of Rs. 425 Crores in H1-FY25
Net Sales up by 103.0% | EBIDTA up by 98.6% | Net Profit up by 108.3% (YoY basis)

New Delhi, 16 October 2024:

Cellecor Gadgets Limited is one of India's fastest-growing consumer electronics companies, delivering innovative, high-quality, and value-for-money products. Established with a vision to make consumer electronics accessible to all, Cellecor offers a diverse product portfolio that includes Smart TVs, Smart Gadgets, Mobile Phones, and Home & Kitchen Appliances. Over the years, it has expanded into segments such as washing machines, kitchen appliances, and smart wearables, solidifying its presence across product categories.

The company's commitment to innovation and customer satisfaction is evident in the introduction of new products like mixer grinders, soundbars, and washing machines, which have significantly boosted sales. It recently ventured deeper into the home appliances market and plans to launch products like water dispensers, air fryers, and fully automatic washing machines to meet growing consumer demand.

Cellecor's success is also fueled by strategic collaborations, both domestically and internationally. The company has opened five exclusive experience stores and expanded through organized retail channels like Phone Wale and Hello Mobile. On the e-commerce front, partnerships with platforms like Flipkart and Cred have further increased its reach. Brand visibility campaigns featuring celebrities such as Varun Dhawan, Tamannaah Bhatia, Shakti Kapoor, and Rajpal Yadav have reinforced its market presence.

In addition to enhancing local production through its "Make in India" initiatives, Cellecor is gearing up to expand internationally into Nepal, Africa, and the Middle East. It is also focusing on strengthening B2B partnerships and D2C channels while improving payment solutions through collaborations with platforms like Kotak Bank.

Cellecor has achieved remarkable financial growth. For H1 FY25, compared to H1 FY24, the company reported:

YoY Comparison

For H1 FY25, compared to the H1 FY24, the company reported:

- Total Revenue at INR 425.71 Crore v/s INR 209.66 Crore (+ 103.05%)
- EBITDA at INR 25.31 Crore v/s INR 12.74 Crore (+ 98.67%)
- PAT at INR 14.62 Crore v/s INR 7.02 Crore (+ 108.26%)

HoH Comparison

For H1 FY25, compared to the corresponding H2 FY24, the company reported:

- Total Revenue at INR 425.71 Crore v/s INR 290.80 Crore (+ 46.39%)
- EBITDA at INR 25.31 Crore v/s INR 16.91 Crore (+ 49.67%)
- PAT at INR 14.62 Crore v/s INR 9.07 Crore (+ 61.19%)

Our journey started in 2012 as Unity Communications and later acquired by Unitel, Cellecor has over 12 years of industry expertise. On September 28, 2023, the company achieved a major milestone by being listed on the NSE SME platform, marking a new phase in its growth journey. Today, Cellecor operates pan-India through a robust offline distribution network and continues to expand across e-commerce platforms. With over 100 million products sold nationwide, it is on track to become a leading household brand.

Looking ahead to H2 FY25, Cellecor is set to strengthen its ESG practices, launch a dedicated mobile app for seamless service, and deepen ties with large-format retail partners. The company remains committed to delivering innovative solutions and shaping an exciting future for consumer electronics in India.

Mr. Ravi Agarwal, Managing Director of the Company said “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.” He further added.

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 -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

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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, its subsidiaries, and associates shall not be in any way responsible for any action taken based on such a statement.