



## CELLECOR GADGETS LIMITED

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

Reg. Office : Plot No 12, Block AG Shalimar Bagh, Delhi -110088

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Website: www.cellecor.com

**Date: December 16, 2025**

To,

**Listing & Compliance Department**

**National Stock Exchange of India Limited**

Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1,  
G Block, Bandra-Kurla Complex, Bandra  
Mumbai - 400051, India

Company Symbol : **CELLECOR**

Company ISIN : **INE00MO01025**

**Subject: Submission of Media Release – Cellecor Gadgets Ltd Strengthens South India Footprint with New Regional Office in Bengaluru**

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Dear Sir/Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to submit Media Release titled – Cellecor Gadgets Ltd Strengthens South India Footprint with New Regional Office in Bengaluru. The Media Release is enclosed with this letter as Annexure I.

This announcement is in line with our commitment to keep all our stakeholders informed about company's growth.

Thanking You,

Yours Faithfully,

For and on behalf of

**Cellecor Gadgets Limited**

**Ravi Agarwal**

**Managing Director**

**DIN: 08471502**

**Annexures: As stated above**

**CELLECOR GADGETS LTD STRENGTHENS SOUTH INDIA FOOTPRINT**



**NEW REGIONAL OFFICE IN BENGALURU**

**Bengaluru, 16 December 2025:** Cellecor Gadgets Limited, one of India's fastest-growing consumer electronics and home appliances brands, has inaugurated its South India Regional Office in Bengaluru, marking a key milestone in the company's national expansion journey.

The newly launched regional office will act as the operational hub for Cellecor's business across Karnataka, Tamil Nadu, Telangana, Andhra Pradesh, and Kerala. This move underscores the company's strategic focus on South India as a high-growth market and reinforces its commitment to building a stronger, more responsive presence closer to key trade and consumer ecosystems.

Bengaluru, widely regarded as India's technology and innovation capital, was chosen for its strategic advantage in driving modern trade partnerships, large format retail expansion, distributor engagement, and service coordination across the southern region.

Commenting on the development, **Ravi Agarwal, Co-founder and Managing Director, Cellecor Gadgets Ltd** said, *"South India represents a significant growth opportunity for Cellecor. Establishing our regional office in Bengaluru enables us to deepen market engagement, accelerate execution, and strengthen relationships with our channel partners. This move positions us to respond faster to market needs while enhancing the overall customer experience."*

The Bengaluru office will house regional leadership and cross-functional teams spanning sales, operations, marketing, finance, and support, enabling seamless coordination and more efficient on-ground execution. The expansion aligns with Cellecor's long-term vision of scaling its multi-

category portfolio, which includes televisions, home appliances, mobile accessories, and consumer electronics.

With rising demand across urban and semi-urban markets in South India, the new regional office is expected to play a critical role in driving revenue growth, improving operational efficiency, and strengthening Cellecor's brand presence across the region.

Cellecor Gadgets Ltd continues to invest in infrastructure, talent, and retail partnerships as part of its mission to deliver accessible, value-driven, and innovative technology solutions to consumers across India.

### **About Cellecor Gadgets Limited**

**Cellecor Gadgets Limited's** journey in the electronics device business, and selling products under its own brand, including Smart TVs, Smart Gadgets, Wearables, Mobile Phones, Home and Kitchen Appliances, and more, 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 the objective of providing 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 shall not be in any way responsible for any action taken based on such a statement.