



CELLECOR GADGETS LIMITED

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

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

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

Website: www.cellecor.com

Date: 17th April 2025

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: INE00MO01025

Subject: Investor Presentation & Earning update for the Year ended March 31, 2025

Dear Sir / Madam,

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 Corporate Presentation- Earning Updates FY 25."

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

You are requested to take note of the same.

Thanking You,

Yours Faithfully,

For Cellecor Gadgets Limited
(Formerly Known as Unitel Info Limited and Unitel Info Private Limited)

BINDU
GUPTA

Bindu Gupta
Chief Financial Officer



CELLECORT GADGETS LIMITED

CORPORATE PRESENTATION - EARNING UPDATES FY25

Cellecor Gadgets Limited is one of the India's fastest growing homegrown consumer durables and electronics brand committed to empowering everyday life through innovation, accessibility, and trust. Founded over a decade ago, Cellecor has evolved from a modest mobile and accessories brand into one of India's fastest-growing names in the consumer electronics space, offering a comprehensive portfolio of smart gadgets, electronics, appliances, audio devices, smartphones, laptops, and accessories.

Cellecor's journey began as a proprietary firm 13 years back and was later acquired by the Company. A significant milestone was achieved on September 28, 2023, with its listing on the NSE -Emerge (SME Platform) through an Initial Public Offering (IPO). This accomplishment highlights the company's steady growth and strong market presence. At its core, Cellecor is driven by the vision of making quality technology accessible to every Indian household.

Cellecor operates on a multi-channel business model that blends a strong offline distribution network with high-performing e-commerce and D2C channels, along with exclusive Cellecor stores. This model allows the company to maintain cost efficiency while staying agile in product rollouts and market responsiveness, ensuring wide accessibility and brand visibility.

The company leverages partnerships with leading manufacturing players to ensure quality, scalability, and alignment with the **'Make in India'** initiative.

Powered by a team of 400+ professionals and offering a catalog of 600+ SKUs, Cellecor is continuously innovating to bring advanced technology to Indian households.

Cellecor has been honored with several prestigious awards, including recognition for **Excellence in Consumer Durables & Electronics** by The Economic Times, **Best Consumer Durable & Electronics Brand of the Year 2024** (Gold Category) by The Business World, Fastest Growing Consumer Electronics Brand 2024 by The Times Group. These accolades underscore the company's commitment to innovation, product excellence, and customer satisfaction.



COMMITMENT TO 'MAKE IN INDIA' & LOCAL MANUFACTURING

At Cellecor Gadgets Limited, our commitment to the **'Make in India'** initiative is deeply rooted in our belief in building a self-reliant India. As a proudly homegrown brand, we actively align our operations with the Government of India's vision for **Atmanirbhar Bharat**, focusing on strengthening local manufacturing, generating employment, and reducing dependence on imports.

Cellecor has consistently invested in building and expanding its domestic manufacturing ecosystem. By ensuring that a significant portion of our products are assembled and produced within India, we not only maintain control over quality and efficiency but also contribute to the government's mission of making India a global manufacturing hub.

Through this approach, we design products that are better suited to Indian conditions - prioritizing durability, performance, and affordability for Indian consumers. Our localized manufacturing strategy enhances our responsiveness to market needs while supporting MSMEs, creating jobs, and developing regional supply chains.

As we scale across categories ranging from electronics, home appliances, smart gadgets to smart phones and laptops our commitment to supporting national initiatives like **'Make in India', Digital India**, and **Atmanirbhar Bharat** will only strengthen. Cellecor remains focused on being a brand that is **built in India, built for India**, and actively contributing to the country's economic and technological progress.



FOUNDERS

Vision, Expertise, and Strategic Leadership



RAVI AGARWAL

Visionary Leadership with a Consumer-First Approach

“ Building Strong Foundations, Preparing for the Spotlight – Cellecor is Set to Rewrite the Next Chapter. ”

Ravi Agarwal, Founder and Managing Director, Cellecor Gadgets Limited, brings a strong entrepreneurial vision and deep insight into Indian consumer behavior. With over a decade of experience in the electronics and retail domain, Ravi has been instrumental in shaping Cellecor’s brand philosophy: **innovation that’s accessible, reliable, and designed for India.**

His leadership has been pivotal in transforming Cellecor from a mobile and accessories brand into a diversified consumer electronics company. With a focus on building robust distribution networks, strengthening brand identity, and aligning with national initiatives like **‘Make in India’** and **Digital India**, Ravi continues to guide Cellecor’s long-term growth strategy with clarity and conviction.

Under his leadership, Cellecor achieved a major milestone with its listing on the NSE SME platform, reflecting his unwavering commitment to transparency, growth, and stakeholder value.



NIKHIL AGGARWAL

Operational Excellence and Strategic Growth

“A Quiet Journey, A Thunderous Future – Cellecor’s Brand is Ready to Shatter Expectations.”

Nikhil Aggarwal, Co-founder and Whole-Time Director of Cellecor Gadgets Limited, plays a key role in driving the company’s **operations, manufacturing, and business expansion initiatives**. His strength lies in translating vision into scalable execution ensuring the company remains agile, efficient, and consumer-focused in a rapidly evolving market.

With a sharp understanding of market dynamics and supply chain optimization, Nikhil has led the expansion of Cellecor’s product portfolio, streamlined manufacturing processes, and enabled the company’s asset-light model to thrive. His focus on quality control, vendor relationships, and cost-effective production has helped Cellecor deliver **value-driven technology to millions of Indian households**.

Nikhil’s commitment to operational excellence has been central to Cellecor’s ability to grow sustainably, maintain profitability, and respond swiftly to market trends making him a cornerstone of the company’s strategic leadership.

KEY FINANCIALS

FY25

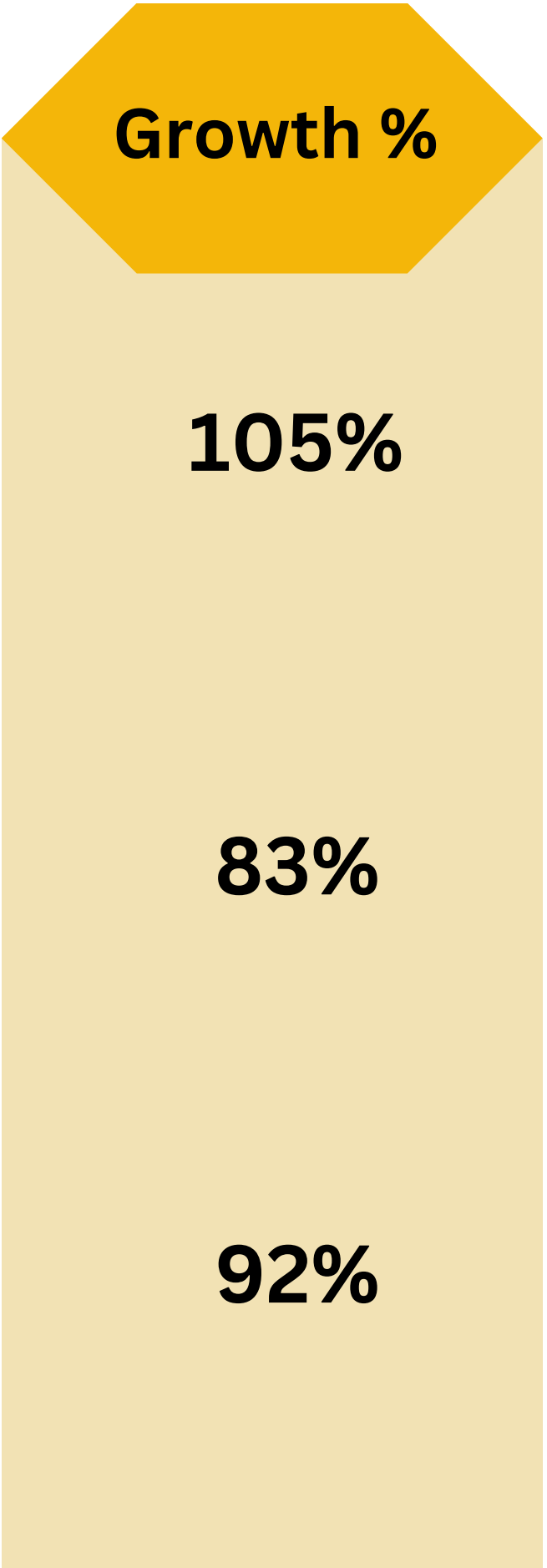
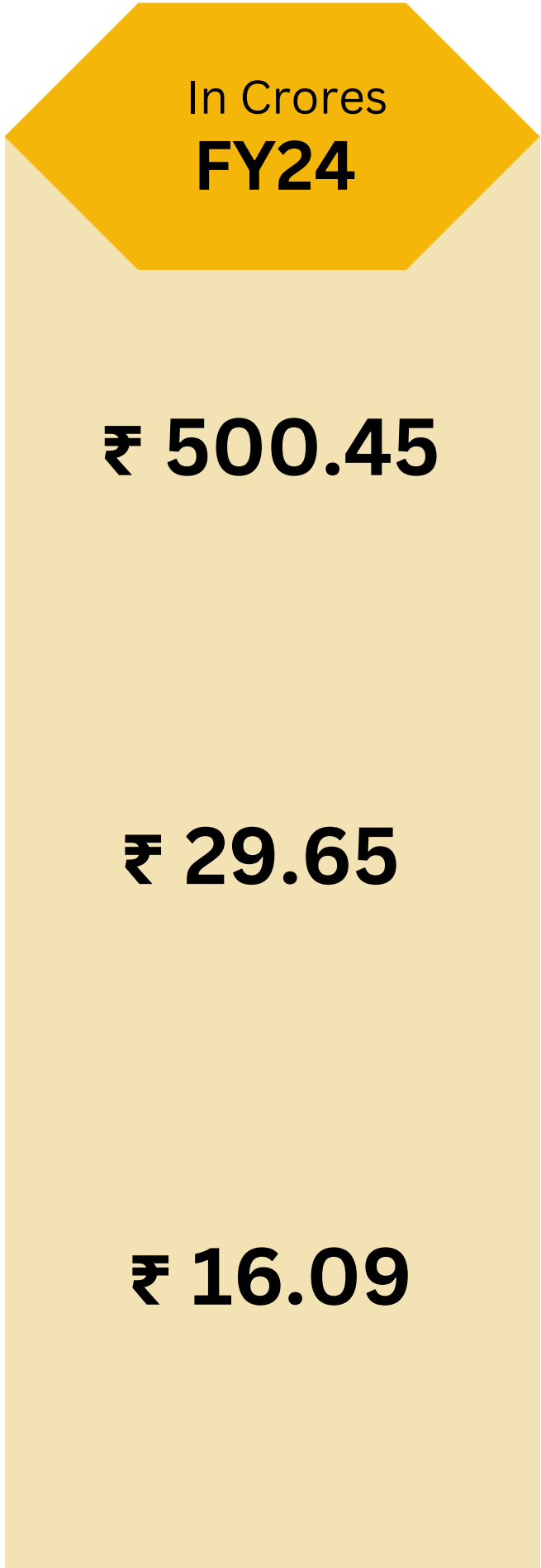


STELLAR FINANCIAL PERFORMANCE

NET Sales
(Excluding GST)

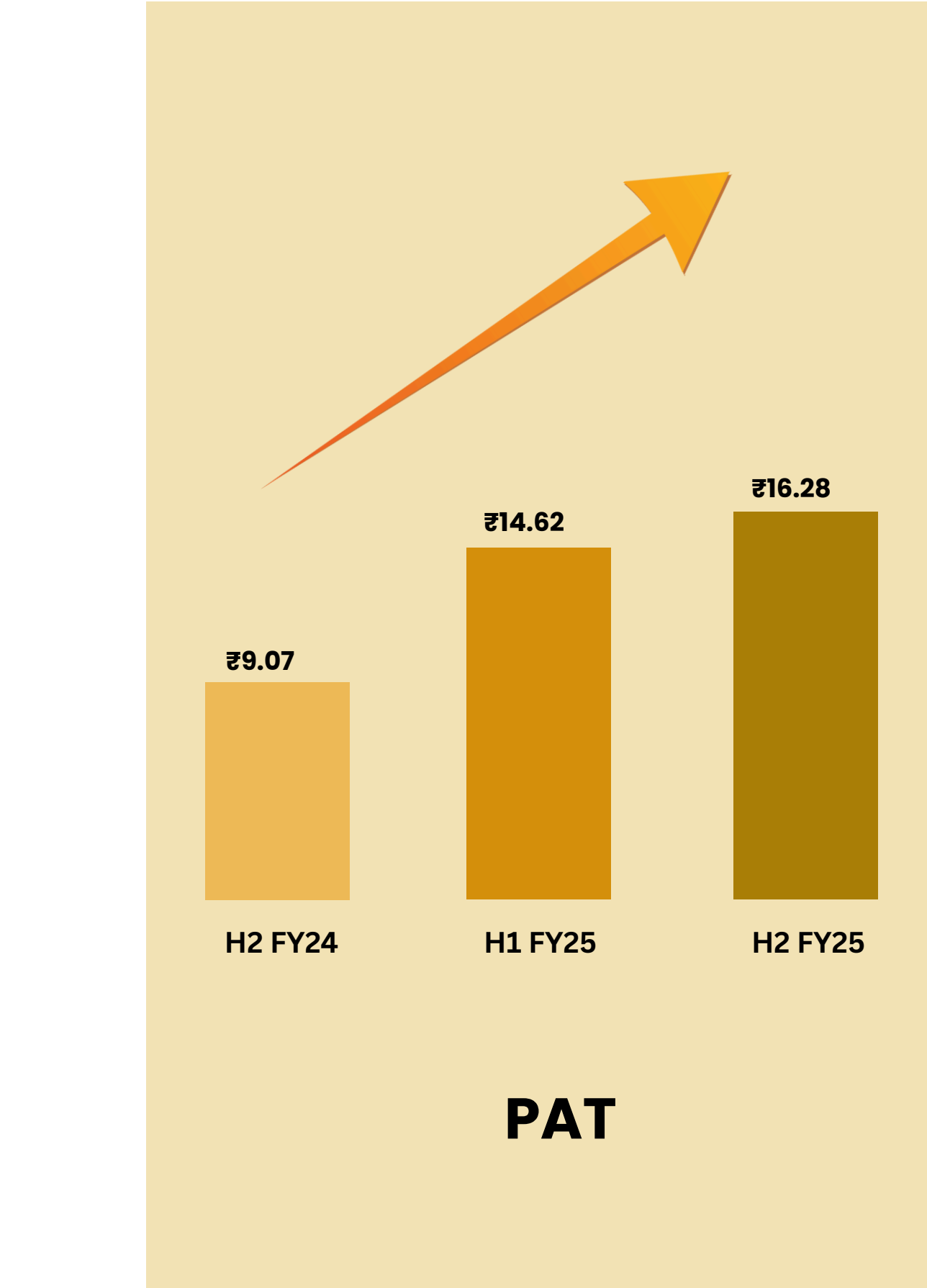
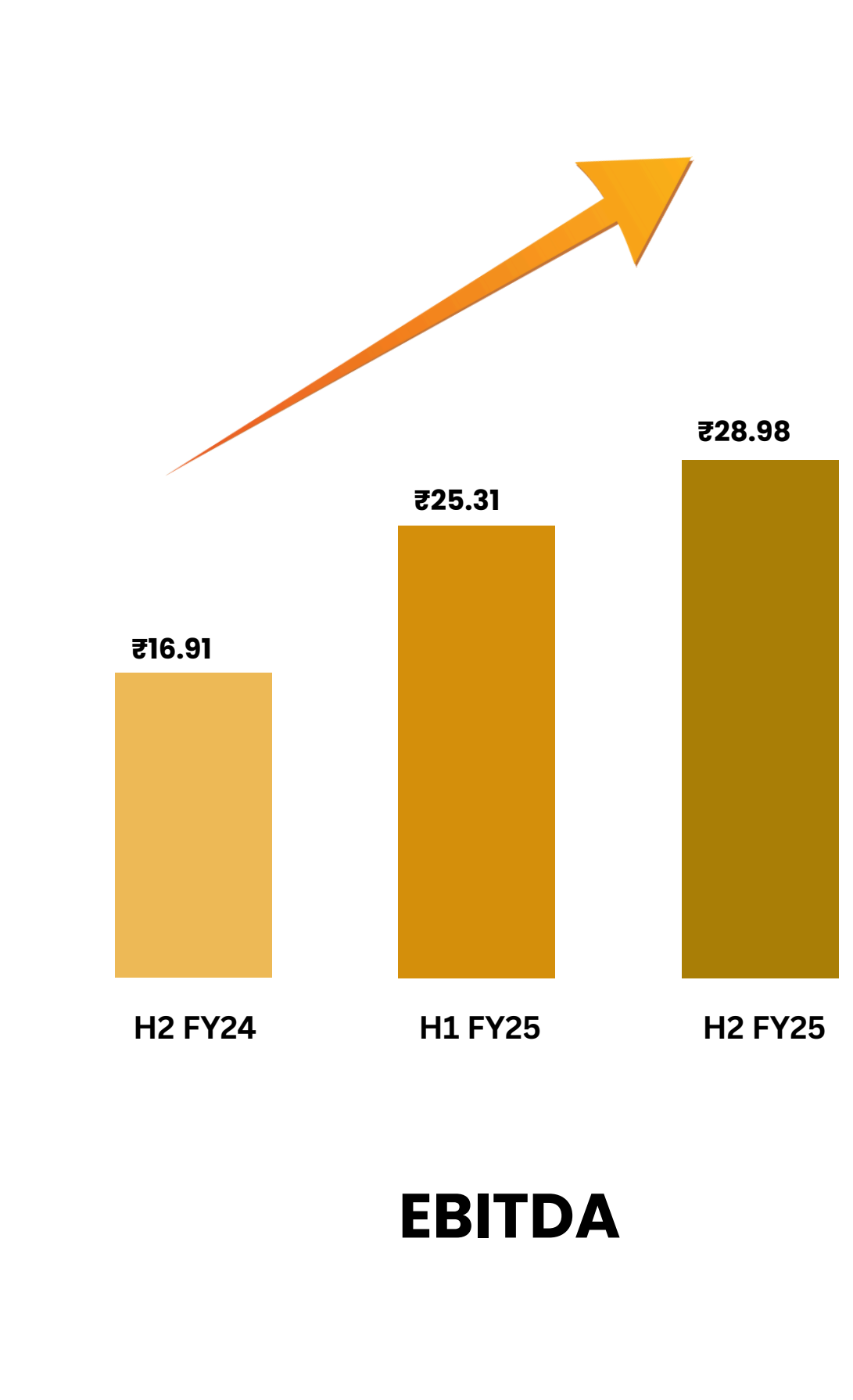
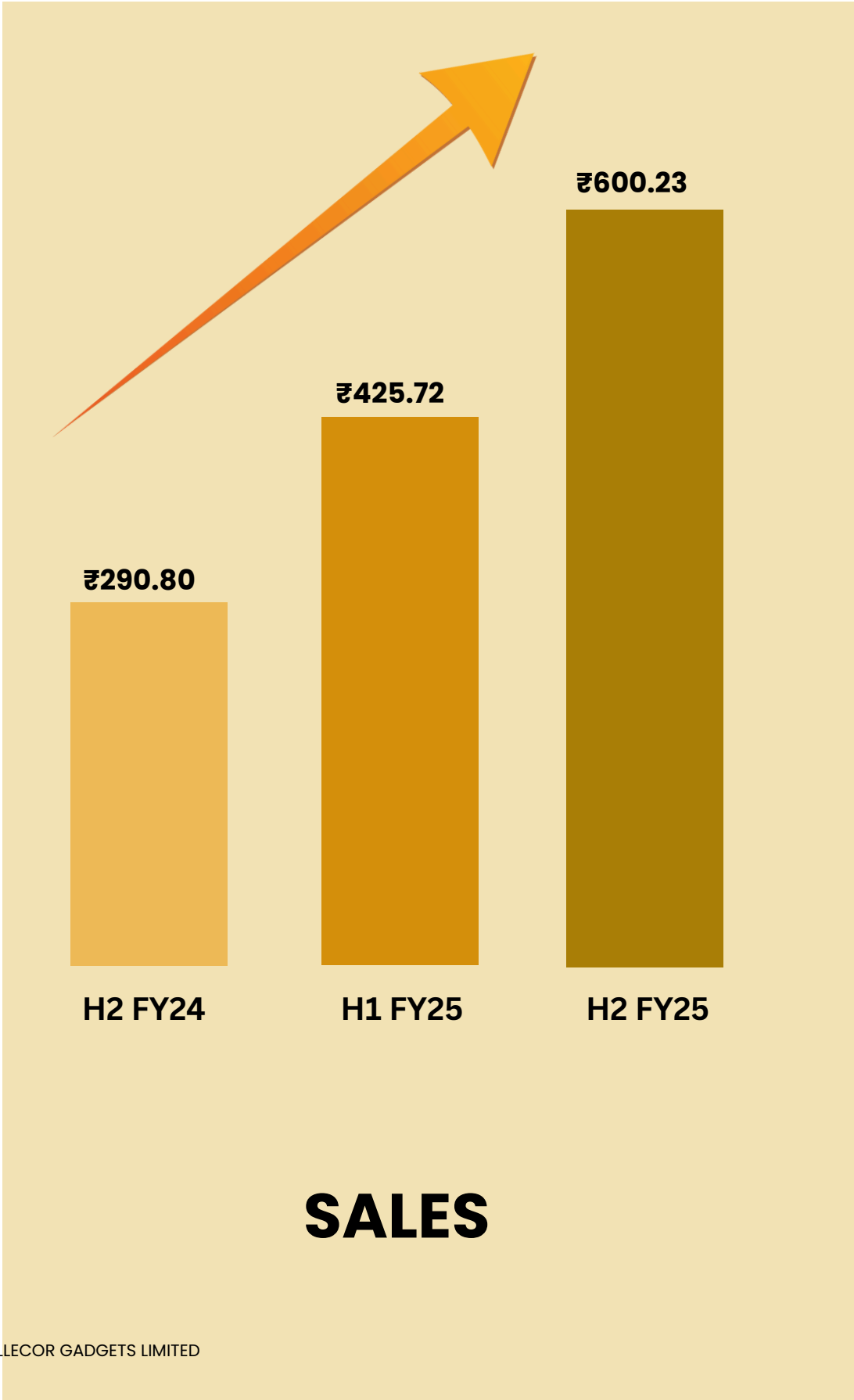
EBITDA
(Earning Before Interest, Tax,
Depreciation, Amortization)

PAT
(Net Profit After Tax)



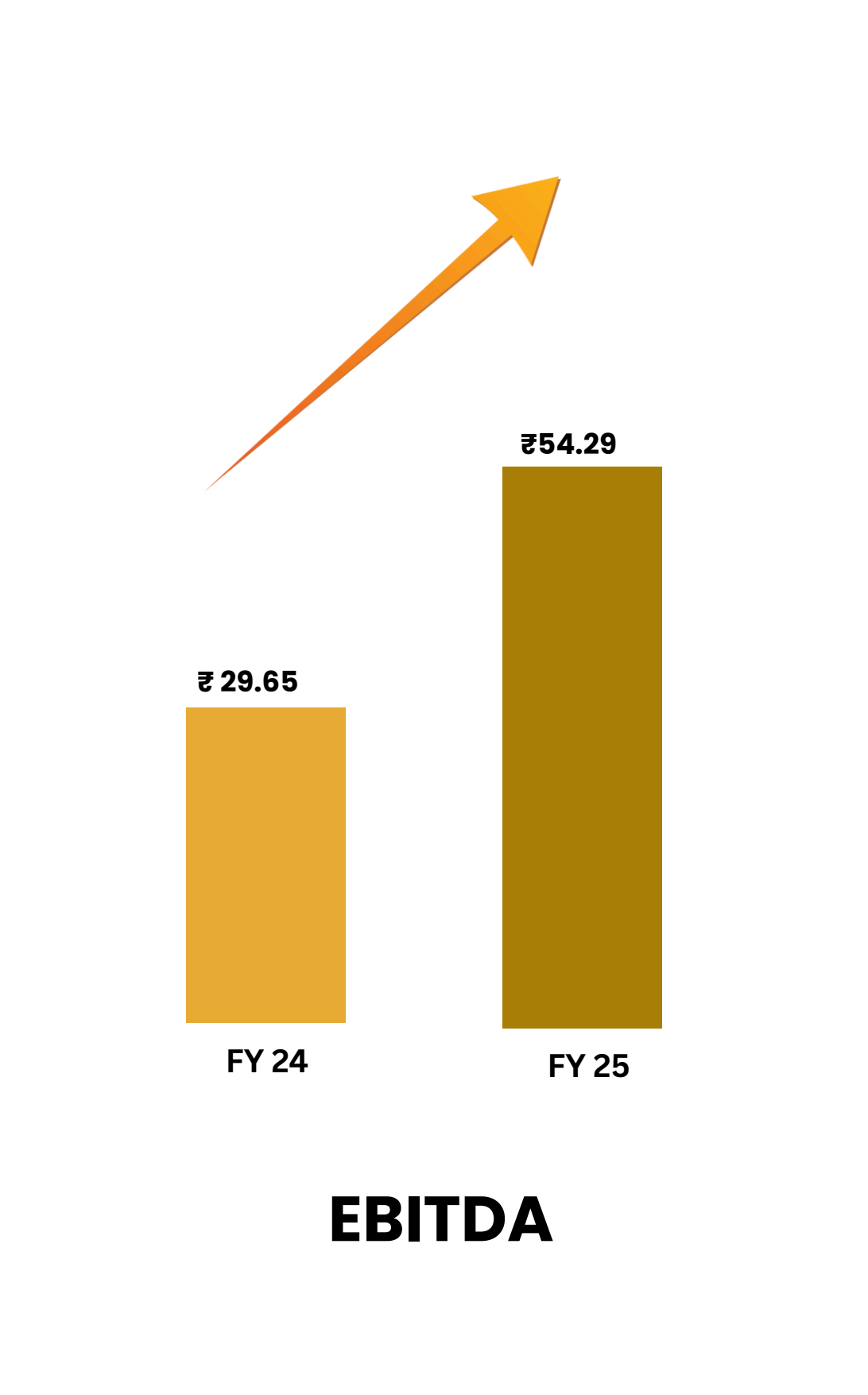
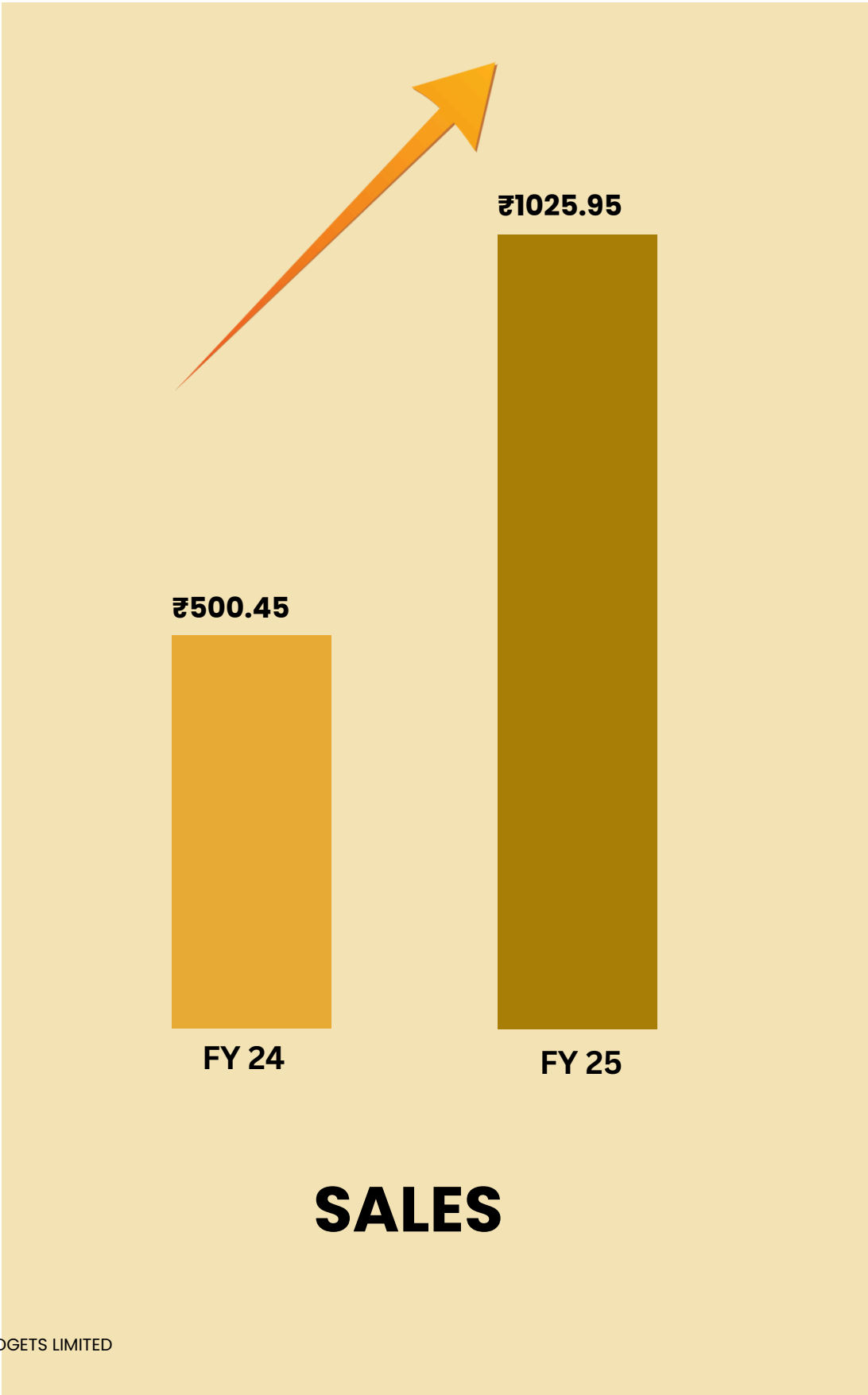
GROWING STRENGTH BY STRENGTH (HALF YEARLY)

(Amount in Crores)



GROWING STRENGTH BY STRENGTH (YEARLY)

(Amount in Crores)



PROFIT & LOSS (HALF YEARLY)

Particulars (in Crores)	H2 FY 25 (1)	H1 FY 25 (2)	% Change (1 Vs 2)	H2 FY 24 (3)	% Change (1 Vs 3)
Income from Operations	600.23	425.72	41%	290.80	106%
Other Income	0.03	0.00		0.01	
Total Income	600.26	425.72	41%	290.81	106%
Cost of Goods Sold	521.29	364.04	43%	239.00	118%
Gross Profit	78.97	61.68	28%	51.81	52%
Margin	13.2%	14.5%		17.8%	
Employee Benefit Expenses	11.14	9.07	23%	7.91	41%
Other Expenses	38.85	27.30	42%	26.99	44%
EBIDTA	28.98	25.31	15%	16.91	71%
Margin	4.8%	5.9%		5.8%	
Finance Costs	6.65	5.35	24%	4.46	49%
Depreciation and Amortization	0.57	0.29	103%	0.29	97%
Tax	5.48	5.05	8%	3.09	77%
PAT	16.28	14.62	11%	9.07	79%
Margin	2.7%	3.4%		3.1%	
EPS (Rs)	0.75	0.70		0.5	

PROFIT & LOSS (YEARLY)

Particulars (In Crores)	FY 25	FY 24	% Change
Income From Operations	1,025.95	500.45	105%
Other Income	0.03	0.07	
Total Income	1,025.98	500.52	105%
Cost of Goods Sold	885.33	415.83	113%
Gross Profit	140.65	84.69	66%
Margin	13.7%	16.9%	
Employee Benefit Expenses	20.21	14.50	39%
Other Expenses	66.15	40.54	63%
EBITDA	54.29	29.65	83%
Margin	5.3%	5.9%	
Finance Costs	12.00	7.40	62%
Depreciation and Amortization	0.86	0.54	58%
Tax	10.53	5.62	87%
PAT	30.90	16.09	92%
Margin	3.0%	3.2%	
EPS (Rs)	1.45	0.89	

BALANCE SHEET

Assets (In Crores)	FY 25	FY 24
(a) Inventories	209.91	92.10
(b) Trade Receivables	40.91	18.90
(c) Cash and Cash Equivalents	21.76	4.45
(d) Short-Term Loans and Advances	29.78	64.75
(e) Other Current Assets	13.32	3.49
(f) Property Plant And Equipment	18.68	1.24
(g) Other Assets	1.13	0.92
Total Assets	335.49	185.85

Equity & Liabilities (In Crores)	FY 25	FY 24
(a) Trade Payables	42.03	14.64
(b) Other Current Liabilities	15.17	4.56
(c) Debt	120.89	74.74
(d) Other Liabilities	1.39	1.97
Total Liabilities	179.48	95.91
(e) Shareholder's Fund	156.01	89.94
Total Equity and Liabilities	335.49	185.85

KEY RATIOS



REVENUE

₹ 1,025.95

(105% YOY* Increase)



EBITDA

₹ 54.29

(83% YOY Increase)



NET PROFIT

₹ 30.90

(92% YOY Increase)



CASH PROFIT

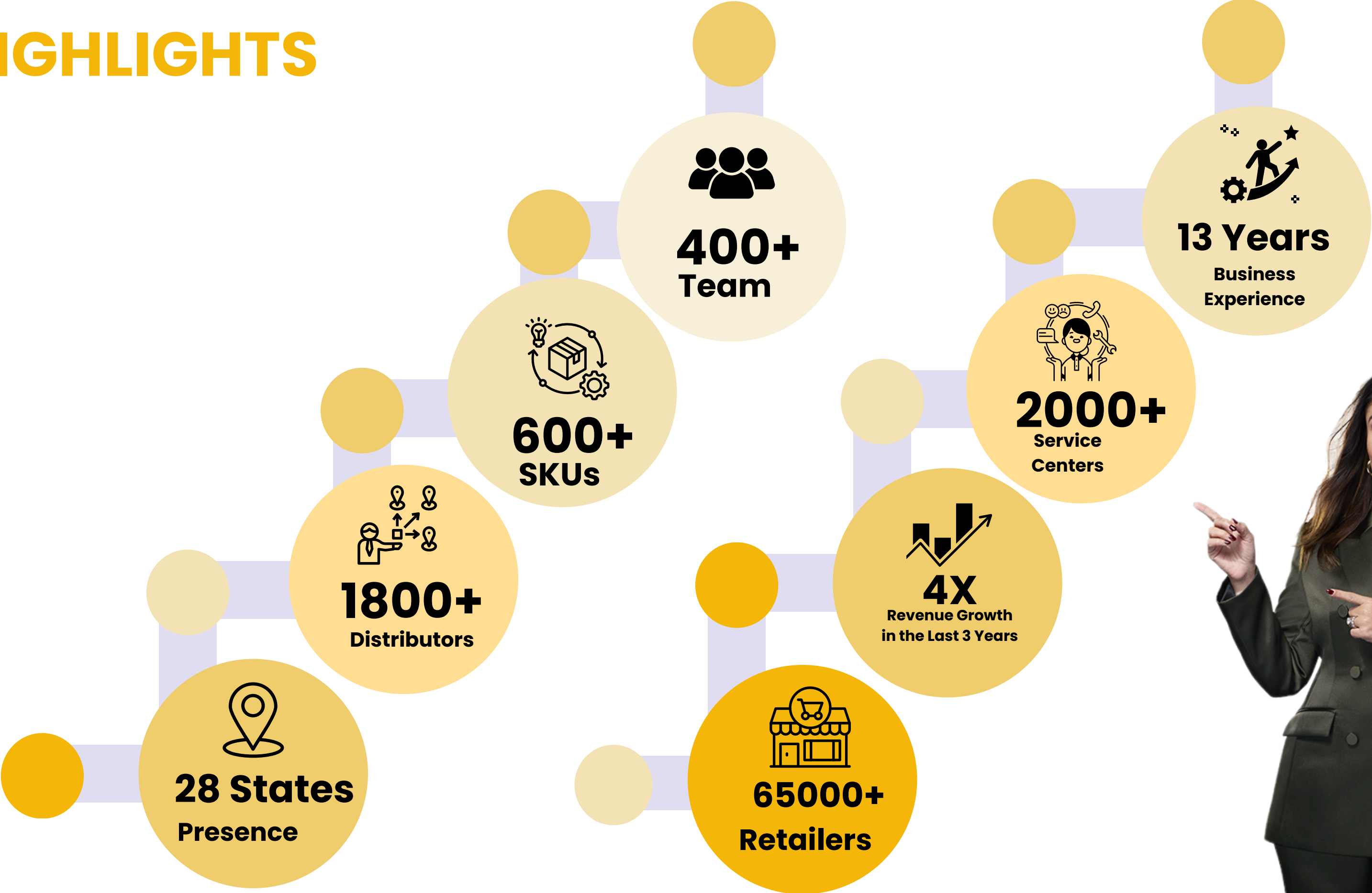
₹ 31.57

(91% YOY Increase)

CASH FLOW STATEMENT

Particulars (in Crores)	FY 25	FY 24
EBITDA	54.29	29.65
Change in Receivables	(22.01)	(11.75)
Change in Inventory	(117.81)	(40.66)
Change in Other Non-Current Assets	0.07	(0.66)
Change in Other Working Capital	62.76	(70.60)
Tax	(10.92)	(7.69)
Operating Cash Flow	(33.62)	(101.71)
Capex	(18.30)	(0.54)
Investments	(0.10)	0.00
Interest	(12.00)	(7.40)
Free Cash Flow	(64.02)	(109.65)
Capital Increase	32.16	60.03
Borrowings & Others	49.17	53.91
Net Change in Cash Flow	17.31	4.29
Net Cash in Beginning	4.45	0.16
Net Cash at End of Period	21.76	4.45

KEY HIGHLIGHTS



OUR PRODUCTS

Cellecor offers a comprehensive range of products designed to meet the evolving lifestyle and technology needs of Indian consumers. Our current product portfolio spans across multiple high-demand categories.

Consumer Electronics

Home & Kitchen Appliances

Smart Gadgets

Mobiles

IT & Mobile Accessories



NEW CATEGORIES LAUNCH

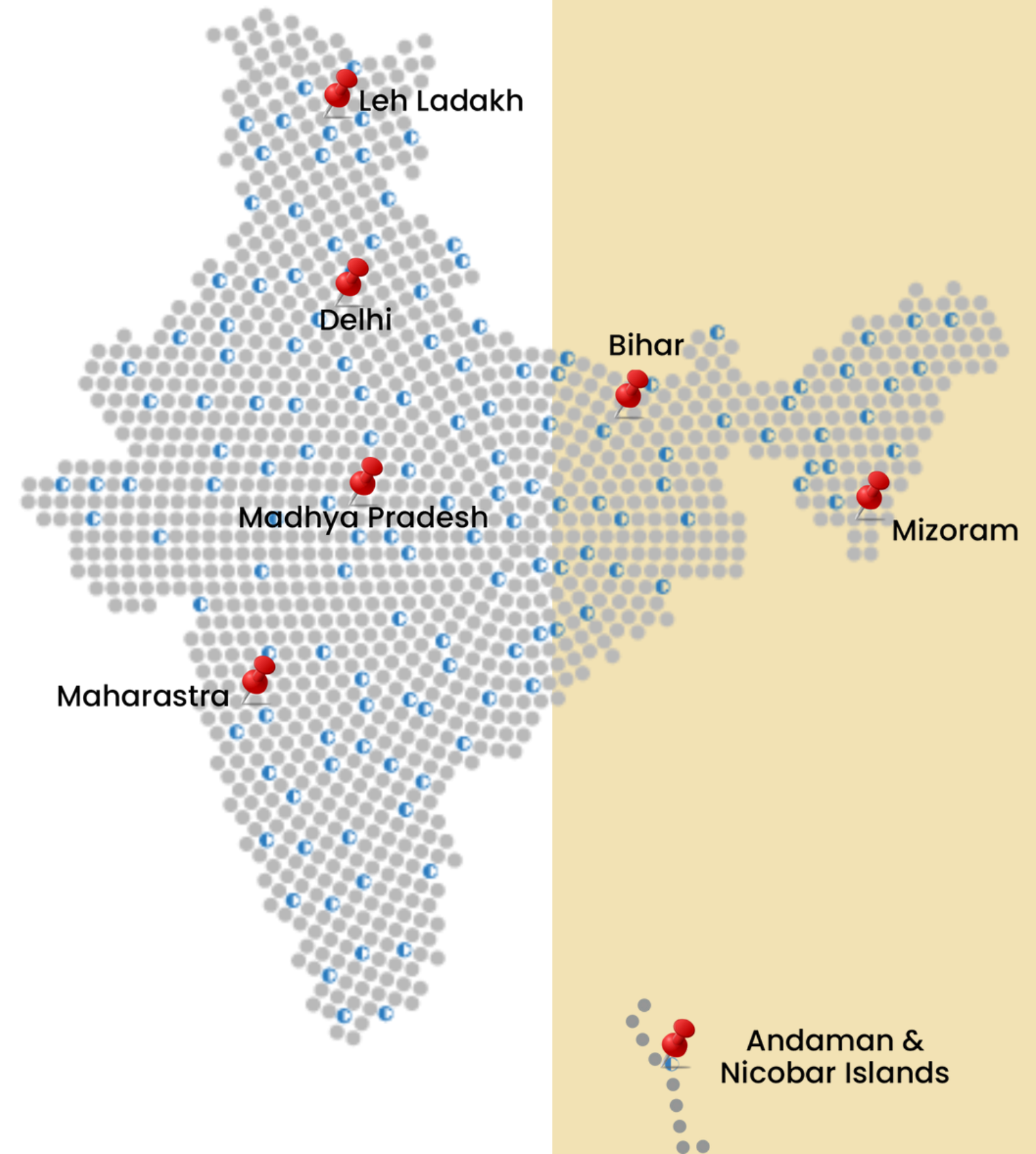
As part of its growth strategy and vision to become a complete consumer electronics brand, Cellecor has forayed into new high-demand categories including **Air Conditioners, Coolers, Geysers, Refrigerators, Heaters, Smartphones, and Laptops.**

These additions reinforce Cellecor's commitment to delivering smart, functional, and affordable technology tailored to Indian households—positioning the brand as a one-stop solution for modern living.



OUR PRESENCE ACROSS STATES & TERRITORIES

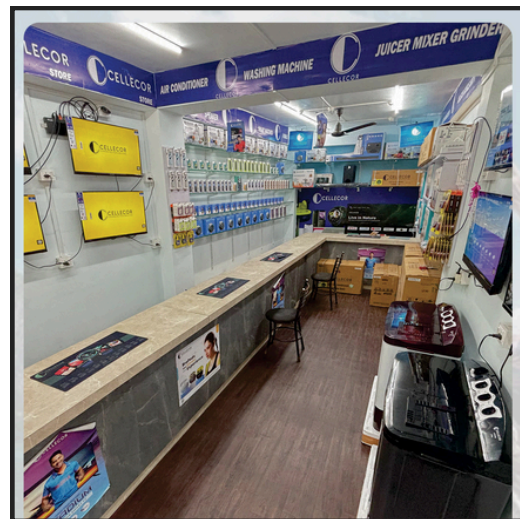
Cellecor has established a strong nationwide footprint with a presence across **28 states** and **2 Union Territories**, backed by a growing network of **1,800+ distributors** and **65,000+ retail points**. This extensive reach enables the brand to cater to diverse markets, ensuring last-mile connectivity and widespread availability of its products across urban and rural India.



Our Exclusive Stores-A Direct Brand Experience

Cellecor has expanded its offline presence with the launch of **7 exclusive brand stores across key locations in India, including Delhi, Bhopal, Mizoram, Leh Ladakh, Andaman and Nicobar Islands, Sasaram (Bihar), and Nanded (Maharashtra)**. These stores are designed to provide a complete and immersive brand experience, showcasing the entire Cellecor product range in a dedicated retail environment.

Each outlet serves as a strategic brand touchpoint, offering customers hands-on interaction, personalized assistance, and early access to new product launches—strengthening Cellecor’s commitment to deeper consumer engagement and a robust nationwide retail presence.



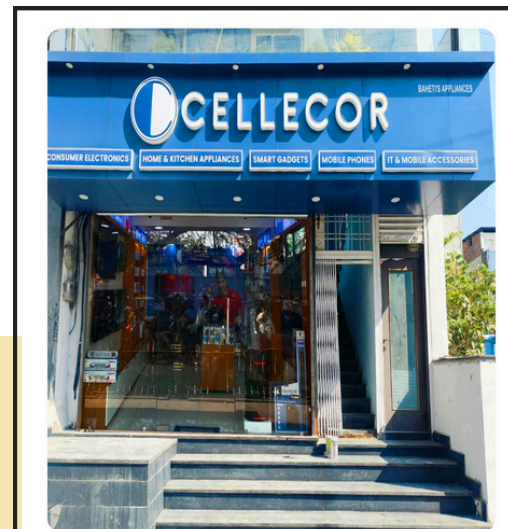
Andaman & Nicobar



Sasaram



Bhopal



Nanded



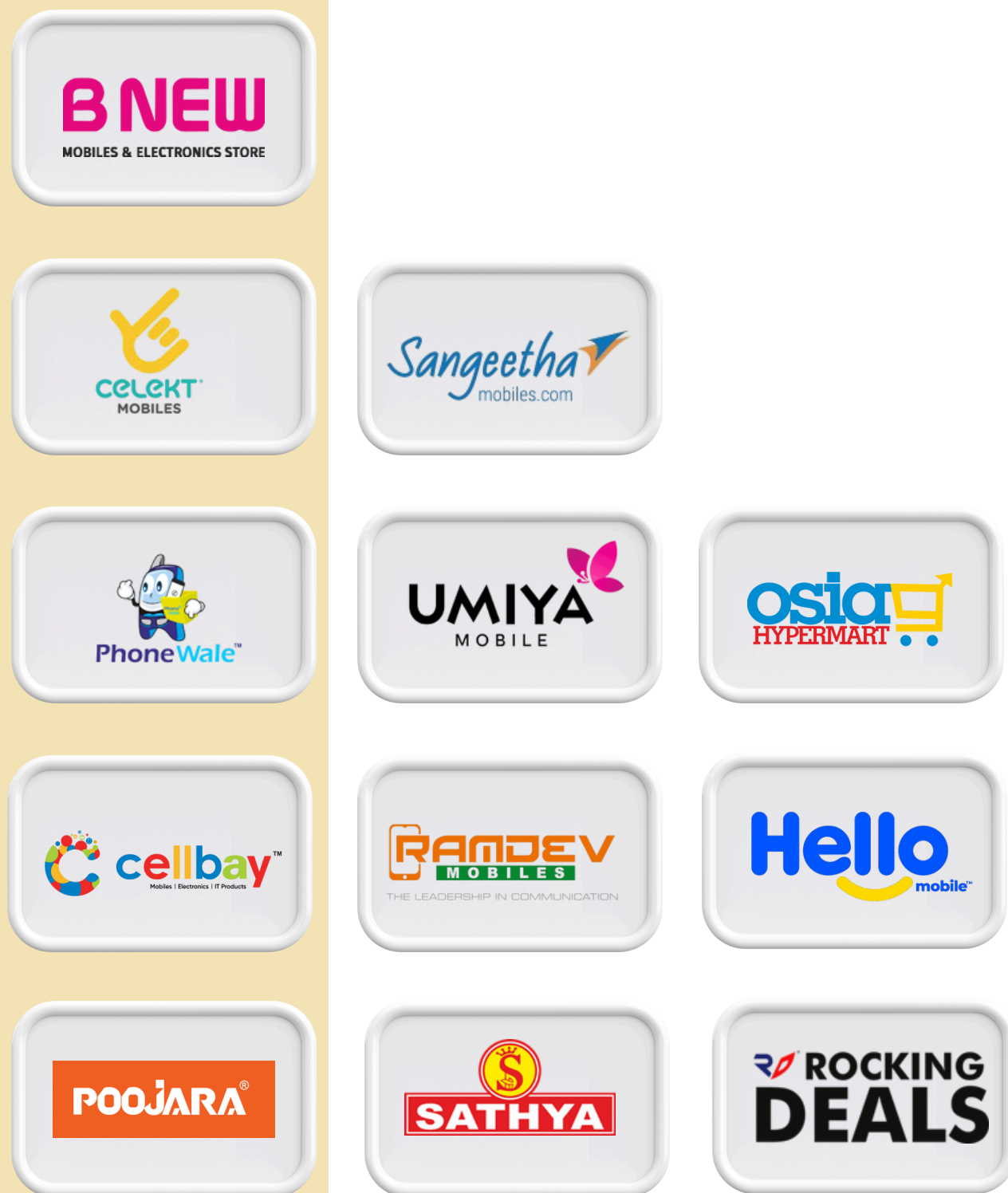
Delhi



Leh-Ladakh



Mizoram



SCALING THROUGH ORGANIZED RETAIL NETWORKS

Cellecor continues to expand its footprint across the organized retail sector through partnerships with leading regional chains such as **Sathya Mobiles**, **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.**, **B New Mobiles**, **Celekt**, **Rocking Deals**.

These alliances have enhanced the brand's in-store visibility and customer engagement, strengthening its presence across key retail markets through localized promotions and assisted sales support.



ACCELERATING GROWTH THROUGH E-COMMERCE & DIGITAL

Cellecor has witnessed strong growth across its e-commerce and digital sales channels, driven by rising online demand and a strategic presence on leading platforms. Today, Cellecor products are available on **Flipkart, Amazon, Myntra, Ajo, JioMart, Cred, eBay, Pop Club, Zepto, Flipkart Minutes, Park+, ONDC, Solv, and GlowRoad**—ensuring broad accessibility to customers across the country.

This widespread digital presence has strengthened Cellecor's reach, enhanced customer convenience, and reinforced its position as a dynamic player in India's rapidly growing online retail landscape.



PG ELECTROPLAST LIMITED



It's Forever



MAXIMIZE MANUFACTURING



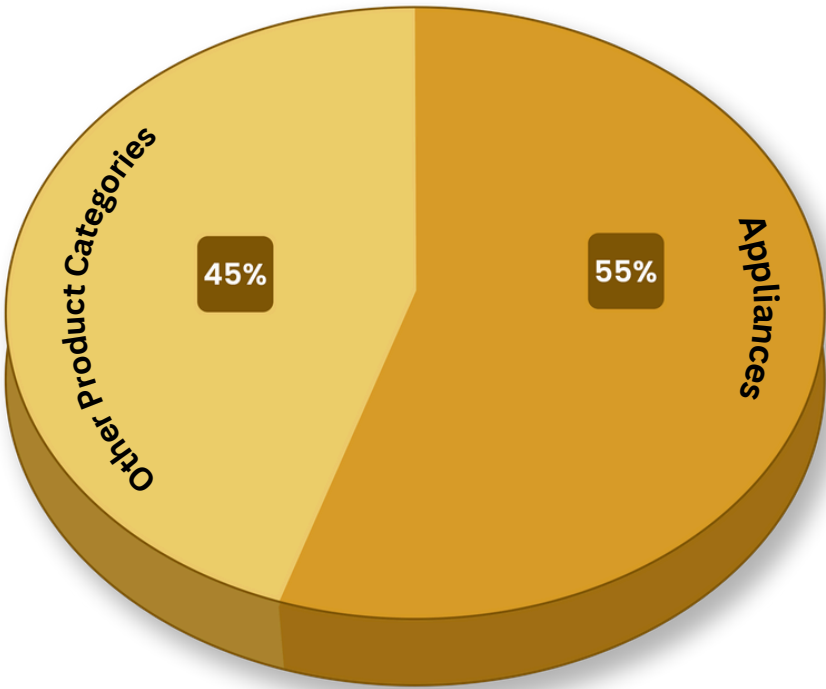
EMPOWERING 'MAKE IN INDIA' THROUGH MANUFACTURING SYNERGIES

Cellecor has built a strong manufacturing ecosystem through partnerships with some of India's leading OEMs, including **PG Electroplast Ltd., Empire Appliances, Noble Moulders, Onkar Engine and Generator (Omega), EPack Durable Ltd., Dixon Technologies, Winsharp Electronics Private Limited, Ekkaa**. These partnerships empower Cellecor to maintain high-quality standards, optimize production efficiency, and scale operations quickly aligned with its asset-light and cost-efficient business model.

By leveraging the capabilities of its manufacturing partners, Cellecor ensures reliable output while supporting the '**Make in India**' initiative, contributing to domestic value creation and employment generation.

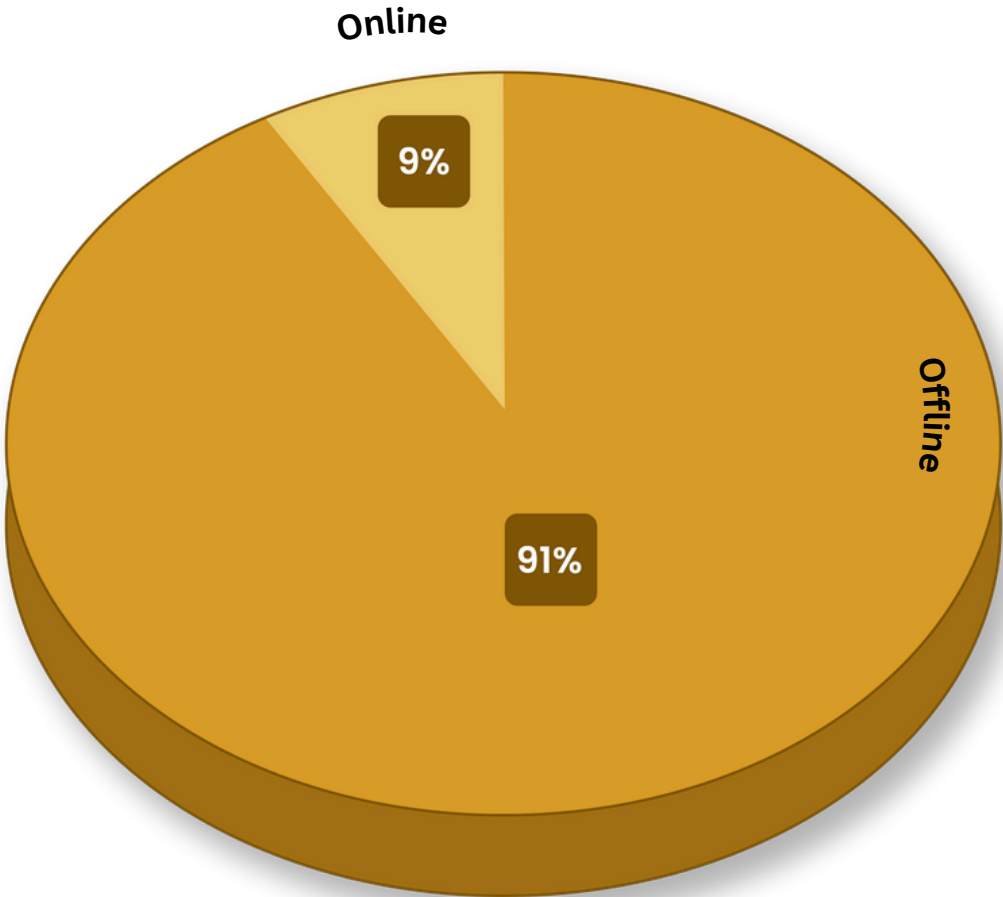
SALES CONTRIBUTION BY PRODUCT CATEGORY

Appliances contribute **55%** of Cellecor's total sales, reflecting the strong demand and growth in this segment. Meanwhile, the remaining **45%** comes from **other product categories**, showcasing a diversified portfolio that supports the company's overall revenue and market presence. This balance highlights the strength of both core and emerging categories in driving business growth.



SALES BREAKDOWN BY CHANNEL

Offline sales contribute **91%** of Cellecor's total revenue, demonstrating the strength of our retail presence and customer engagement in physical stores. In contrast, **online** sales account for **9%**, highlighting the growing yet complementary role of digital channels in our overall sales strategy. This distribution underscores the importance of maintaining a strong offline presence while continuing to explore digital growth opportunities.

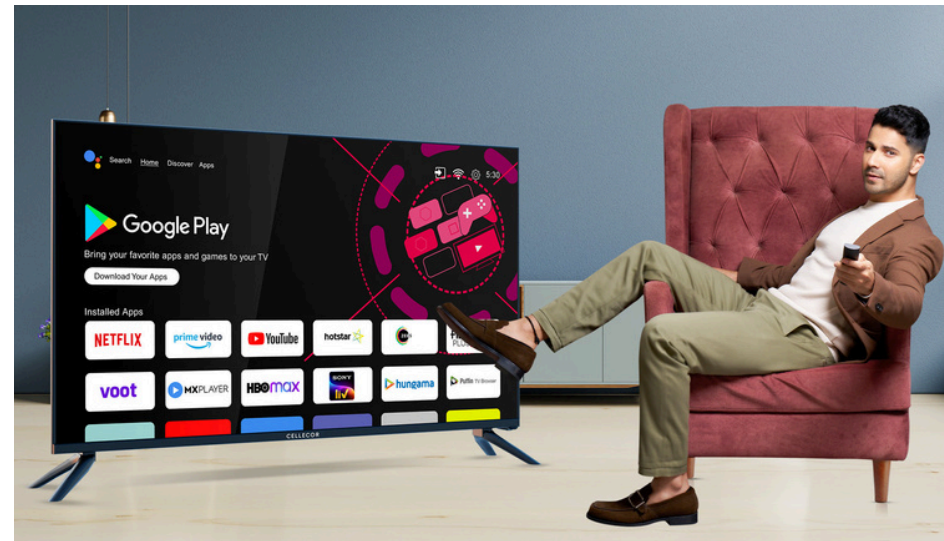


OUR BRAND AMBASSADORS

Cellecor's brand ambassadors embody the values of **innovation, trust, and everyday relatability** perfectly aligning with our mission to bring smart technology into every Indian household.

Together, our ambassadors bring powerful visibility and cultural relevance to Cellecor, helping us build a stronger emotional connection with consumers across the country.

VARUN DHAWAN



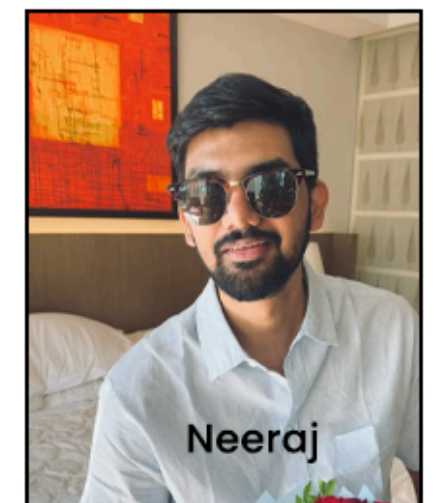
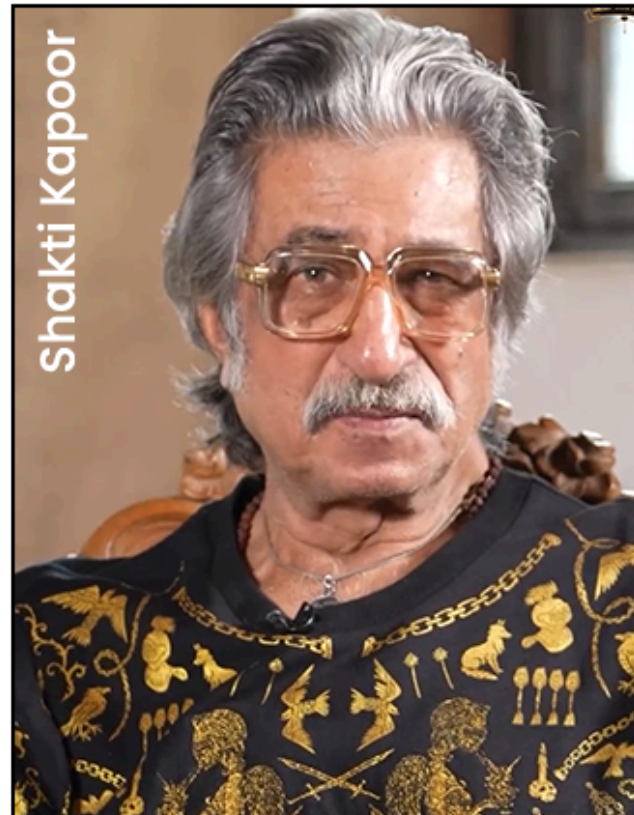
TAMANNAAH BHATIA



KAREENA KAPOOR KHAN

DRIVING BRAND AWARENESS & BUILDING CONSUMER CONNECTION

Influencers and Celebrities



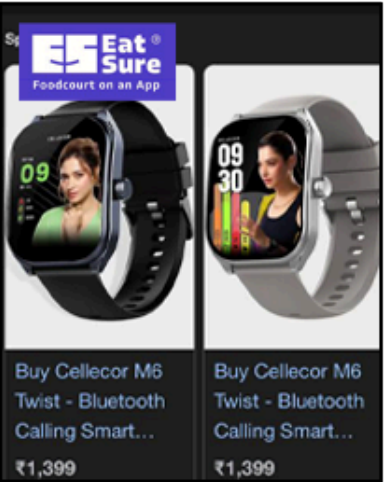
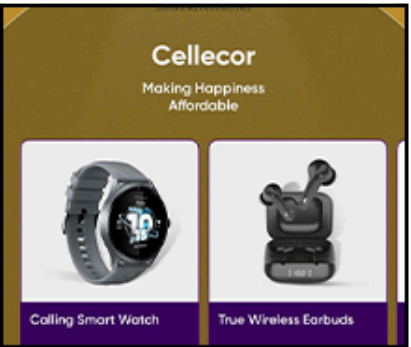
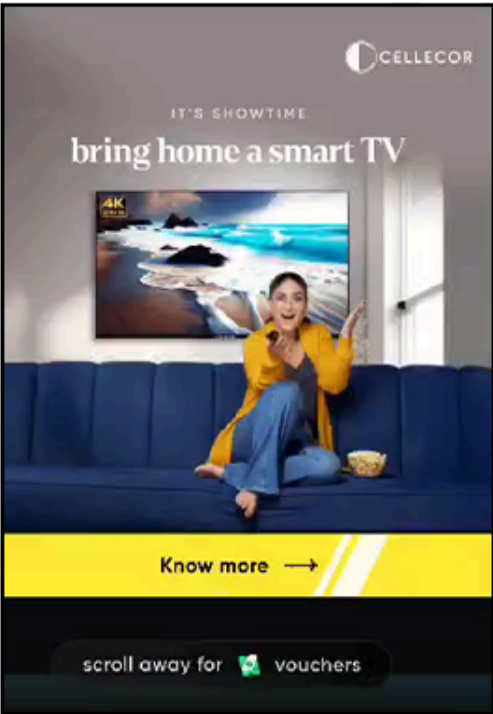
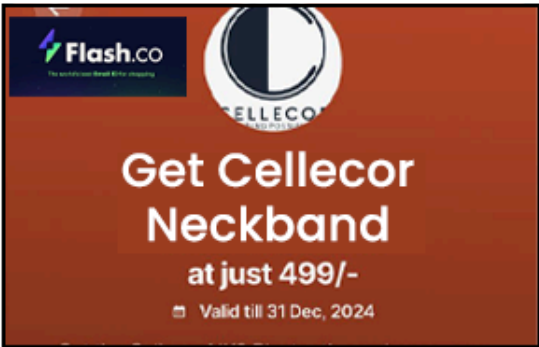
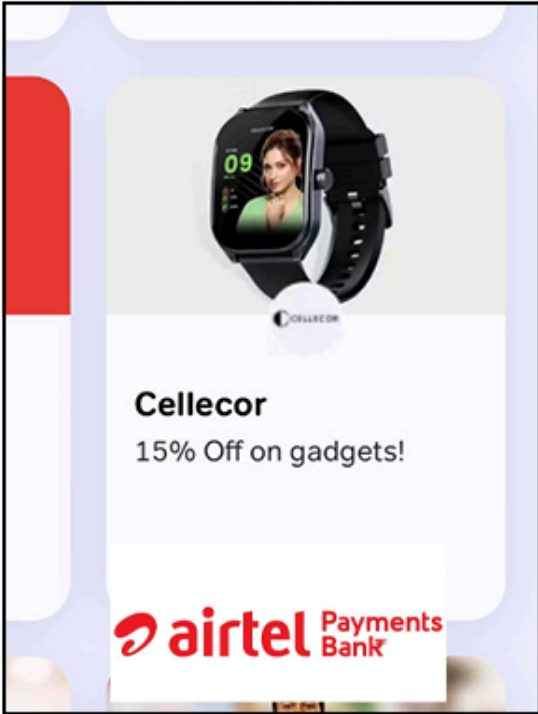
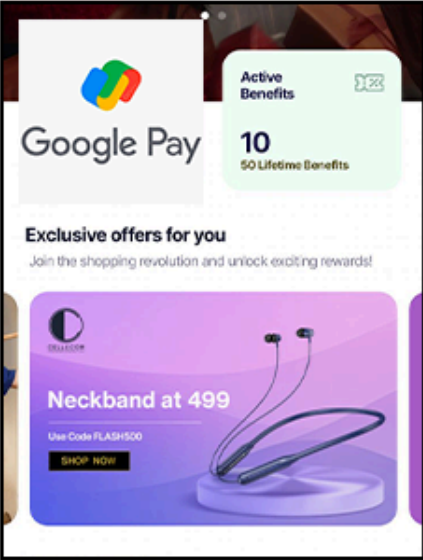
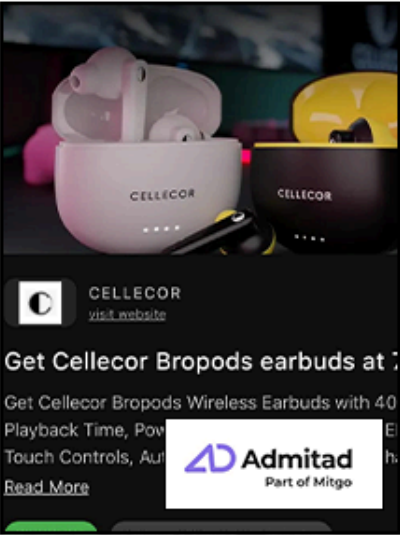
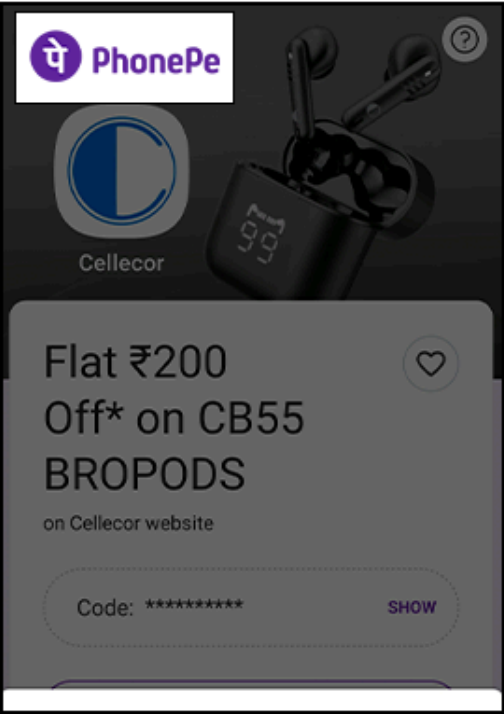
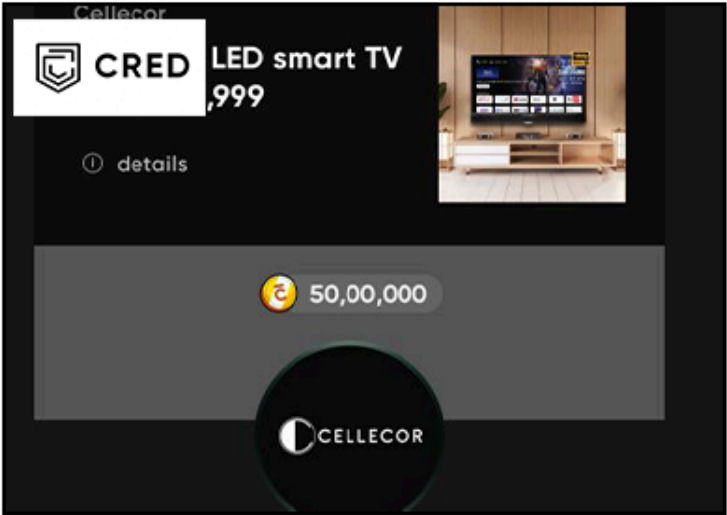
EXPANDING ON-GROUND BRAND VISIBILITY

Offline Activity



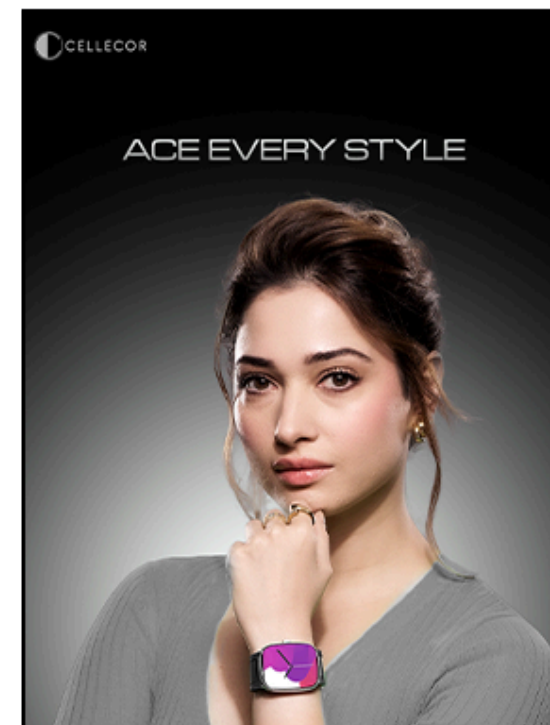
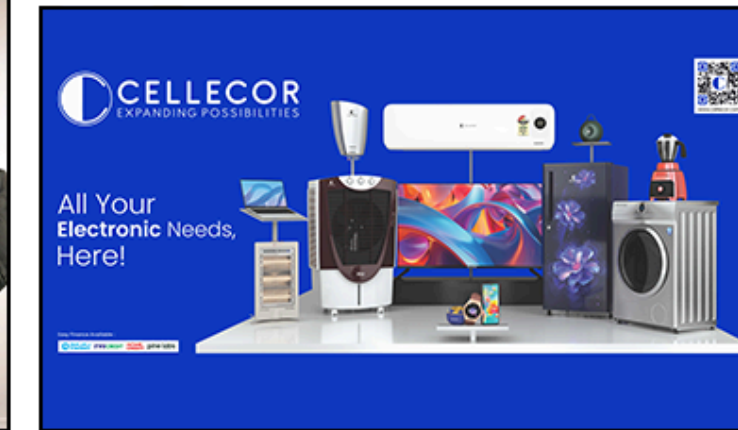
STRENGTHENING DIGITAL PRESENCE ACROSS PLATFORMS

Online Activity

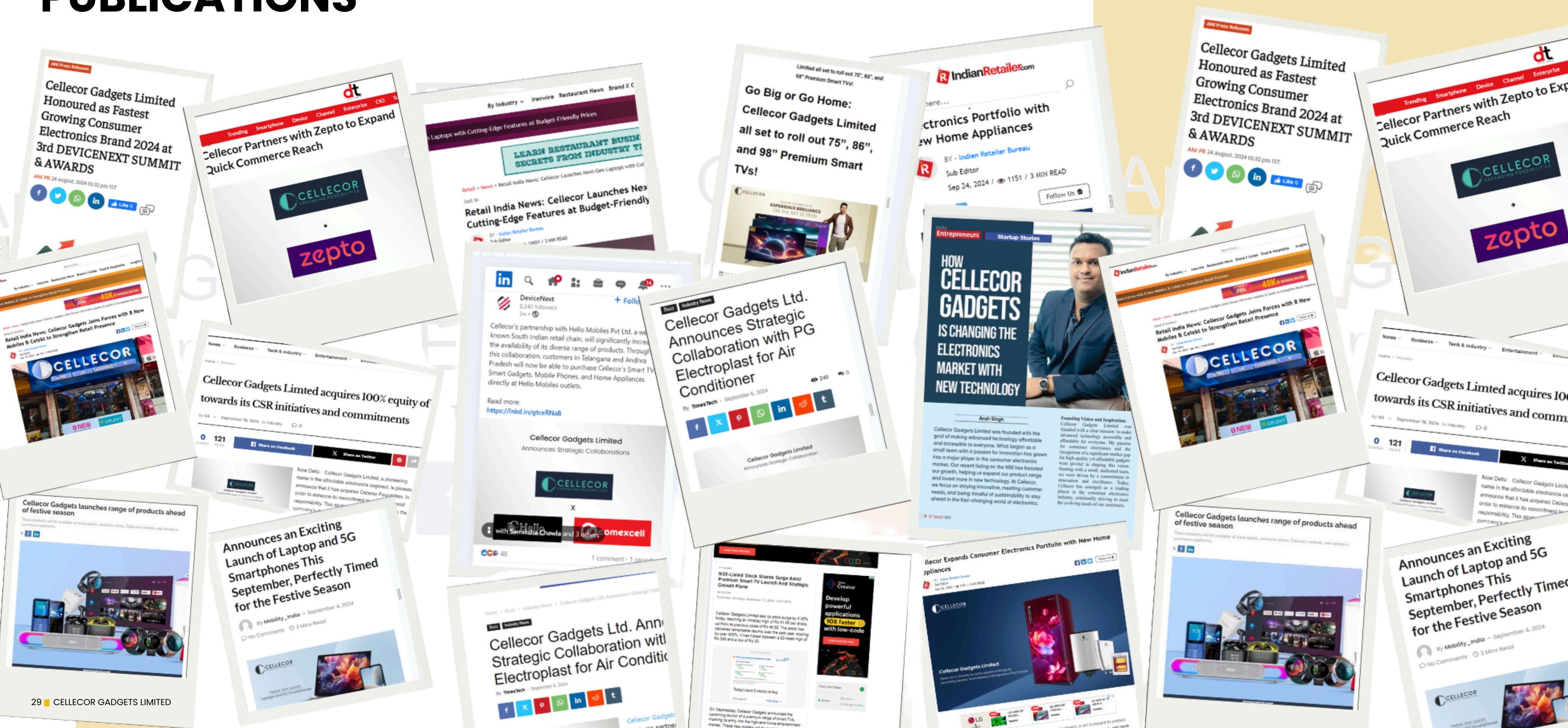


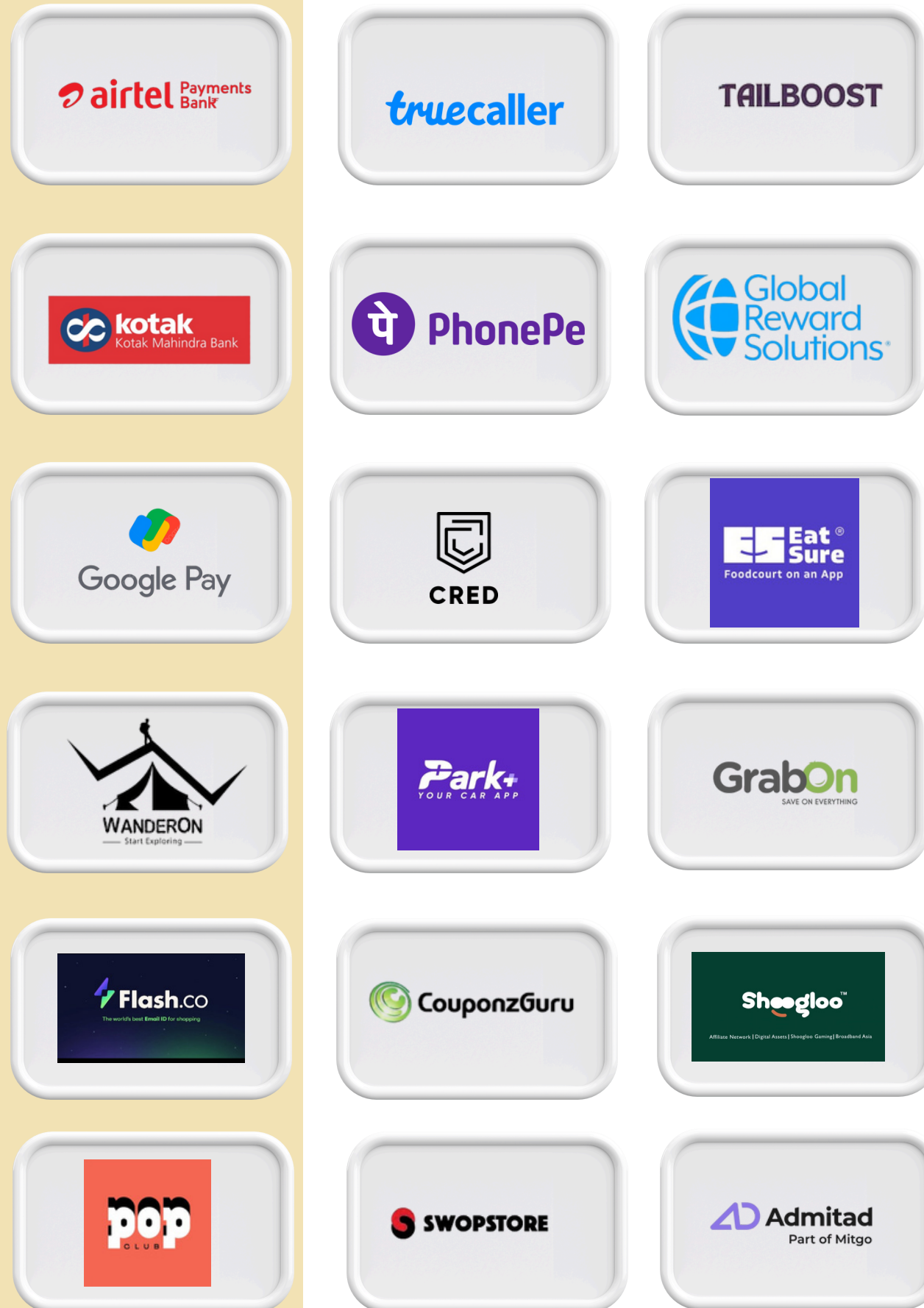
STRENGTHENING SOCIAL MEDIA PRESENCE

Social Activity



BRAND PRESENCE IN LEADING PUBLICATIONS





STRATEGIC ALLIANCES & PARTNERSHIPS

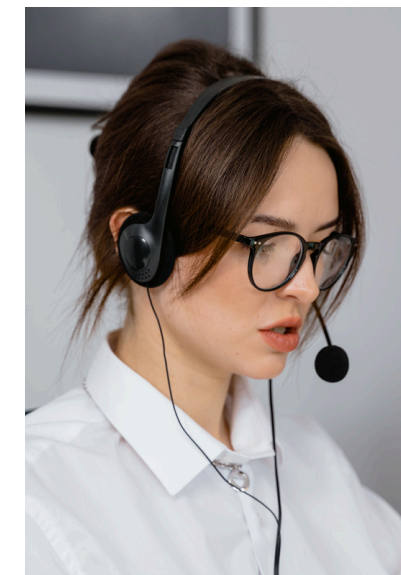
Cellecor has built a strong network of strategic alliances across fintech, lifestyle, rewards, and digital platforms to expand brand reach and customer engagement. Key partnerships include **Airtel Payments Bank, Kotak Mahindra Bank, PhonePe, Google Pay, CRED, EatSure, Wanderon, Park+, GrabOn, Flash.co, and Tailboost**, among others.

Collaborations with platforms like **Shoogloo, Pop, Swopstore, CouponzGuru, Admitad (Mitgo), Global Reward Solutions, and Truecaller** further support affiliate marketing, rewards programs, and digital visibility—enhancing Cellecor’s positioning in India’s connected consumer ecosystem.

NEW REVENUE STREAMS & BUSINESS DIVERSIFICATION

As part of its long-term growth strategy, Cellecor has actively diversified its business model by tapping into new revenue streams beyond traditional retail. A key focus area is the expansion into **B2B and corporate sales**, where the company is serving **bulk orders from enterprises, institutions, and channel partners**.

This strategic move into the institutional segment unlocks high-volume opportunities while enhancing Cellecor's brand presence across key industries such as **FMCG, Manufacturing, Automobiles, Pharma, BPO & KPO, Corporate Gifting, IT, and the Government sector**—contributing to long-term revenue stability and deeper market penetration.



POWERING GROWTH THROUGH SUPPLY CHAIN EXCELLENCE

Cellecor has established a robust and agile supply chain network to support its rapid expansion and ensure timely product delivery across India. The company has formed strategic tie-ups with leading logistics providers including **DTDC**, **TCI Express**, **Om Logistics Ltd.**, **Express Roadways Pvt. Ltd.**, **One Point Supply Chain Solution**, **Safe Express Pvt. Ltd.**, and **V Trans Limited**.

These partnerships enable efficient nationwide distribution, optimize last-mile delivery, and support seamless inventory movement across warehouses, distributors, and retail points. By continuously upgrading its logistics ecosystem and backend operations, Cellecor ensures high service reliability, faster turnaround times, and consistent product availability—strengthening its commitment to operational excellence and customer satisfaction.



OPERATIONAL EXCELLENCE

Operational excellence is a core pillar of Cellecor's growth strategy, focused on driving efficiency, optimizing costs, and enhancing the customer experience. Continuous improvements in backend operations, supported by technology and infrastructure upgrades, have strengthened agility and scalability across the organization.



Inventory Management, Supply Chain Optimization

With the integration of platforms like Unicommerce, Cellecor has enabled real-time inventory visibility and predictive demand planning effectively reducing stockouts and excess inventory. The supply chain is further streamlined through automated shipment tracking and route optimization, improving delivery speed and reducing transportation costs across the distribution network.



Warehouse Expansion & Automation

To meet growing business volumes, Cellecor has expanded its warehouse footprint from 8 to 11 locations, enhancing regional coverage and enabling faster delivery. Additionally, a new facility has been added to the mother warehouse to support future scalability. These expansions, combined with automation efforts, ensure efficient order fulfillment and cost-effective distribution across India.

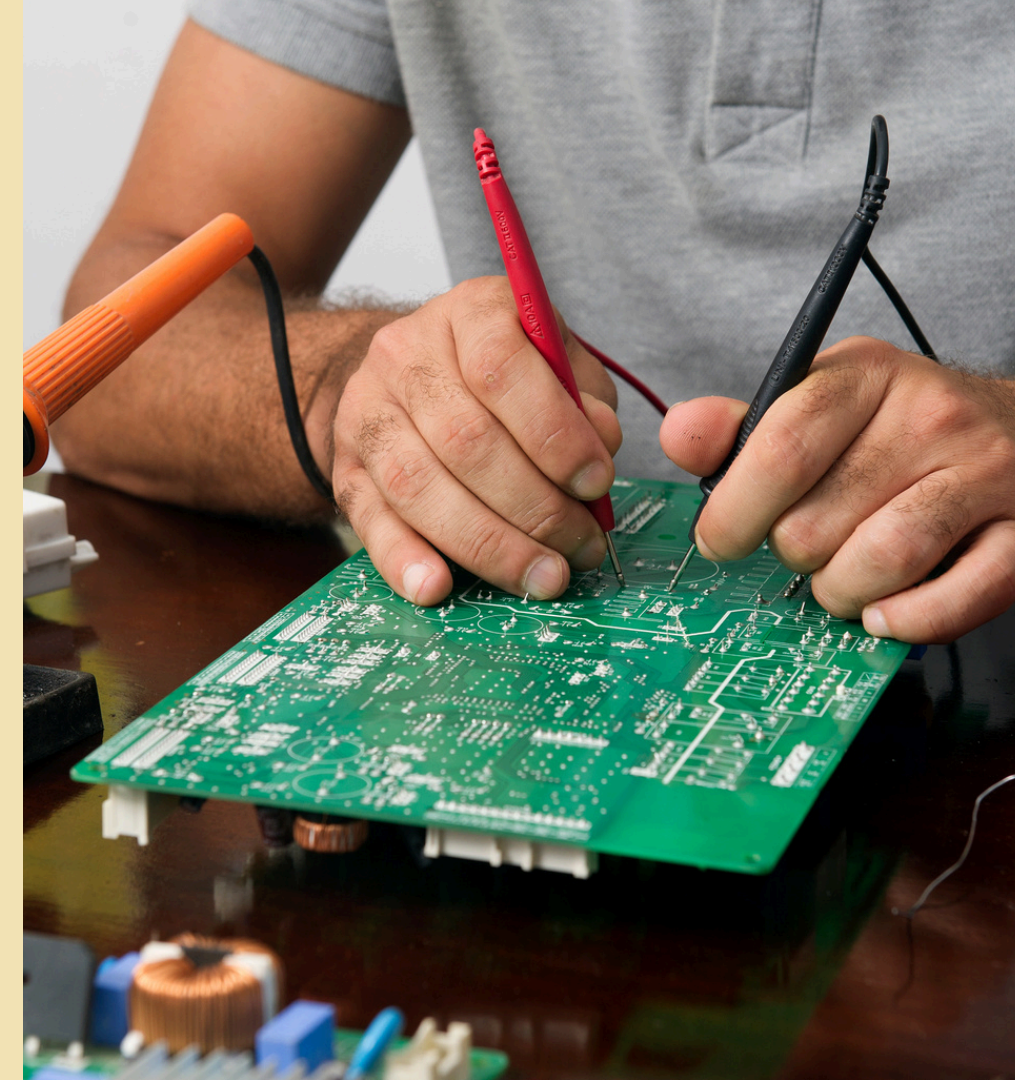
SERVICE & AFTER-SALES ENHANCEMENTS

Cellecor is committed to delivering a seamless, dependable post-purchase experience that reflects the same excellence as its products. With a robust service infrastructure that includes **2000+ service centers** and home service coverage across **20,000+ pin codes**, the brand ensures timely and accessible support across urban and rural India.

In a major step forward, Cellecor has partnered with **Jeeves Consumer Services Pvt. Ltd. (a Flipkart company)** to provide professional installation and repair services for **ACs, refrigerators, washing machines, and LED TVs**, extending service reach across **1,000+ cities**.

To further enhance turnaround times and improve service quality, Cellecor has also set up an in-house **Technical Repair Center (TRC)** dedicated to handling repairs efficiently with quality control and faster processing.

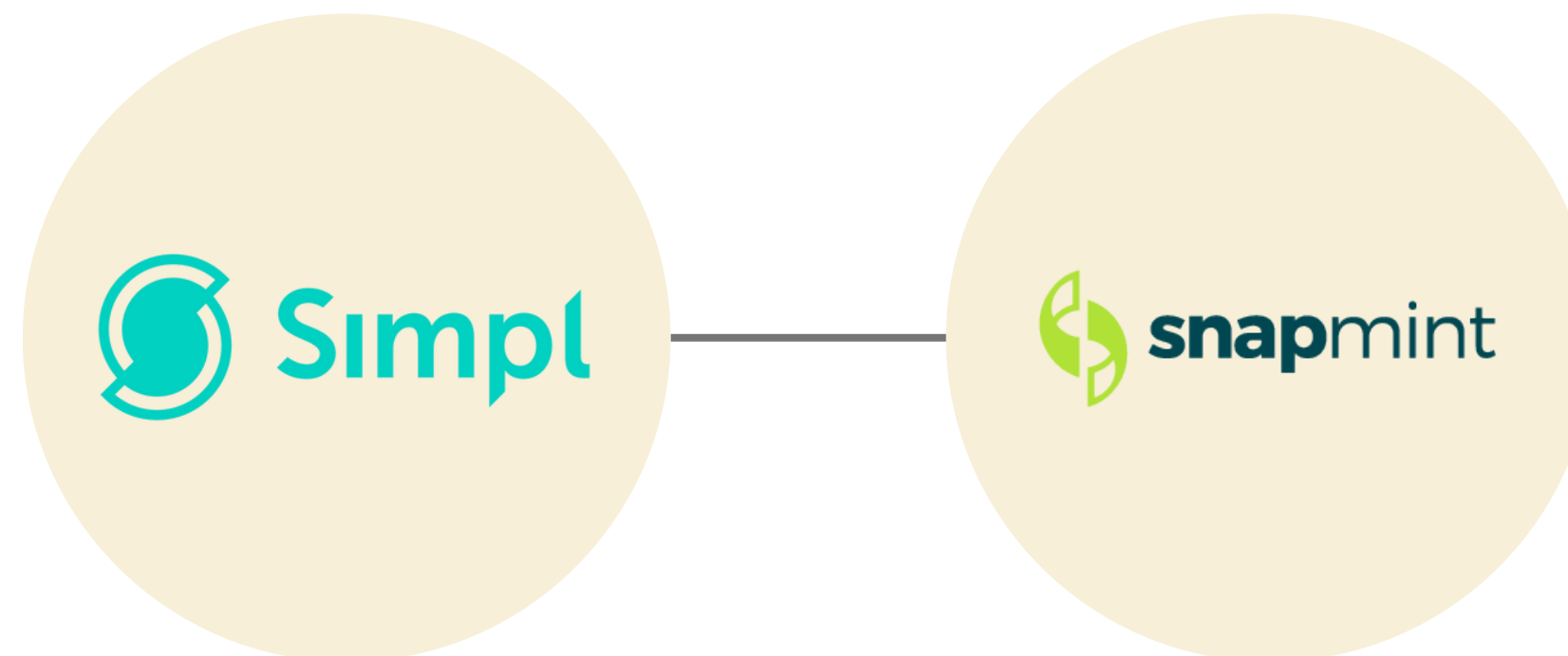
By focusing on reliability and responsiveness, Cellecor continues to elevate the after-sales standard in the Indian consumer electronics market.



FINTECH PAYMENT PARTNERSHIPS FUELING GROWTH

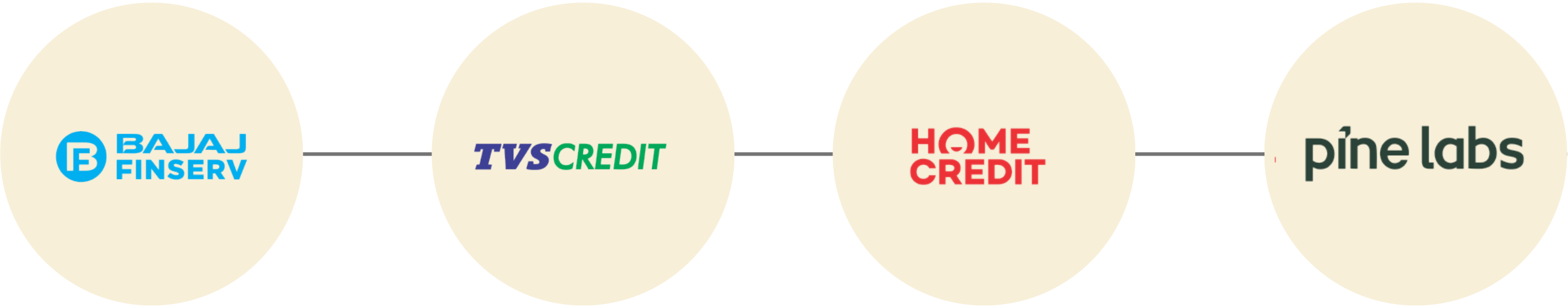
Cellecor's fintech collaborations have played a pivotal role in enhancing the customer purchase experience by offering **flexible and accessible payment solutions**. These partnerships have enabled options like '**Pay Later**' and **Easy EMI**, increasing purchasing power, improving conversion rates, and expanding the brand's reach across diverse consumer segments. These fintech integrations have simplified the buying journey, made Cellecor products more affordable, and contributed to stronger customer satisfaction and business growth.

Pay Later Partners



FINTECH PAYMENT PARTNERSHIPS FUELING GROWTH

0 DOWN
PAYMENT | **NO** COST
EMI



Easy Finance Partners

STRATEGIC TALENT ACQUISITION & WORKFORCE EXPANSION

Cellecor continues to strengthen its human capital as a key enabler of growth and innovation. The company has seen consistent **employee strength expansion** across core business functions including operations, sales, technology, and service.

As part of this growth, Cellecor has **hired seasoned professionals** to bring valuable experience and expertise—enhancing its leadership team to drive innovation, operational efficiency, and accelerated business growth. These strategic hires reflect the company’s commitment to building a high-performance culture and preparing for its next phase of scale and transformation.



PRODUCT INNOVATION & DEVELOPMENT-**70%**



SUPPLY CHAIN AND OPERATIONS-**60%**



E-COMMERCE AND DIGITAL GROWTH-**40%**



CUSTOMER EXPERIENCE AND SUPPORT-**65%**



CORPORATE FINANCE AND STRATEGIES-**35%**



BUSINESS DEVELOPMENT-**50%**



MARKETING AND COMMUNICATION-**25%**



HUMAN RESOURCES AND TALENT MANAGEMENT-**15%**



AWARDS & RECOGNITION

Cellecor's dedication to innovation, product excellence, and customer satisfaction has earned the brand widespread industry recognition. The company has been honored with several prestigious awards, underscoring its rapid growth and strong positioning in the Indian consumer electronics market. Notable accolades include the Excellence in **Consumer Durables & Electronics Award by The Economic Times**, **Best Consumer Durable & Electronics Brand of the Year 2024 (Gold Category) by The Business World**, and **the Fastest Growing Consumer Electronics Brand 2024 by The Times Group, DeviceNext, and Mobility**. Additionally, Cellecor's commitment to quality and user experience was recognized with the **Best Smart TV 2024 (65" 4K Google TV) award by DeviceNext**. These recognitions reaffirm Cellecor's mission to deliver reliable, innovative, and value-driven technology to Indian consumers.





CSR INITIATIVES

Creating Social Impact

At Cellecor, we believe in creating lasting impact through meaningful community engagement. With the acquisition of the **Cellecor Foundation**, we have strengthened our commitment to **education, health, and community development**, supported by a **dedicated CSR budget**.

Key initiatives include enhancing **educational access for underprivileged and disabled children**, and launching **food distribution programs** in rural India. One such initiative transformed a **makeshift NGO school into a fully functional learning space where no child is left behind**—because at Cellecor, we believe **education is a right, not a privilege**.

We continue to support grassroots efforts such as donation drives, school outreach, and NGO partnerships, reaffirming our belief that CSR is not just a responsibility, but a promise to help build a better, more inclusive tomorrow.

CORPORATE GOVERNANCE & COMPLIANCE

At Cellecor Gadgets Limited, strong corporate governance and ethical business practices are fundamental to how we operate. We are committed to maintaining the highest standards of transparency, accountability, and compliance, ensuring that every stakeholder—be it investors, partners, customers, or employees—can place their trust in our operations.

The company adheres to all applicable legal and regulatory frameworks as laid down by SEBI, the Companies Act, and other statutory authorities. Our governance structure is designed to support strategic decision-making, effective risk management, and long-term value creation. It is guided by a well-defined Board of Directors comprising experienced professionals who bring diverse perspectives and independent oversight to the business.

Key aspects of our governance framework include:

- Regular board and committee meetings for oversight and direction.
- Strict adherence to financial disclosures, audit standards, and reporting timelines.
- Ethical conduct policies across all levels of the organization.
- Internal controls and risk assessment mechanisms for operational integrity.
- Continuous evaluation of compliance with NSE listing requirements.

As a listed entity on the NSE SME platform, Cellecor remains committed to building a culture of compliance and integrity. We view governance not merely as a regulatory obligation, but as a strategic asset that strengthens stakeholder confidence and contributes to the sustainable growth of the company.

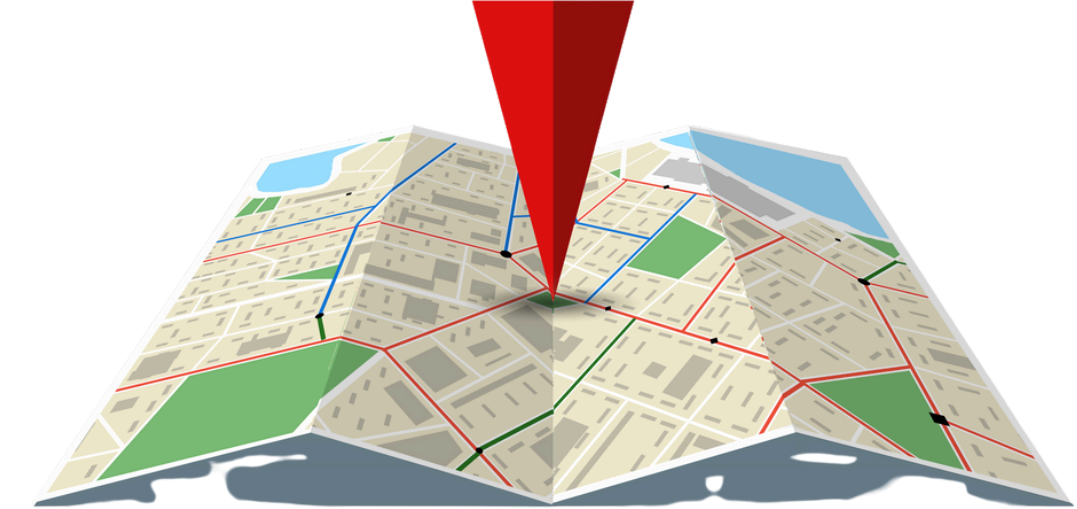


FUTURE ROADMAP

Vision & Business Blueprint



CELLECOR'S GEOGRAPHICAL EXPANSION STRATEGY



Expansion in Untapped Regions – Offline

Strengthening Cellecor’s footprint in Tier 2, Tier 3, and rural markets by building a robust network of trusted distributors and retailers, ensuring that our products are easily accessible to underserved regions. Additionally, we are expanding our reach by partnering with a wider range of electronics, appliances, and mobile stores, making Cellecor’s offerings available across diverse retail segments. This strategic expansion will improve product accessibility, catering to a broader audience and driving growth in previously untapped markets.

We plan to expand our distributor base to 2,500 and grow our retailer network to 80,000.

Large Format Retail (LFR) & Organised Retail Partnerships

Forming strategic partnerships with leading large-format retailers and organized retail chains to enhance the in-store experience, increase product visibility, and drive customer engagement. By expanding tie-ups with these retail networks, Cellecor can ensure broader product availability, leverage high foot traffic to boost sales, and strengthen brand recognition. These partnerships also provide valuable opportunities for customer interaction, product demonstrations, and increased consumer trust, ultimately driving long-term growth and market penetration.

We will be targeting a 80-100% growth in our LFR and Organised Retail channels.

B2B & D2C Channel Expansion

Cellecor is expanding its D2C outreach through our online platform, ensuring a seamless and personalized shopping experience for individual customers. At the same time, we are strengthening our B2B platform to connect with retailers and distributors, enabling faster reach into untapped areas and providing broader coverage in less time. By optimizing both the D2C and B2B channels, Cellecor will effectively engage with end consumers while simultaneously expanding our network of retail partners and distributors. This dual approach enhances market access, boosts distribution efficiency, and allows us to meet both individual and institutional demands, ensuring sustained growth and reinforcing our brand presence across all customer segments.

E-commerce Presence on Multiple Platforms

Cellecor is expanding its reach across a variety of major e-commerce platforms, to ensure our products are easily accessible to consumers across diverse online channels. In addition to strengthening our presence in existing categories, Cellecor will venture into new categories such as large and small appliances through strategic tie-ups with prominent e-commerce players. This expansion will enable Cellecor to tap into a broader consumer base, increase product visibility, and improve accessibility for customers nationwide. We aim to achieve a significant increase of 80-100% in our E-commerce channel growth.

Corporate & Institutional Sales

Cellecor is targeting high-potential sectors, including FMCG, Pharma, Manufacturing, BPO/KPO, IT, Tech, Government, and Corporate Gifting, to drive enterprise-scale adoption of our products. We are also expanding our presence by participating in government tenders and registering on government rate contracts and the GeM, enabling us to access large-scale procurement opportunities across various public sector initiatives. This approach will allow Cellecor to tap into institutional demand, provide tailored solutions for employee welfare and corporate gifting, and build long-term relationships with key government and enterprise clients.

EXPANDING PRODUCT RANGE TO MEET EVOLVING CONSUMER NEEDS

Cellecor is expanding its product portfolio to meet the evolving needs of consumers and tap into high-growth categories within the home appliances sector. By introducing new products such as **Microwaves, Commercial Coolers and Deep Freezers, Air Fryers, and range of Small Kitchen & Home Appliances**, we aim to provide a comprehensive range of solutions that enhance convenience and improve everyday living. This expansion will not only strengthen our market presence but also position Cellecor as a leading player in the fast-growing home and commercial appliance markets.



Commitment to 'Make in India'

Scaling Up Local Manufacturing and R&D

Cellecor's growth strategy is deeply rooted in our commitment to **'Make in India'**. Moving forward, we will focus on scaling local manufacturing and enhancing our R&D capabilities to stay aligned with India's vision of self-reliance.



Scaling Up Local Manufacturing

We are contemplating significant investments in advanced facilities and automation to enhance our production capabilities. This strategic move will enable us to increase capacity, reduce reliance on imports, optimize costs, and scale rapidly. Ultimately, this will improve our supply chain resilience and position us for long-term growth.

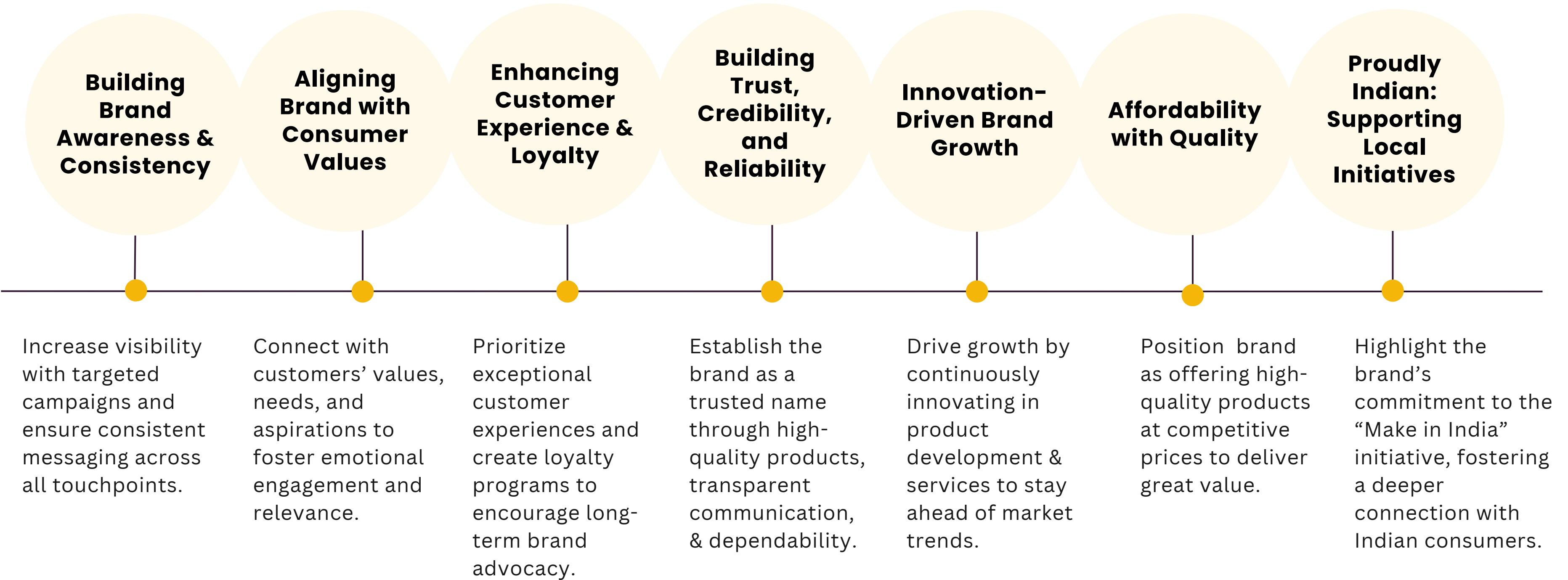
Boosting R&D for Product Excellence

We will strengthen our local R&D efforts to develop smarter, more efficient products tailored to the needs of Indian consumers. This will allow us to innovate faster, stay ahead of trends, and position Cellecor as a leader in home appliances.

Expanding EMS Tie-ups

By expanding our network of local suppliers and production partners, we will streamline our supply chain and reduce time-to-market. This will increase efficiency, lower costs, and enhance our ability to respond to market demand.

DRIVING GROWTH THROUGH STRONGER BRAND POSITIONING



Redefining Brand Perception: Cellecor's Quiet Rise to Success

In a market often dominated by loud advertising and flashy campaigns, **Cellecor** has chosen a different path emphasizing substance over spectacle. Our focus has been on building a solid foundation, investing in quality products, and maintaining a steady growth trajectory. We've succeeded without the noise, driven by our mission **to make happiness reachable and affordable** for every household. But now, it's time for a change.

Now is the Time to Go Big

Now, we're ready to be aggressive. We've achieved significant growth quietly, but the time has come to **make some noise**. If we can achieve this level of success without heavy marketing spend, imagine the exponential growth we can unlock by significantly increasing our brand visibility.

In **2025-26**, **Cellecor** will invest aggressively in marketing activities to strengthen our brand recognition. From **digital campaigns** to **strategic partnerships**, and **mass media outreach**, we are ready to boost our presence and connect with more consumers than ever before. **Cellecor** is about to make its mark in the market in a way we've never done before. This is not just about spending more; it's about strategically amplifying our voice and ensuring **Cellecor** is a **household name**.

A Distinctive Strategy: Growth with Aggressive Marketing

Cellecor's journey has always been about delivering quality and building trust with our customers. Now, we recognize that **aggressive marketing** is the key to reaching even more people and accelerating our growth. We are committed to **brand visibility** and **market expansion** like never before.

With enhanced marketing activities, we aim to fill the gap in visibility that will **catapult Cellecor to the next level**. **Cellecor's time is now** we are ready to go from a quiet player to a **dominant force** in the market.

The future is incredibly bright. Having built a strong foundation with quiet growth, imagine the incredible potential when we intensify our marketing and expand our reach. **The best is yet to come.**



RISK MANAGEMENT & CONTINGENCY PLANS

In a rapidly evolving business environment, preparedness is the key to resilience. Cellecor is actively strengthening its operations and implementing clear action plans to stay agile, resilient, and future-ready.

IDENTIFYING EMERGING RISKS

We are continuously monitoring both internal and external risk factors that could impact our business operations. These includes:

1. Economic Slowdowns

Action Plan: We have developed flexible pricing strategies and targeted promotions to boost sales during economic slowdowns. Additionally, we diversify product offerings to cater to both premium and budget-conscious segments, ensuring stability in varying economic climates.

2. Supply Chain Volatility

Action Plan: To mitigate risks from raw material shortages or transportation delays, we are expanding our supplier network, localizing sourcing, and establishing alternative logistics channels. We're also investing in advanced forecasting systems to predict supply chain disruptions and adapt production schedules in advance.

3. Market Fluctuations

Action Plan: We proactively track market trends, currency fluctuations, and inflation through data analytics and adjust our pricing strategies accordingly. Our inventory management system is optimized to respond to shifts in consumer demand, ensuring efficient stock management and cost control.

CELLECOR'S PROACTIVE APPROACH

We are continuously monitoring both internal and external risk factors that could impact our business operations. These include:

We leverage data analysis, market intelligence, and early warning systems to identify risks early and execute preventive measures.



Our cross-functional risk management teams are empowered to make real-time decisions, ensuring that we can adjust strategies swiftly and minimize impact.

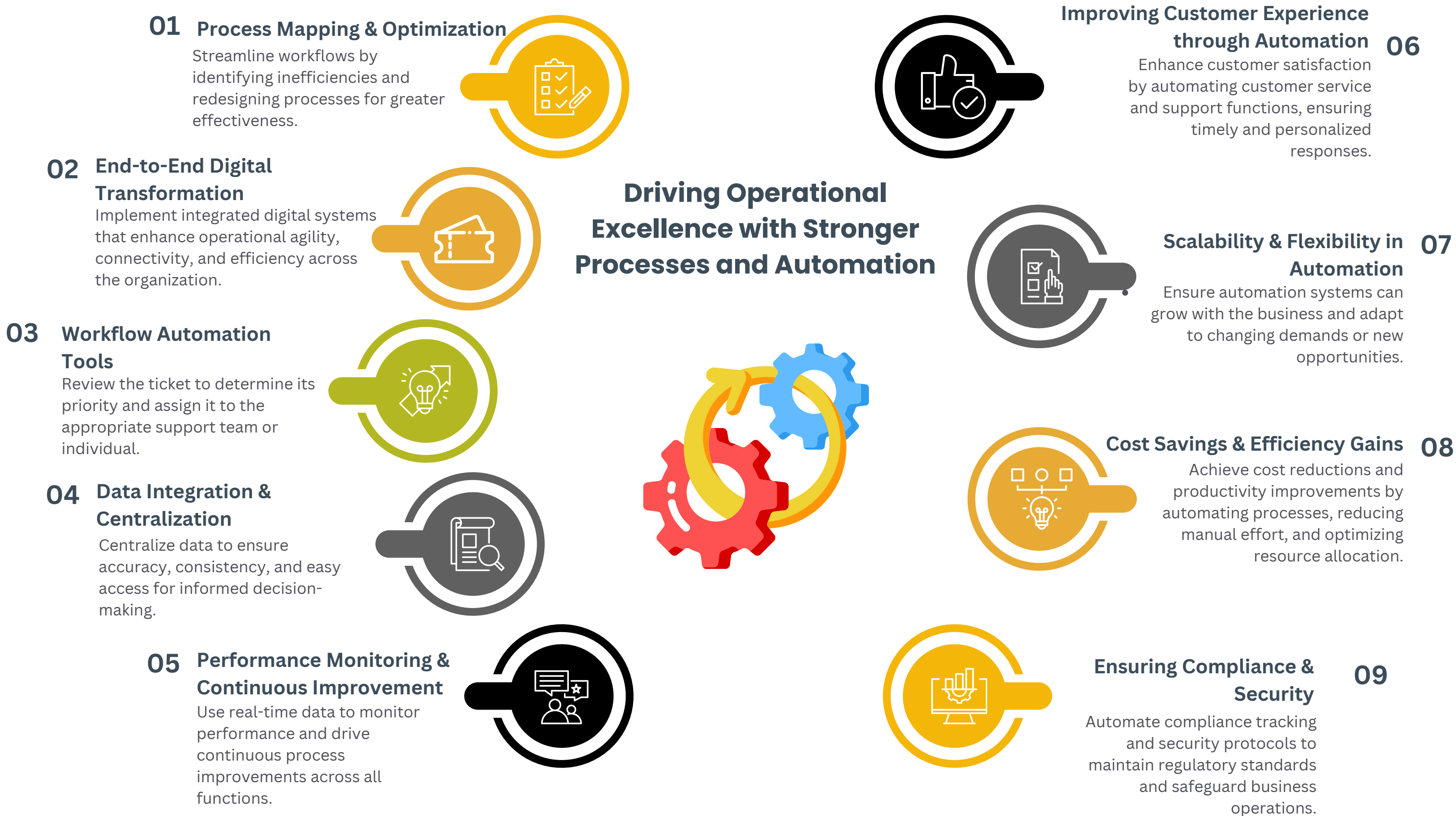


Our cross-functional risk management teams are empowered to make real-time decisions, ensuring that we can adjust strategies swiftly and minimize impact.



By staying ahead of potential risks with clear action plans, **Cellecor** is well-equipped to maintain operational continuity, mitigate disruptions, and seize new opportunities in a dynamic market.

DRIVING OPERATIONAL EXCELLENCE WITH STRONGER PROCESSES AND AUTOMATION



BUILDING A STRONG WORKFORCE

Building a strong workforce is crucial for **Cellecor’s growth and success**. Attracting and retaining top talent ensures we have the right people driving innovation and operational excellence. Investing in employee development keeps our team ahead of industry trends, while leadership development prepares future leaders to scale the business. Empowering employees with autonomy fosters responsibility and engagement, and creating a high-performance culture promotes collaboration and accountability.

Attracting & Retaining Top Talent

Identify and engage with top-tier talent to build a skilled, motivated team.



Leadership Development

Cultivate future leaders through mentorship and leadership programs.



Employee Development & Skill Enhancement

Provide ongoing training to upskill employees and prepare them for future roles.



Empowering Employees with Autonomy & Ownership

Encourage decision-making and ownership, fostering responsibility and accountability.



Creating a High-Performance Culture

Build an environment that promotes collaboration, innovation, and excellence.



Continuous Feedback & Recognition

Provide regular feedback and recognize achievements to boost morale and performance.



RISING RELENTLESSLY. DELIVERING GROWTH. FULFILLING PROMISES — YEAR AFTER YEAR



Sales:

From ₹500+ Cr in FY24 to ₹1,000+ Cr in FY25 — marking a remarkable growth trajectory. Our goal is to continue this momentum with an additional ₹500+ Cr in FY26, positioning us to reach ₹1,500+ Cr in Sales by FY26.



Net Profit:

In FY25, we made a deliberate decision to trade off margins to fuel aggressive scaling of our business. As a result, FY25 saw an increase in investments across product development, infrastructure, and brand positioning. However, FY26 will mark the return of stronger net profitability, with a targeted PAT of approximately ₹50 Cr.



Looking Ahead:

With a clear roadmap for growth, Cellecor is poised to build on its momentum and deliver value to stakeholders.

CELLECOR'S FUTURE CSR INITIATIVES



**Empowering
Communities**

Going forward, Cellecor will intensify its efforts to empower communities through initiatives that focus on education, healthcare, and skill development, with a particular emphasis on children's education. Our aim is to provide access to quality education and create opportunities for young people in underserved areas, helping them build brighter futures. These initiatives will extend beyond our business to positively impact the lives of children and families in these communities.



**Employee
Volunteering &
Engagement**

As part of our future plans, we will continue to encourage and facilitate employee volunteering, empowering our teams to contribute their time, skills, and expertise to causes they are passionate about. This will help foster a culture of giving back and strengthen our connection with the communities we serve.



**Transparency
& Ethical
Governance**

We are committed to upholding the highest standards of integrity, transparency, and ethical governance. Moving forward, we will continue to ensure fair labor practices, ethical sourcing, and accountability across all aspects of our operations, reflecting our commitment to responsible business practices.

FROM THE MANAGEMENT DESK

We continue to drive growth and strengthen our market position in a thoughtful and strategic manner. We're not in a hurry instead, we are steadily executing our business blueprint, step by step, and have been consistently achieving what we've set out to do, year after year. While temporary challenges and delays may occur along the way, we remain a dynamic and responsive organization adapting strategies in line with evolving consumer preferences and business realities. We firmly believe that short-term fluctuations in performance are part of a long-term growth story. Our confidence remains unwavering we are committed to delivering on our targets, generating sustainable value for all stakeholders, and creating generational wealth. With that vision in mind, we are pleased to share an update on key areas of our business performance:

Cash Flow

Over the past two years, we have nearly doubled our revenue annually. For FY26, we are targeting another ₹500+ Cr in incremental sales, aiming to cross ₹1,500+ Cr in topline. This scale of expansion naturally requires significant investment in inventory, receivables, and infrastructure, leading to negative cash flow in recent years. However, with the business now reaching critical mass, we are confident of turning cash-positive in FY26. This will be driven by operational efficiencies, better working capital optimization, and sustained efforts to maintain a healthy liquidity position.

Inventory Levels

To support rapid growth, we've made substantial investments in inventory. This includes expanding our product range, increasing SKUs, and adding new warehouses to ensure uninterrupted and timely supplies across geographies. With growing footprints in large format retail (LFR), online channels, and new territories, inventory levels have seen an upward trend – a deliberate move aligned with our growth strategy.

While we've maintained tight controls, we recognize the need for rationalization. Since most of the key segments and channels have now been established, we expect inventory investments to stabilize and align more closely with revenue growth moving forward.

Debtors

Our extensive network of warehouses ensures ready availability of products across the country. Traditionally, we have followed a largely “cash-and-carry” sales model, with minimal credit exposure. However, with the addition of large format retailers, dealers, and wider geographic expansion, a marginal increase in debtor days is expected. That said, we remain committed to financial discipline – and are confident that receivables will be well-managed and contained within 5% of annual sales at any point in time.



Fund Requirements

To fuel the next phase of growth — including product innovation, capacity enhancement, and market expansion — we project a funding requirement of approximately ₹100 Cr for FY26. This will be met through a judicious mix of internal accruals and external financing. Our aim is to maintain a healthy capital structure, with a targeted debt-to-equity ratio of less than 1, ensuring financial stability while supporting aggressive yet sustainable expansion.

Profitability

Our profitability continues on a positive trajectory, supported by strong sales performance, disciplined cost management, and improving operational efficiencies. In FY25, we achieved an impressive PAT of approximately ₹31 Cr - albeit at a slightly lower margin percentage. This was a conscious and strategic decision, as we prioritized aggressive business scaling through increased investments in product development, infrastructure, and brand building. Looking ahead, FY26 is expected to mark a return to stronger net profitability. We are targeting a PAT of around ₹50 Cr — indicating not only a recovery but a meaningful improvement in profit margins, driven by scale, operational leverage, and a more optimized cost structure.

Concluding Remarks

At Cellecor, we are driven by a clear long-term vision and a commitment to sustainable, profitable growth. Our journey so far has been marked by strategic investments and consistent execution, laying a strong foundation for the future. With solid momentum and expanding scale, we enter FY26 with confidence and clarity. We sincerely thank our investors and stakeholders for their continued trust as we move towards our next milestone and beyond.





MR. RAVI AGARWAL

GRATITUDE FOR YOUR SUPPORT: A HEARTFELT THANK YOU FROM THE MD

Dear Valued Customers, Channel Partners, Retailers, Distributors, Shareholders, and Team Members

As we reflect on our journey, I want to extend my heartfelt gratitude to each one of you for being part of **Cellecor's** remarkable success. To our **customers**, your trust and loyalty inspire us to innovate and deliver exceptional products. To our **channel partners, retailers and distributors**, who are critical to our success, your dedication and relentless efforts in ensuring our products reach every corner of the market have been invaluable. You are key to expanding our reach and strengthening our presence. To our **shareholders**, your belief in our vision fuels our passion and drives us to overcome challenges. And to our **team members**, you are the heart of **Cellecor** your hard work, passion, and commitment form the backbone of our growth and success.

Together, we've built something extraordinary. At the core of our journey is a powerful blend doing traditional business profitably, moving aggressively to drive top-line growth, and expanding smartly across diverse go-to-market channels. These three pillars are propelling us to the next level. With your continued support, the best is yet to come. Thank you for being part of this journey.



THANK YOU



@cellecorgadgets



@cellecorgadgets



@cellecorgadgets



1800 1214 704



support@cellecor.com



+91 8882943106

CELLECOR GADGETS LIMITED

CIN - L32300DL2020PLC375196

AG-12, Shalimar Bagh, New Delhi - 110088