



CELLECOR GADGETS LIMITED

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

Reg. Office : Unit Space No.703, Seventh Floor, Jaksons Crown Heights Plot No.3B1
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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- 400 051 India

June 17, 2024

Company Symbol: CELLECOR
Company ISIN: INE00MO01017

Respected Sir/Madam,

Subject: Media Release
Cellecor Gadgets Limited expands its overseas operations by incorporating a new Wholly Owned Subsidiary in Hong Kong

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the Media Release titled "**Cellecor Gadgets Limited expands its overseas operations by incorporating a new Wholly Owned Subsidiary in Hong Kong**".

The information as required under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, is enclosed herewith as "**Annexure-I**".

A copy of the same will also be uploaded on the Company's website www.cellecor.com.

Please disseminate this information on your official website and oblige.

Thanking you.
Yours faithfully,

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

Ravi
Agarwal

Digitally signed
by Ravi Agarwal
Date: 2024.06.17
14:00:17 +05'30'

Ravi Agarwal
Managing Director
DIN: 08471502

New Delhi, June 17, 2024: Cellecor Gadgets Limited, a rapidly growing leader in India's dynamic Electronics and Consumer Durables Goods Market, proudly announces the establishment of its wholly owned subsidiary in Hong Kong, named Cellecor Gadgets HK Limited.

This strategic initiative, in line with the company's announced blue print for growth, underscores company's commitment to enhancing its supply chain capabilities and seizing whatever the opportunities available.

Located strategically in Hong Kong, known as a gateway to Asia's electronics industry, the new subsidiary will serve as a pivotal hub for Cellecor Gadgets' procurement of critical components and operational activities, and with Hong Kong's robust logistical infrastructure and business-friendly environment, the Company aim to further optimize its supply chain efficiencies and strengthen its competitive edge in delivering innovative, high-quality cost-competitive products to its customers.

"We are excited to establish our wholly owned subsidiary in Hong Kong, a move that enhances our ability to meet the evolving demands of the electronics and consumer durables goods market," said Mr. Ravi Agarwal, Managing Director of Cellecor Gadgets. "This expansion positions us closer to key suppliers and partners, reinforcing our commitment to operational excellence and customer satisfaction."

Hong Kong's strategic location and established supplier network will enable Cellecor Gadgets to streamline operations, reduce lead times, and respond swiftly to market trends. The subsidiary will foster closer collaboration with regional distributors, enhancing growth opportunities and facilitating seamless market penetration across key consumption centres.

As Cellecor Gadgets continues to innovate and expand its product offerings, the establishment of the Hong Kong subsidiary reaffirms our dedication to driving technological advancement and sustainability in the electronic consumer durables industry.

About Cellecor Gadgets Ltd.:

Cellecor Gadgets journey in electronics device business, and selling products in its own brand, including mobile feature phones, smartwatches, TWS (True Wireless Stereo) earbuds, neckbands, and LED TVs -outsources 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 is aiming to synergetic amalgamate business potential embedded in the ever-growing demand of electronic products with modern business approach of sourcing, producing, and marketing with an objective to provide quality products at affordable price.

Today, Cellecor Gadgets Ltd is a leading name in the India's 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, Mixer-Grinders, ACs 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 www.cellecor.com

or contact: Ms. Bindu Gupta, Chief Finance Officer, +91-11-43034907, finance.head@cellecor.in

Disclaimer: Certain statements, 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 result to differ materially from those contemplated by these forward-looking statements. Cellecor Gadgets Limited and its subsidiaries, associates shall not be in any way responsible for any action taken based on such statement.

“ANNEXURE – I”

S.No.	Particulars	Information
1.	Name of the target entity, details in brief such as size, turnover etc.;	Name: CELLECOR GADGETS HK LIMITED Capital: HKD 50,000 Certificate No: 76638132 Turnover: Nil (Yet to commence business operations)
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”:	No. Since this is a case of incorporation of a WOS, providing details of Acquisition does not arise. However, M/s. CELLECOR GADGETS HK LIMITED Incorporated as 100% WOS of Cellector Gadgets Limited, would be a Related Party Transaction which is done at arms length. Save and except mentioned above, the Promoter/Promoter Group/ Group Companies are not interested in the Transaction.
3.	Industry to which the entity being acquired belongs	Electronics Goods
4.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	The main objects of the Company is sourcing, trading, processing, assembling, exporting and otherwise dealing in mobile and mobile accessories, electronic goods, appliances and other component Impact of Acquisition: As it is newly incorporated company hence is no impact of the company.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6.	Indicative time period for completion of the acquisition	Not Applicable
7.	Nature of consideration - whether cash consideration or share swap and details of the same	100% Subscription to the Paid-up Share Capital in cash consideration.

8.	Cost of acquisition or the price at which the shares are acquired	Initial subscription to the share capital of HKD 50,000 divided into 50000 Shares with a nominal value of HKD 1 each.
9.	Percentage of shareholding / control acquired and / or number of shares acquired	100%
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	Line of Business: Same as mentioned in point no.4 Date of Incorporation: June 3, 2024 History/ Turnover: Not Applicable, since, the incorporated company has not yet commenced its business.

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

Ravi
Agarwal

Digitally signed
by Ravi Agarwal
Date: 2024.06.17
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Ravi Agarwal
Managing Director
DIN: 08471502