



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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Website: www.cellecor.com

Date: July 17, 2024

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

Company Symbol: **CELLECOR**
Company ISIN: **INE00MO01017**

Subject: Media Release

Cellecor Gadgets expands Leadership Team with Strategic Appointments, Mr. Sanjeev Singh as National Business Head & Mr. Amir Sohail as Head of Products.

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith please find enclosed a copy of the Media Release titled **"Cellecor Gadgets expands Leadership Team with Strategic Appointments, Mr. Sanjeev Singh as National Business Head & Mr. Amir Sohail as Head of Products."** for your records and dissemination at your official website.

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

Kindly do the needful 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: 2024.07.17
18:20:44 +05'30'

Ravi Agarwal
Managing Director
DIN: 08471502

Place: New Delhi

Encl.: As stated above

Cellecor Gadgets expands Leadership Team with Strategic Appointments, Mr. Sanjeev Singh as National Business Head & Mr. Amir Sohail as Head of Products.

New Delhi, July 17, 2024: Cellecor Gadgets Limited, a rapidly growing company in India's consumer durables landscape, proudly announces the appointment of Mr. Sanjeev Singh, as National Business Head and Mr. Amir Sohail, as Head of Products reinforcing its leadership in the consumer electronics industry. These additions underscore Cellecor's commitment to innovation and growth.

Mr. Sanjeev Singh joins as National Business Head, brings over 20 years of extensive experience as a Business Head in retail and e-commerce sales, category management, and distribution. His career highlights include pivotal roles at AQFiT (founder), HomeShop18 (Network18 Group), Televenta Advisory (Shop CJ & Spice Mobility), and Hewlett-Packard India. Mr. Singh holds a master's in marketing economics & management from Lucknow University and a Bachelor of Commerce from Nainital University.

As National Business Head, Mr. Sanjeev Singh's extensive background in retail and e-commerce sales, coupled with his expertise in category management and distribution, will be pivotal in driving Cellecor Gadgets Ltd.'s growth. His strategic insights will enhance the company's retail strategy by optimizing product placement and pricing across various channels, while his proficiency in e-commerce will bolster online sales and digital marketing efforts. Additionally, Mr. Singh's experience in expanding distribution networks will enable Cellecor to reach new markets effectively, ensuring widespread availability of its products. His customer-focused approach will also contribute to maintaining high levels of satisfaction and loyalty among consumers, solidifying Cellecor's position in the dynamic consumer electronics landscape.

Mr. Amir Sohail joins as Head of Products - a seasoned leader with over 16 years of cross-functional experience in Consumer Appliances. His expertise includes Category Management, Strategic Sourcing (Local/Global), Product Development, Market Research and Vendor Development for General Trade and E-Commerce Platforms. Previously, Mr. Sohail excelled at Lifelong Online, Intex Technologies, Panasonic India, and LG Electronics. He holds a PGDBM in International Business from IMT Ghaziabad, and Master's & bachelor's degrees in engineering from Birla Institute of Technology and Manipal University.

As Head of Products, Mr. Amir Sohail's proficiency in Category Management and Product Development will enable Cellecor to introduce innovative products tailored to market demands. His experience with top Chinese manufacturers will facilitate strategic partnerships and product diversification.

Mr. Ravi Agarwal, Founder of Cellecor Gadgets Ltd., commented "We are delighted to welcome Mr. Amir Sohail and Mr. Sanjeev Singh to our team. Their extensive industry expertise and leadership will significantly strengthen our ability to innovate and deliver superior consumer electronics solutions. Their insights will be invaluable as we continue to expand our market presence and enhance customer satisfaction."

He further added, "With our strong team, Cellecor is poised to accelerate its growth trajectory and reinforce its commitment to innovation and customer satisfaction. Together, we look forward to driving Cellecor's success in the dynamic consumer electronics industry."

In conclusion, with the addition of Mr. Amir Sohail and Mr. Sanjeev Singh to our leadership team, Cellecor Gadgets Ltd. is poised to strengthen its innovation drive and market expansion efforts in the consumer electronics industry.

Their extensive expertise will play a crucial role in advancing our commitment to delivering superior products and enhancing customer satisfaction. We look forward to leveraging their leadership to accelerate our growth trajectory and achieve new milestones in the evolving marketplace.

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 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, 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,

please refer details available at <https://cellecor.com/pages/corporate-announcements>

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

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