



CELLECOR GADGETS LIMITED

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

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Date: February 18, 2025

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**

Subject: Submission of Media Release – Cellecor’s Air Conditioner Range Gains momentum: PO received for 10,000 units in Jan-Feb, INR 280 million order value

Dear Sir / Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to Submit Media Release – Cellecor’s Air Conditioner Range Gains momentum: PO received for 10,000 units in Jan-Feb, INR 280 million order value. 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

(Formerly Known as Unitel Info Limited and Unitel Info Private Limited)

Ravi Agarwal

Managing Director

DIN: 08471502

Annexures: As stated above



Media Release
Cellecor's Air Conditioner Range Gains Strong Momentum:
PO Received for 10,000 Units in Jan-Feb, INR 280 million Order Value

New Delhi, 18th Feb 2025: Cellecor, a rapidly growing name in consumer electronics, continues to expand its footprint in the home appliances segment with the successful introduction of its new air conditioner range. The company has secured a **purchase order for 10,000 units in January and February**, reinforcing the strong demand for its high-performance cooling solutions.

With an **order value of INR 280 million, 5,000 units have already been delivered**, and the remaining **5,000 units are scheduled for delivery in February**. This milestone reflects Cellecor's growing market presence and the trust consumers place in its innovative and reliable products.

Designed to meet the diverse cooling needs of Indian consumers, Cellecor's air conditioners feature advanced cooling technology, energy efficiency, and durability. These products cater to both residential and commercial spaces, offering optimal comfort even in peak summer conditions.

Cellecor is gearing up for an ambitious summer season, targeting sales of **50,000 AC units** across India. With a robust distribution network spanning **28 states and 2 Union Territories**, supported by **over 1,200 distributors and 50,000 retail points**, the company is well-positioned to make its air conditioners widely accessible.

This achievement further strengthens Cellecor's commitment to delivering high-quality, energy-efficient home appliances while supporting the **'Make in India' initiative** through partnerships with leading local manufacturers. The company remains focused on expanding its product portfolio to become a **trusted household name in India** for innovative and reliable consumer electronics.

About Us

Cellecor Gadgets Limited's journey in the electronics device business, and selling products in 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 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

finance.head@cellecor.in

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.