



CELLECOR GADGETS LIMITED

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

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Date: August 18, 2026

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 Gadgets takes strategic step into Africa with plans for its first manufacturing platform in Liberia

Dear Sir / Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that Cellecor Gadgets takes strategic step into Africa with plans for its first manufacturing platform in Liberia. A detailed press release describing the launch details is enclosed as Annexure I.

Further, the detailed disclosure as required under Regulation 30 of the Listing Regulations read with the SEBI Master Circular No. SEBI/HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, shall be made at the appropriate stage upon establishment of the proposed manufacturing facility, in due course.

Thanking You,

Yours Faithfully,
For and on behalf of
Cellecor Gadgets Limited

Ravi Agarwal
Managing Director
DIN: 08471502
Annexures: As stated above



Media Release

CELLECOR GADGETS TAKES STRATEGIC STEP INTO AFRICA
WITH PLANS FOR ITS FIRST MANUFACTURING PLATFORM IN LIBERIA

PROPOSED MANUFACTURING AND ASSEMBLY HUB IN BUCHANAN SPECIAL ECONOMIC ZONE TO CREATE A GATEWAY TO WEST AFRICA AND INTERNATIONAL MARKETS

New Delhi, India | 18 August 2026: Cellecor Gadgets Limited (“Cellecor”) has taken a strategic step towards establishing its first manufacturing footprint, with its overseas step-down subsidiary, recently entering into Preliminary Heads of Terms with the Liberia Special Economic Zone Development Company (“LSEZDC”) for a proposed manufacturing and assembly facility in the Buchanan Special Economic Zone, Grand Bassa County, Liberia. The Liberia Special Economic Zones Authority (“LSEZA”), a statutory authority of the Government of Liberia, signed the document as witness and acknowledged its support in principle for the proposed project.

FROM BUILDING THE BRAND TO BUILDING THE PLATFORM

The proposed project marks a significant new chapter in Cellecor’s evolution. Having built a **diversified consumer technology portfolio spanning consumer electronics, smart gadgets, smartphones, audio, wearables, IT and mobile accessories, and home and kitchen appliances**, Cellecor is now evaluating the next step in its value chain — building manufacturing and assembly capabilities and taking its platform beyond India.

Cellecor’s proposition has been built around a simple but powerful consumer equation: **technology that combines innovation, functionality and affordability, made accessible across a wide range of consumers**. Its broad, multi-category portfolio provides the Company with a distinctive platform to address evolving consumer needs across markets.

The proposed Liberia initiative is intended to extend that proposition into a new geography- potentially combining **manufacturing, localisation, regional distribution and market expansion** from an African base.

AFRICA: A HUGE AND UNDERPENETRATED OPPORTUNITY

Africa is entering a new phase of digital and technology-led growth. Mobile technologies and services contributed approximately **USD 240 billion to Africa’s economy in 2025**, equivalent to 7.8% of the continent’s GDP, with that contribution projected by GSMA to reach approximately **USD 290 billion by 2030**. At the same time, affordability remains a major barrier to wider digital adoption, creating a significant opportunity for accessible and value-led consumer technology.

For Cellecor, this creates an opportunity that extends beyond simply exporting products into Africa. The proposed facility is intended to explore a model where **products, manufacturing capabilities and market development can evolve together** - allowing Cellecor to potentially manufacture closer to consumers, develop regional capabilities and build an export-oriented platform for West Africa and other identified international markets.

Liberia's geographic position on the Atlantic coast, with access to the wider West African region of more than **400 million people across 15 countries**, further enhances the strategic rationale for evaluating the country as a regional manufacturing and distribution base. LSEZA specifically identifies electronics assembly and manufacturing as an opportunity in Liberia.

A MULTI-CATEGORY MANUFACTURING AND DISTRIBUTION HUB

The proposed facility is presently envisaged across approximately **15 acres** within the Buchanan Special Economic Zone and is intended to support a broad range of activities including:

- manufacturing and assembly;
- testing and quality control;
- packaging;
- warehousing and storage;
- distribution and logistics;
- importation of components, materials, parts and equipment;
- exportation of finished and semi-finished products; and
- training and skills development.

The product portfolio is proposed to cover **consumer electronics, home appliances, kitchen appliances, office equipment, smart gadgets and related products**, with the final product categories, mix, phasing and production processes to be determined as the project progresses.

WHY THE PROPOSED AFRICAN PLATFORM MATTERS

The proposed initiative is intended to provide Cellegor with more than a manufacturing location. It is being evaluated as a **scalable international platform** through which the Company can progressively develop:

Manufacturing: Build assembly and production capabilities closer to the markets it seeks to serve.

Market Access: Establish a stronger operating base for Liberia, West Africa and other identified international markets.

Regional Distribution: Integrate warehousing, logistics and export capabilities into the manufacturing platform.

Local Capability: Develop technical skills, employment and manufacturing capabilities in Liberia.

Product Localisation: Create the potential to adapt products and product categories to regional consumer requirements.

This approach is particularly relevant in Africa, where device affordability and the cost structure associated with imported technology remain important considerations. GSMA research notes that Africa's smartphone market remains heavily dependent on imports and that local assembly can potentially help address logistics and cost pressures while creating local employment.

A NEW PHASE IN CELLEGOR'S INTERNATIONAL JOURNEY

The proposed Liberia project reflects Cellegor's ambition to evolve from an Indian consumer technology brand into a **more integrated, geographically diversified business with manufacturing and market capabilities beyond India**.

The Company believes its combination of **multi-category products, affordability-led positioning, consumer understanding and an expanding technology portfolio** provides a strong foundation from which to explore emerging international markets. For Cellegor, the proposed African platform is therefore not simply about entering another geography. **It is about taking the next step in the value chain — from**

building products for consumers to building the capabilities and platforms that can take those products to consumers across markets.

Commenting on the occasion, **Mr. Ravi Agarwal, Managing Director, Cellecor Gadgets** said “Cellecor was built on the belief that technology should be accessible, relevant and affordable. Our proposed entry into Africa takes that philosophy into a new geography and, importantly, into a new part of the value chain. We are not looking at Liberia simply as a market; we are exploring the opportunity to build a manufacturing and regional platform from which Cellecor can participate in Africa’s long-term consumer technology growth.”

The proposed project is also expected, if implemented, to contribute to **local employment, technical capability development and manufacturing capacity in Liberia**, while providing Cellecor with a potential foundation for further expansion across African markets.

The proposed Liberia initiative will now progress through **technical planning, feasibility assessment, site development and regulatory engagement**, as the parties work towards defining the facility configuration, product portfolio, manufacturing model and implementation roadmap. Envisaged as a **scalable manufacturing and regional distribution platform**, the project has the potential to strengthen Cellecor’s manufacturing capabilities, expand its presence across Africa and international markets, and create a new avenue for long-term growth. As the initiative advances, Cellecor aims to broaden its global footprint and reinforce its ambition to emerge as an increasingly global consumer technology company.

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 more information, 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.