



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.381

Twin District Centre, Sector 10 Rohini New Delhi-110085

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

Website: www.cellecor.com

Date: October 18, 2024

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: Cellecor Gadgets Limited announces collaboration with Sathya Agencies Pvt. Ltd. to Expand Retail Presence in South India

Dear Sir / Madam,

We are attaching herewith a General information titled as "Cellecor Gadgets Ltd. Announces collaboration with Sathya Agencies Pvt. Ltd. to Expand Retail Presence in South India."

This information is being submitted for the general information of all the stakeholders.

Enclosed here with a letter containing details of the tie up.

You are requested to take the same on record.

Thanking You,

Yours Faithfully,

For and on behalf of

Cellecor Gadgets Limited

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

Ravi Aggarwal

Managing Director

DIN: 08471502

Place: New Delhi

Encl.: As stated above



Media Release

Cellecor Gadgets Limited Announces Collaboration with
Sathya Agencies Pvt. Ltd. to Expand Retail Presence
in South India

New Delhi, 18 October, 2024: Cellecor Gadgets Limited, one of India's fastest-growing consumer electronics brands, is pleased to announce a collaboration with Sathya Agencies Pvt. Ltd., the biggest large-format retailer in South India. Through this collaboration, Cellecor aims to strengthen its presence across Tamil Nadu, Pondicherry, and Andhra Pradesh, leveraging Sathya's extensive network of over 330+ showrooms and mobile stores.

Founded in 1983 in Tuticorin, Tamil Nadu, Sathya has grown from a modest venture into a retail giant with a turnover of approximately Rs 2500 crore. Known for its wide product range, quality offerings, and competitive pricing, Sathya is a trusted destination for home appliances, electronics, kitchenware, and mobile gadgets. Its branches across the three states offer exceptional customer experiences, including no cost EMI options, exchange offers, and seasonal gifts. The company's growth story is rooted in its unwavering dedication to quality, affordability, and a deep understanding of consumer preferences, making it a household name across the region.

With this partnership, customers in Tamil Nadu, Puducherry, and Andhra Pradesh will now have direct access to a wide array of Cellecor products, including Smart TVs, Smart Gadgets, Mobile phones, and Home Appliances, at Sathya retail outlets. Cellecor has received its first purchase order from Sathya Agencies valued at INR 25 million, marking the beginning of an anticipated business of INR 600-800 million over the next 12 months.

The collaboration aims to enhance the shopping experience for customers, particularly those who value the in-store experience of seeing and handling products before making a purchase, creating a unique retail experience across South India.

The partnership seeks to bring value for money electronics and home appliances to consumers, enhancing everyday life. This collaboration underscores Cellecor's commitment to expanding its market footprint and delivering exceptional value through technology-driven products.

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.