



CELLECOR GADGETS LIMITED

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

Reg. Office : Plot No 12, Block AG Shalimar Bagh, Delhi -110088

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Website: www.cellecor.com

Date: January 22, 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 : **INE0OMO01025**

Subject: Submission of "Press Release" - Cellecor Gadgets Limited Achieves Record-Breaking Single-Day Sales Worth INR 20 Million in Smart Gadget Categories

Dear Sir / Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that our company has achieved record breaking single day sales worth INR 20 Million in smart gadgets category. The detailed Press Release is enclosed with this letter as Annexure I.

This announcement is in line with our commitment to keep all its 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)

Digitally signed by Ravi Agarwal
DN: cn=Ravi Agarwal, o=Cellecor Gadgets Limited, ou=Unitel Info Private Limited, email=Ravi.Agarwal@cellecor.in, c=IN
Date: 2025.01.22 10:00:00 +05'30'

Ravi Agarwal

Managing Director

DIN: 08471502

Annexures: As stated above



Media Release

Cellecor Gadgets Limited Achieves Record-Breaking Single-Day Sales Worth INR 20 Million in Smart Gadget Categories

[New Delhi, 22 January 2025] – Cellecor Gadgets Limited, one of India's fastest-growing consumer electronics brands, has achieved an extraordinary milestone by selling 10,000 smartwatches, 5,000 speakers, and 5,000 earbuds in a single day through its extensive offline distribution network. With sales worth approximately INR 20 million, this achievement highlights the brand's growing popularity, diverse product offerings, superior quality, and exceptional value for money.

With a robust distribution network spanning 28 states and 2 Union Territories, Cellecor's reach includes over 1,500 distributors, 50,000 retail points, and 1,500 service centres. This extensive infrastructure has played a pivotal role in ensuring the seamless availability of Cellecor products across India, making them accessible to customers in both urban and rural areas. The company's deep market penetration reflects its commitment to delivering advanced technology to every corner of the country.

Cellecor's success is built on its ability to cater to the diverse needs of India's vast demographic landscape. The brand offers tailored product solutions that meet the expectations of tech-savvy urban consumers while delivering reliability and value to buyers in Tier 2 and Tier 3 cities, as well as rural areas.

A trusted name in consumer electronics, Cellecor has solidified its position in the market by prioritizing customer-centric product development, supporting local manufacturing under the 'Make in India' initiative, and building strong partnerships with organized retail channels.

This sales milestone further reinforces Cellecor's status as a household name and a leading player in the Indian consumer electronics market, as it continues to empower consumers with innovative, reliable, and accessible technology solutions.

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.