



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

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Website: www.cellecor.com

Date: October 23, 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 : **INE0OMO01025**

Subject: Cellecor Gadgets Limited Announces Major Retail Network Expansion Across South India and Gujarat.

Dear Sir / Madam,

We are attaching herewith a general information in which Cellecor is excited to announce a series of collaborations with leading retail chains across South India and Gujarat.”

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

New Delhi, October 23, 2024 – Cellecor Gadgets Ltd., one of India's fastest-growing consumer electronics brands, is excited to announce a series of collaborations with leading retail chains across South India and Gujarat. These collaborations mark a significant step in expanding Cellecor's retail footprint, making its diverse range of products more accessible to consumers.

Expansion in Telangana and Andhra Pradesh

Cellecor has collaborated with two of South India's prominent retail chains, **Sangeetha Mobiles Private Limited (Wham Infocom Private Limited)** and **Cellbay Mobiles and Electronics Pvt Ltd**. These collaborations will enhance Cellecor's presence across Telangana and Andhra Pradesh, providing customers with direct access to a variety of products, including Smart TVs, Smart Gadgets, Mobile Phones, and Home Appliances.

Sangeetha Mobiles Collaboration

Collaborating with Sangeetha Mobiles, a trusted name with over **800 stores**, Cellecor aims to reach a broader customer base. Sangeetha's extensive retail network offers customers the latest technology and a seamless in-store experience, reinforcing Cellecor's strategy to deliver innovative and high-quality products.

Cellbay Mobiles Collaboration

Cellecor's collaboration with Cellbay, known as the fastest-growing multi-brand mobile retail chain in Telangana, will further extend the company's reach. With more than **50 stores**, Cellbay's robust retail platform provides an excellent opportunity for customers to explore Cellecor's wide range of electronics and appliances, ensuring greater convenience and reliability.

Expansion in Gujarat

In addition to its growth in South India, Cellecor is strengthening its market presence in Gujarat through collaboration with leading retail chains: **Poojara Telecom Pvt Ltd, PhoneWale Limited, Umiya Mobile Pvt Ltd, and Ramdev Mobiles**. These alliances are set to expand Cellecor's reach throughout the state, offering customers in key cities and towns access to its vast product line-up.

PhoneWale Limited operates over **500 stores** in Gujarat, with a strong presence in both urban and semi-urban areas. Known for its customer-centric approach, PhoneWale's stores offer a comprehensive range of electronics, making it a trusted name for tech-savvy consumers.

Poojara Telecom Pvt Ltd has a network of **500+ stores** across the region, specializing in mobile devices, smart gadgets, and accessories. The collaboration will enable customers to experience Cellecor's latest products first-hand, ensuring they can choose from the best available options in the market.

Umiya Mobile Pvt Ltd boasts more than **150 stores** strategically located across Gujarat. With a reputation for excellent customer service and competitive pricing, Umiya Mobile is a key partner in making Cellecor products more accessible to the masses.

Ramdev Mobiles, with **77 stores**, is recognized for its quality service and wide range of products, including smartphones, accessories, and home appliances. This collaboration will further strengthen Cellecor's presence in the region, catering to a diverse customer base.

With a strong distribution network and the Cellecor products available in leading retail chains across Gujarat, the company is strategically positioned for growth. Leveraging this strong foundation, Cellecor anticipates that its business in the Gujarat region will exceed 100 crores in the next 12 months.

Cellecor's expansion strategy is not only about increasing the number of retail touchpoints but also about improving the **overall shopping experience**. With a customer-first approach, Cellecor and its partners aim to provide a **seamless and enjoyable in-store experience**, where customers can see, touch, and test the products before making their purchasing decisions.

About Us

Cellecor Gadgets journey in the electronics device business, and selling products in its own brand, including mobile feature phones, smartwatches, TWS (True Wireless Stereo) earbuds, washing machines, mixer juicer grinders, trimmers, air-conditioners, soundbars and speakers, smartphones, laptops, neckbands, and LED TVs -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 synergistic 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.