



# CELLECOR GADGETS LIMITED

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

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

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

Website: www.cellecor.com

**Date: January 24, 2025**

To,

**Listing & Compliance Department**  
**National Stock Exchange of India Limited**  
Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1,  
G Block, Bandra-Kurla Complex, Bandra  
Mumbai - 400051, India

Company Symbol : **CELLECOR**  
Company ISIN : **INE0OMO01025**

**Subject: Launch of New Product by Cellecor Gadgets Limited**

**Ref: Intimation under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015**

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Dear Sir / Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that we are launching new products in Commercial and Consumer electronics segment. A detailed press release describing the launch details is enclosed as Annexure I.

The requirements as required to be disclosed in accordance with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 are annexed as Annexure II:

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 Gadgets Limited Expands Product Portfolio with the Launch of Commercial Coolers, Fans, and Water Dispensers for the Upcoming Season

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**New Delhi, 24, January, 2025** – Cellecor Gadgets Limited, India's fastest-growing consumer electronics brand, is excited to announce the launch of its latest range of **commercial coolers, fans, and water dispensers**. Scheduled to roll out in February and March, this innovative lineup is designed to cater to the needs of businesses and households ahead of the upcoming summer season.

The introduction of these products aligns with Cellecor's mission to provide innovative and customer-centric solutions tailored to the Indian market. The **commercial coolers** are designed for large spaces, offering high-capacity water tanks and robust cooling performance. The **fans** feature advanced aerodynamics, energy efficiency, and sleek designs to cater to diverse consumer preferences. Additionally, the **water dispensers** combine convenience and hygiene, offering hot, cold, and normal water options to suit varied requirements.

The market potential for these categories underscores the significance of Cellecor's expansion. More than **70 million fans** are sold in India annually, contributing to an industry valued at over **USD 1.2 billion** (₹10,000 crore) and growing at a robust rate of **8-10% yearly**. The **Indian water cooler market**, valued at approximately **USD 160 million in 2025**, is anticipated to grow at a CAGR of **7.63% through 2030**. Furthermore, the **Indian air cooler market** is projected to reach **USD 1.99 billion by 2025**, expanding at a CAGR of **11%**, highlighting the immense growth potential in this segment.

Cellecor's entry into these fast-growing markets reflects its vision of becoming a **household name in India** by delivering reliable, high-quality, and technologically advanced products. With a strong distribution network comprising **1,500+ distributors and 50,000+ retail touchpoints**, coupled with a commitment to the **'Make in India' initiative**, Cellecor ensures its products are accessible to consumers across the nation.

This strategic diversification positions Cellecor to strengthen its leadership in the consumer electronics space while providing innovative solutions that enhance everyday living. The products will be available through Cellecor's extensive offline and online channels nationwide.

### **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 synergistically 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](mailto:finance.head@cellecor.in)

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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.

## Annexure II

### Disclosure in accordance with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024

<b>Product launch</b>	a) Name of the product	- Commercial Coolers - Fans - Water Dispensers
	b) Date of launch	February and March 2025
	c) Category of the product	- Commercial Coolers - Fans - Water Dispensers
	d) Whether caters to domestic/ international market	Domestic market
	e) Name of the countries in which the product is launched (in case of international)	Not Applicable