



# 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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**Date: September 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 : **INE00MO01025**

**Subject: Submission of Media Release – Cellecor Expands South India Presence with Poorvika Partnership; Eyes ₹750 Crore Annual Business from the Southern Region**

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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 submit Media Release titled - Cellecor Expands South India Presence with Poorvika Partnership; Eyes ₹750 Crore Annual Business from the Southern Region. The Media Release is enclosed with this letter as Annexure I.

This announcement is in line with our commitment to keep all our stakeholders informed about company's growth.

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 Expands South India Presence with Poorvika Partnership; Eyes ₹750 Crore Annual Business from the Region

**New Delhi, 24<sup>th</sup> September 2025:** Cellecor Gadgets Limited, one of India's fastest-growing homegrown consumer electronics brands, has announced its retail partnership with **Poorvika Mobiles Pvt. Ltd.**, South India's leading multi-brand electronics chain with over **470 stores** across Tamil Nadu, Karnataka, Kerala, and Pondicherry. Poorvika reported revenues of **₹3,600 crore for the financial year ending March 31, 2024**, underlining its strong market presence and consumer trust in the region.

This strategic tie-up is projected to contribute **₹150 crore annually** to Cellecor's topline, further strengthening its leadership position in the southern market.

The collaboration with Poorvika adds to Cellecor's robust network of alliances with leading regional chains including **LOT Mobiles Pvt. Ltd., Sonu Vision Pvt. Ltd., BIG C Mobiles Pvt. Ltd., PAI International Electronics Limited, B New Mobiles Pvt. Ltd., Happy Mobiles Pvt. Ltd., Sathya Agencies Pvt. Ltd., Sangeetha Mobiles Pvt. Ltd., and Celekt Mobiles Pvt. Ltd.**, spanning thousands of retail outlets across South India.

Together, these partnerships are expected to generate **₹750 crore annually from South India alone**, making the region a cornerstone of Cellecor's nationwide expansion journey.

Speaking on the occasion, **Mr. Ravi Agarwal, Managing Director, Cellecor Gadgets Ltd.**, said: *"South India has always been a high-potential market with deep consumer trust in quality and affordability. Partnering with Poorvika strengthens our reach across Tamil Nadu, Karnataka, Kerala, and beyond—bringing our smart TVs, appliances, wearables, and audio products closer to millions of households. This alliance further cements our vision of making happiness affordable, accessible, and truly pan-India."*

With an expansive portfolio of **Smart TVs, Smartphones, Wearables, Laptops, Home & Kitchen Appliances, and Audio devices**, Cellecor is scaling rapidly, driven by strong offline partnerships, exclusive brand stores, and an aggressive product expansion strategy. The company continues to align with the **'Make in India' initiative**, ensuring high-quality, value-driven products for Indian consumers.

#### **About Cellecor Gadgets Limited**

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

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