



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

December 24, 2024

To,
National Stock Exchange of India Limited
Listing & Compliance Department
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 Expands Market Reach through Partnership with Moglix

Dear Sir / Madam,

In accordance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that Cellecor Gadgets Limited ("Company") has entered into a strategic partnership with Moglix, Asia's largest and fastest-growing B2B commerce Company.

This collaboration aims to expand Cellecor's market reach and leverage Moglix's extensive B2B and B2C e-commerce ecosystem to introduce our innovative range of consumer electronics and home appliances to a wider audience. The partnership is aligned with the Company's commitment to providing high-quality, affordable consumer electronics, and further strengthens our position in both the B2B and B2C markets.

For more information please visit Company's website www.cellecor.com.

Please take the above 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 Expands Market Reach Through Partnership with Moglix

Cellecor Gadgets Limited, India's fastest-growing consumer electronics brand, has partnered with **Moglix**, Asia's largest and fastest-growing B2B commerce company. This collaboration is set to amplify Cellecor's reach and bring its innovative range of gadgets and appliances to a broader audience through Moglix's extensive B2B and B2C e-commerce ecosystem.

Moglix, a leader in B2B commerce, is revolutionizing supply chains with a full stack of services, including MRO procurement, packaging, supply chain financing, and digital procurement solutions. With 1,000+ enterprise customers, exports to over 120 countries, a presence in 40+ locations across India, service to 250,000 SMEs, delivery across 33,000 pin codes, and 700,000+ SKUs, Moglix ensures seamless access to top-quality products and services.

This partnership aligns perfectly with Cellecor's mission to deliver value for money and reliable consumer electronics to every household and business in India. Through Moglix's expansive network and digital commerce capabilities, Cellecor products will now be accessible to a diverse audience, ranging from large enterprises to small and medium-sized businesses. Moglix's robust infrastructure provides Cellecor with the potential to explore markets, ensuring wider accessibility for its progressive product collection.

Cellecor Gadgets Limited is a trailblazer in India's consumer electronics market, known for its breakthrough product lineup, affordability, and reliability. With a strong commitment to 'Make in India,' Cellecor continues to innovate across categories, including smart gadgets, Electronics and home & kitchen appliances, becoming a trusted household name in India. This partnership with Moglix marks a new chapter for Cellecor as it strengthens its presence in both B2B and B2C markets, redefining accessibility and innovation in consumer electronics and commerce.

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.