



# 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.3B1

Twin District Centre, Sector 10 Rohini New Delhi-110085

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Website: www.cellecor.com

Date: August 28, 2024

To,  
**National Stock Exchange of India Limited**  
**Listing & Compliance Department**  
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: **INE00MO01017**

**Subject: Successfully achieving a major millstone with its inaugural order for this season's Big Billion Sale on Flipkart and strategic alliance with Cred.**

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Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that Cellecor Gadgets Limited has achieved a major milestone with its inaugural order for this season's Big Billion Sale on Flipkart. The company has secured a substantial order of 7,000 units, valued at approximately Rs. 10 million. Further the Company has established a strategic alliance with Cred, a prominent fintech enterprise known for its high-end credit card payment solutions.

This achievement is a testament to our relentless commitment to innovation, quality, and customer satisfaction. We are grateful to all our stakeholders for their continued support, which has been instrumental in achieving this milestone.

For more information please visit Company's website [www.cellecor.com](http://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  
Agarwal  Digitally signed  
by Ravi Agarwal

**Ravi Agarwal**  
**Managing Director**  
**DIN: 08471502**

**Place: New Delhi**

**Encl.: As stated above**



Media Release

**Cellecor Gadgets Limited Secures Major Festive Win:  
Lands First Order of 7,000 Units Worth Rs 10 Million**

**New Delhi, 26 August 2024:** Cellecor Gadgets Limited, a leading innovator in consumer electronics, has achieved a major milestone with its inaugural order for this season's Big Billion Sale on Flipkart.

The company has secured a substantial order of 7,000 units, valued at approximately Rs. 10 million. This impressive achievement underscores Cellecor's robust presence in the competitive market and highlights the strong demand for its cutting-edge gadgets.

Apart from this outstanding sales achievement, Cellecor Gadgets Limited has established a strategic alliance with Cred, a prominent fintech enterprise known for its high-end credit card payment solutions.

Cellecor Gadgets Limited has recently hired its E-commerce Head, Chetan Sehgal to expand its reach and visibility on various E-commerce platforms. Under Chetan's leadership, Cellecor Gadgets is set for major growth in the digital market. His MBA from IIM Ranchi enhances his expertise, positioning him to elevate Cellecor's digital strategy and boost its online presence. Chetan's aggressive strategy to capture a larger share of the online market is evident with these recent developments. The company is anticipating and working hard to capture the online space this festive season.

With 8 years of leadership experience, Chetan Sehgal excels in driving growth and optimizing e-commerce platforms. As the architect behind Cellecor Gadgets Limited's success on Flipkart, he has significantly boosted sales and customer satisfaction through his strategic expertise.

Cellecor Gadgets Ltd is making significant strides to capture the e-commerce market with aggressive steps towards capturing online platforms. The company has brought on board a senior team specializing in online business to refine its digital footprint. Key initiatives include ramping up digital advertising, enhancing website functionality, and leveraging data insights for targeted marketing.

These steps are designed to boost Cellecor's online presence and drive substantial growth in the e-commerce arena. It is because of these initiatives that the company has cracked a deal of 7000-unit Purchase Order from Cred and Flipkart.

"This is a momentous achievement for Cellecor Gadgets Limited at the beginning of this festive season," remarked Ravi Agarwal, Founder and Managing Director of the company. "The strong order volume from Flipkart and our new collaboration with Cred highlight our growth and the high demand for our products. We are proud of our team's hard work and our customers' trust, which have made these successes possible. Our commitment to innovation remains unwavering, and we are eager to deliver even more exceptional experiences to our users through these strategic initiatives."

Cellecor Gadgets Ltd is gearing up for a major online market push this festive season. The company is targeting Rs. 50 crore business within this festive season. Cellecor's aggressive strategy is underscored by its recent appointment of a powerhouse senior team, spearheaded by Chetan Sehgal as Head of E-commerce. This dynamic leadership is set to turbocharge Cellecor's e-commerce operations, driving innovation and elevating the brand's presence in the digital marketplace.

The company is growing its presence and gradually forming a monopoly in the technological space, especially when it comes to gadgets being smart and affordable. It is truly justifying its tagline “Making Happiness Affordable”.

### **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, 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 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.