



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 26, 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 Enhances Its Manufacturing Capabilities with a Commitment to Quality, Innovation, and the 'Make in India' Initiative

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 ("the Company") has entered into a strategic partnership with Dixon Electro Manufacturing Private Limited (DEMPL), a wholly-owned subsidiary of Dixon Technologies (India) Limited. Under this collaboration, DEMPL will manufacture a range of premium-quality refrigerators for the Company.

This partnership strengthens Cellecor's position in the home appliance sector and supports the 'Make in India' initiative. The production will take place at Dixon's ISO-certified facilities, ensuring high standards of quality and durability.

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 Gadgets Limited Partners with Dixon Technologies (India) Limited's Wholly Owned Subsidiary- Dixon Electro Manufacturing Private Limited to Manufacture Refrigerators

Cellecor Enhances Its Manufacturing Capabilities with a Commitment to Quality, Innovation, and the 'Make in India' Initiative

December, 26th 2024 – **Cellecor Gadgets Limited**, one of India's fastest-growing consumer electronics brands, is proud to announce its partnership with **Dixon Electro Manufacturing Private Limited (DEMPL)**, a Wholly Owned Subsidiary of Dixon Technologies (India) Limited, a leader in electronic manufacturing services (EMS). This collaboration marks an important step in expanding Cellecor's home appliance portfolio by manufacturing premium-quality refrigerators, reinforcing its position as a trusted name in Indian households.

Under this partnership, DEMPL will produce a range of refrigerators for Cellecor, leveraging its cutting-edge facilities and extensive manufacturing expertise. Dixon's ISO-certified plants (ISO 9001-2015) will ensure that Cellecor refrigerator meets rigorous standards of durability, quality, and innovation. This collaboration aligns with Cellecor's vision of delivering value-driven, high-performing products that cater to the evolving needs of Indian consumers.

Dixon Technologies (India) Limited is the largest* home grown design-focused and solutions company engaged in manufacturing products in the consumer durables, lighting and mobile phones markets in India. Their diversified product portfolio includes (i) Consumer electronics like LED TVs; (ii) Home appliances like washing machines; (iii) Lighting products like LED bulbs and tube lights, down lighters; (iv) Mobile phones; and (v) Wearables and Hearables (vi) Refrigerators (vii) Telecom and IT Hardware products. Dixon also provides solutions in reverse logistics i.e. repair and refurbishment services of LED TV panels. The company is renowned for its high-quality standards, ethical business practices and commitment, making it a preferred partner across various industry verticals.

*Source: Project Rise: Indian Consumer Electronics & Appliances Market Study, issued by Frost & Sullivan India Private Limited.

Cellecor has seen exponential growth across the country, becoming synonymous with innovative, reliable, and accessible consumer electronics. This partnership represents a strategic milestone in Cellecor's journey, reaffirming its commitment to the 'Make in India' initiative and empowering the brand to deliver world-class refrigerators designed specifically for Indian households.

Through this collaboration, Cellecor aims to further elevate its product offerings, strengthen its presence in the home appliance market, and continue its mission to become a household name across India.

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.

