



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: February 27, 2025

To,

Listing & Compliance Department

National Stock Exchange of India Limited

Exchange Plaza, 5th 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 Gadgets Limited partners with Rockingdeals Circular Economy Limited to strengthen Retail Footprint across India

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 Gadgets Limited partners with Rockingdeals Circular Economy Limited. 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

(Formerly Known as Unitel Info Limited and Unitel Info Private Limited)

Ravi Agarwal

Managing Director

DIN: 08471502

Annexures: As stated above

New Delhi, 27th Feb 2025 – Cellecor Gadgets Limited, a leading name in the consumer electronics industry, is excited to announce its collaboration with **Rockingdeals Circular Economy Limited**, India's pioneering B2B recommerce and retail chain company, to expand its offline presence through Rocking Deals' extensive retail network.

Established in 2002, Rockingdeals Circular Economy Limited has revolutionized the recommerce and retail industry in India, offering a diverse product portfolio across home appliances, electronics & accessories, fashion & footwear, and personal & lifestyle products. With 20+ exclusive and non-exclusive franchise stores, Rockingdeals has built a strong presence in the retail space, catering to evolving consumer needs with affordability, reliability, and quality assurance.

Through this partnership, Cellecor's latest range of consumer electronics—including smart TVs, air conditioner, refrigerators, washing machines and kitchen appliances—will now be available at Rocking Deals Stores. This move aligns with Cellecor's commitment to making advanced technology more accessible to Indian consumers and strengthening its retail distribution network. Rocking Deals' trusted retail ecosystem will provide an ideal platform for Cellecor's products, enabling consumers to experience, compare, and purchase innovative gadgets and home solutions at competitive prices.

This partnership also underscores both companies' commitment to the 'Make in India' initiative, supporting locally manufactured products and boosting domestic production. With Cellecor's strong product innovation capabilities combined with Rocking Deals' expertise in recommerce and retail distribution, the collaboration is set to create a win-win ecosystem for consumers, retailers, and the broader electronics industry.

As Cellecor continues its journey to becoming a household name in consumer electronics, this partnership marks a key milestone in expanding its brick-and-mortar presence alongside its growing e-commerce footprint. Customers can now explore and purchase Cellecor products at Rocking Deals Stores, ensuring wider accessibility and a superior shopping experience.

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



Media Release

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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.