



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: January 31, 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 Jeeves Consumer Services Pvt. Ltd. (A Flipkart Company) to Strengthen After-Sales Service Network Across India

Dear Sir / Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to announce our collaboration with Jeeves, to enhance its after-sales service offerings across the country. This partnership aims to provide seamless, professional, and reliable service support to Cellecor customers, ensuring a superior ownership experience.

This announcement is in line with our commitment to keep all its 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



Media Release

Cellecor Gadgets Limited Partners with Jeeves Consumer Services Pvt. Ltd. (A Flipkart Company) to Strengthen After-Sales Service Network Across India

New Delhi, 31 January, 2025 – – Cellecor Gadgets Limited, one of India’s fastest-growing consumer electronics brands, is pleased to announce its collaboration with **Jeeves Consumer Services Pvt. Ltd., a Flipkart company**, to enhance its after-sales service offerings across the country. This partnership aims to provide seamless, professional, and reliable service support to Cellecor customers, ensuring a superior ownership experience.

Through this collaboration, Cellecor customers will benefit from installation services and repair services for Smart TV, Washing Machines, Refrigerators, and Air Conditioners. By joining forces with Jeeves, a leading third-party neutral service provider under the Flipkart Group, Cellecor is further strengthening its commitment to offering top-tier service solutions. This initiative will enhance the brand’s reach and reliability, addressing consumer needs with efficiency and expertise.

Jeeves is a part of the Flipkart Group, is among India’s largest third-party service providers, specializing in comprehensive lifecycle management across multiple categories, including mobility, consumer electronics, home appliances, furniture, IT & IT peripherals, AV & enterprise solutions, lifestyle, and personal healthcare. Their extensive service network ensures seamless post-sales support, allowing brands to focus on growth while delivering superior customer experiences.

Since 2007, Jeeves has been a trusted name in after-sales service, providing cost-effective, reliable, and efficient solutions across 1,000+ cities in India. The company’s commitment to using only genuine spares and accessories, along with highly trained service personnel, ensures hassle-free repairs and installations for customers nationwide.

With this collaboration, Cellecor Gadgets Limited reaffirms its dedication to customer satisfaction by expanding its service capabilities and delivering a best-in-class after-sales experience. This partnership will significantly enhance Cellecor’s service outreach, reducing turnaround times for repairs and installations, improving service accessibility, and reinforcing trust and brand loyalty among customers. Additionally, the streamlined service process will lead to higher customer retention, reduced product downtime, and improved brand perception in the highly competitive consumer electronics market. Cellecor’s ability to provide swift and professional after-sales support will further solidify its position as a reliable and customer-centric brand, ensuring long-term success and growth.

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.