



Creative Peripherals

(CIN):U52392MH2004PLC148754

To,
The Manager
Listing Department
National Securities Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East)
Mumbai- 400051

Sub: Creative Peripherals and Distribution Limited Brand Associations.

Dear Sir,

Please find below Media Release regarding Creative Peripherals and Distribution Limited's proud brand associations.

Thanking you,

Yours Faithfully
For Creative Peripherals And Distribution Limited

Vijay Advani
Managing Director
DIN: 02009626

Date: 01 August 2017
Place: Mumbai

Creative Peripherals & Distribution Ltd.

Registered Office : B - 215, Mandpeshwar Industrial Premises Co-op Society Ltd., Opp. M.C.F. Club, Prem Nagar, Off S.V.P. Road, Borivali (West), Mumbai - 400 092. | Tel.: 91-22-4081 1234 / 4246 0777 | Email : administration@ecreativeindia.com

www.ecreativeindia.com



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Media Release

Creative Peripherals and Distribution Limited partners with major international brands

Provides market penetration and distribution support through pan India Network

Mumbai, 01 August 2017: Creative Peripherals and Distribution Limited, specialist in market penetration and distribution of IT, Imaging, Lifestyle, and Security products with an existing product basket of over 3,000 products from over 23 Brands globally. We have a pan India presence with established relationships with over 5,000 registered channel partners across our network of 26 branches in India, including online, retail and general trade.

Our proud associations are as under-

AOC: AOC is the international brand of TPV Technology Limited, a US \$ 12 billion Business Conglomerate that was formed in USA and is now based out of Taiwan. AOC is a complete one stop solution for all display needs. AOC has earned a reputation for selling user-friendly, technologically advanced displays, with every aspect of AOC's business focusing on the development of products that fit seamlessly into consumers' digital lifestyles.

Belkin: Belkin was founded in 1983 in the **USA** to create products that help people realize the power of technology and make people's lives better, easier and more fulfilling. Belkin products are renowned for their simplicity and ease of use.

GoPro: Go Pro is an **American** technology company founded in 2002 by Nick Woodman. It manufactures eponymous action cameras and develops its own mobile apps and video-editing software. The Company is focused on the connected sports genre, developing its line of action cameras and, later, video editing software.

Bandridge: Bandridge is a leading electronics connectivity brand from **Denmark**. It is Europe's most creative and innovative brand in consumer electronics connectivity for more than twenty years. Bandridge is a benchmarked brand when it comes to consumer electronics connectivity, and it is distributed in over 55 countries around the world.

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NPAV: It is one of the leading providers of Anti-Virus and Internet Security tools. It was established in **Pune**, and has been actively involved in Research and Development of Anti-Virus software. Net Protector AntiVirus is enterprise-wide Anti-Virus software that scans the local and network drives for viruses, Internet Security and cleans them.

Philips: Philips India Limited is a subsidiary of Royal Philips of the **Netherlands**, a diversified technology company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Philips' vision is to make the world healthier and more sustainable through innovation. Their investment in innovation and local business creation enables them to deliver a stream of locally relevant, meaningful innovations. They are a leading global brand, which is highly trusted across the world.

Transcend: Transcend is a **Taiwanese** company headquartered in Taipei, Taiwan that manufactures and distributes memory products, memory modules, flash memory cards, USB flash drives and so on. A leading global brand of digital storage, multimedia and industrial products with 14 offices worldwide. A customer-focused company, Transcend has the ability to quickly respond to the market's changing needs. It upholds the highest quality and believe in professional service.

Sennheiser: Sennheiser is a **German** company and has long been recognised for the assistance it provides to professional customers around the world. It has technically outstanding products, service, expertise and local customer support now looking at Indian market with broad perspective.

NZXT: NZXT is a leading computer hardware manufacturer from **Taiwan** with a diverse product portfolio that equally values design and function. Their award-winning products empower hardware enthusiasts to build some of the most beautiful and imaginative computer systems in the world. By offering exceptional customer service to new and veteran builders alike, the company also prides itself on energizing the PC DIY community with content that is educational, resourceful, and inspiring.

Olympus: Olympus Imaging India is principally involved in the marketing of Digital Still Cameras, Olympus PEN, DSLRs, Accessories, Binoculars and Voice Recorders. Olympus Medical division has 70% market share globally. Olympus is future ready with Mirrorless technology camera for Indian and Global Market.

PhotoFast: Since 2003 it's known for creating visionary products and cutting-edge technology. PhotoFast's storage solutions and mobile accessories are known for its innovation, design and convenience. It is one of the largest online photo printing services in **Taiwan**. With 4,000+ pickup points and add-value online services, it allows customers to make purchases and receive their product in a short time. PhotoFast is a premium Smart Accessory brand that focuses on design, innovation, premium quality, and functionality.

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Printronic: Printronix was founded in 1974 and is headquartered in **Irvine, Calif.** It is a leader in business-critical printing solutions, offering the most-trusted selection of ultra-reliable printers, services, supplies and parts for environments demanding top reliability and low printing costs. The Company offers the most-trusted brand names in industrial, back office and supply chain printing, Printronix is known throughout manufacturing, distribution, retail, banking, healthcare, government and other enterprises across the globe. The combined brand portfolios include the highest-quality line matrix, thermal and RFID printers, and service management solutions.

RAPOO: Established in 2002 in **China**, RAPOO is dedicated to offer excellent, cutting-edge wireless peripheral products to users around the world, and "Wireless Your Life" is simply the corporate philosophy that RAPOO has always adhered to. They have always paid close attention to the continuous changes in user demands and to providing corresponding solutions in time. It offers wireless mice, wireless keyboards, and wireless headsets to PC users to meet their application needs.

Skyworth: Skyworth was established in 1988, with the head office located within **Shenzhen High Tech Industrial Park** which is honored as "China's silicon valley", and has more than 20,000 employees. Skyworth is a large-scale high-tech corporation mainly engaged in the development and manufacturing of consumer electronics, display devices, digital set top boxes, security monitors, network communication, semi-conductors, refrigerators, washing machines, cell phones and LED lighting etc.

Viewsonic: ViewSonic Corp., a leading global provider of visual solution products from **Taiwan**, demonstrated its brand new sleek and streamline design Light Stream networkable series of projectors in India. The new Light Stream line delivers the ultimate in True to Life colors in any lighting condition. Ideal for any classroom or meeting room. The new LightStream line delivers smart features including ViewSonic's patent pending Portal for secured wireless streaming.

Vintron: Vintron Informatics Ltd. is one of the pioneers in manufacturing of electronic security and surveillance products in India. In the country which is primarily dependent upon south Asian countries for manufacturing of electronic and IT related products, Vintron made its own standing to be a capable and credible Indian manufacturer, which is its biggest strength. In the age of cut-throat business competition, Vintron, by virtue of its strong business ethics and manufacturing setup, maintains its own class and stays ahead in the race.

We are constantly making every effort to add new brands in our value added business which will help us not only penetrate new markets globally but also help us create our own brand name as a respected and premium market entry specialist in India.

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As stated earlier, our Company has recently renewed National Distribution Agreement with **Apple India Pvt. Ltd.** for distribution of '**Beats by Dr. Dre**'. We also recently announced an Exclusive license agreement with **Honeywell** for a period of five years. We have been re-appointed as one of the only two National Premium Partners for **Samsung Electronics Ltd** for monitors of 21.5" and other products. We have also renewed our distribution agreement with the **Vitec Group of Italy**, for the fifth consecutive year, for their top brands **Manfrotto** and **Gitzo** in the photography segment. We further strengthened our association with **NEDIS Group of Europe** for the 7th consecutive year, deepening our presence in the consumer electronics segment.

Company Overview

Our Company started as a small proprietary trading concern, named as 'Creative Computers' with 10 employees back in 1992. Since then, due to our consistent dedication and hard work along with support from our partners, we have grown to a recognized player in India's Information and Communication Technology distribution market. Our efforts have always been towards timely delivery, consistent, excellent quality, range of innovative products and sustained long-term relationship building with channel partners. These efforts have enabled us to garner accolades in the Industry as amongst the best distributors in India by leading brands. Some of these include:

- 'Best Fulfillment Partner' (2014) - Reliance Digital
- 'Fastest Growing National Distributor' (2014-15) - Digital Terminal
- 'Best Fulfillment Partner' (2015) - Reliance Digital
- 'CEIF Photofair All India Photo graphic Trade & Industry Association' (2015)
- 'Long Term Partnership Award (2017) – Sennheiser
- 'Best Fulfillment Partner' (2017) - Reliance Digital

Creative Peripherals has a unique value added distribution model which is difficult to replicate. We provide end-to-end solutions, beginning from market research and competition analysis for brands and recommend viability in specific regions across India. This requires specialized skill sets and experience along with adequate market intelligence. We then prepare a strategic plan for market entry for the brands and their target segments. These plans are updated and monitored regularly. Further, we then also conduct pre-sales activities and marketing activities for the success of the brand as well as to enable our channel partners to leverage their expertise and bottom line. We are among the very few large distributors who conduct specialized training modules, events and promotional activities at the ground level with channel partners. This is possible due to the dedication of our people and our experienced team which constantly tracks latest market developments to build closer market connect.

Our Company has a state-of-the-art sales process which works very closely across channels including Large Format Retail (LFRs), E-Commerce and Specialized retailers in all regions. We conduct regular workshops, demos for resellers with our dedicated corporate and retail sales teams.

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Our Company's wide reach and superior logistics capabilities helps us provide end-to-end services to customers including warranty and post-warranty, high-level repair services, response centers among others. Also, our strong focus on consistent and very high quality along with timely delivery has led to increased confidence of brands, many of which have chosen us as exclusive partners and have been with us since over five years. We have robust IT systems to manage network and also follow prudent risk management practices across branches.

Creative Peripherals focuses on higher operational efficiencies and adding higher margin and value added products to our existing product portfolio and this association is a concrete step towards that direction. We are confident that we will be able to grow stronger from here and continue to scale new heights.

For more details please visit: www.ecreativeindia.com

Note: Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. Creative Peripherals and Distribution Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For further information please contact:

Company:	Investor Relations:
Vijay Advani	Savli Mangle
Creative Peripherals and Distribution Ltd	Bridge Investor Relations Pvt Ltd
E-mail: advani@ecreativeindia.com	Email: savli@bridge-ir.com

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