

Registered Office: 3rd & 4th floor, Plot No. 137AB, Kandivali Co-op Industrial Estate Limited, Charkop, Kandivali West, Mumbai 400067
Contact No.: +91 22 50612700 | **Email:** cs@creativenewtech.com | **Website:** www.creativenewtech.com

Date: 03rd November 2025

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

Sub: Creative Newtech Limited announces exclusive PAN-India distribution partnership with Matrix Comsec Private Limited

Dear Sir,

Please find attached Media Release regarding announcement of exclusive pan-India distribution partnership between Creative Newtech Limited and Matrix Comsec Private Limited.

Thanking you,
Yours Faithfully

For Creative Newtech Limited



Tejas Doshi
Chief Compliance Officer & Company Secretary
ACS - 30828



Date: 03rd November 2025

Place: Mumbai

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Media Release

Creative Newtech Limited announces exclusive pan-India distribution partnership with Matrix Comsec Private Limited

Mumbai, 03rd November 2025: Creative Newtech Limited (NSE: CREATIVE), market specialists for experiential products in IT, Imaging, Lifestyle, and Security domains with a pan-India presence, announced an exclusive pan-India distribution partnership with Matrix Comsec Private Limited ("Matrix"), a leading Indian manufacturer of Security and Telecom solutions.

Matrix is a leading Indian manufacturer of security & telecommunications solutions and is one of the big four having **IoTSCS-ER** Compliant with **STQC** Certification. Under this partnership, Creative Newtech will distribute, promote, and support Matrix's comprehensive product range—spanning **Video Surveillance (CCTV/IP Cameras, PTZ Cameras, Network Video Recorders, and Video Management Software)**, **Access Control & Time-Attendance Systems**, and **Telecom Solutions (Unified Communications, IP-PBX, VoIP Gateways and Endpoints)**—across India.

Matrix manufactures these solutions under the "Make in India" initiative, with strong in-house R&D and an expanding global footprint. The collaboration leverages Creative Newtech's robust pan-India sales, channel, and service infrastructure to enable deeper market penetration and scale across verticals such as manufacturing, retail, BFSI, and hospitality.

Key Strategic Synergies and Value Addition:

- **Expand Market Reach:** Extend Matrix's footprint across urban, semi-urban, and emerging markets through its robust pan-India distribution network, ensuring faster market penetration and stronger channel visibility.
- **Drive Demand Creation:** Lead integrated go-to-market initiatives including partner enablement, live demonstration setups, and digital awareness campaigns to build recognition and adoption for Matrix's innovative product ecosystem.
- **Enable Solution-Led Growth:** Combine Matrix's advanced technologies with Creative's deep domain understanding to offer tailored, end-to-end solutions that address the evolving security and communication needs of enterprises and institutions nationwide.

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- **Enhance Channel Capability:** Invest in structured partner training, certification programs, and hands-on product demonstrations to strengthen reseller expertise and improve customer engagement across markets.
- **Leverage Omni-Channel Presence:** Utilize Creative's strong presence across online, offline, and modern trade channels to make Matrix's products more accessible and responsive to institutional and retail demand.
- **Build Long-Term Scalability:** Establish an integrated framework for sustained category development, ensuring consistent supply, superior service quality, and measurable growth across high-potential industry verticals.

India Market Outlook & Dynamics:

- The Indian smart home market presents a compelling, high-growth opportunity fueled by increasing urbanization, rising disposable incomes, and growing acceptance of home security systems.
- The market is valued at USD 1,144 million in 2024 and is projected to grow at a strong CAGR of 20% from 2025 to 2030, reaching USD 3561 million (Product, Services, and Home Automation).
- In 2024, India accounted for 3.4% of the global smart home security market and emerged as the fastest-growing regional market in Asia Pacific, projected to reach USD 3,561.4 million by 2030.
- India is in the early stages of adopting integrated internet-enabled home security systems (Internet Connected Homes). The substantial growth is expected from the rapid expansion of entry Smart Locks and the widely discussed home AI cameras.

Source: [Grandviewresearch.com](https://www.grandviewresearch.com)

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Management Comment:

Commenting on the performance, **Mr. Ketan Patel, Chairman & Managing Director of Creative Newtech Limited** said:

"We are delighted to partner with Matrix Comsec, a respected Indian brand known for its innovation and manufacturing excellence in security and telecom solutions. This collaboration reflects our commitment to represent high-quality, home-grown technology brands that are shaping India's connected future."

Matrix is one of the big four manufacturer having IoTSCS-ER Compliant with STQC Certification, it has built a strong reputation for its high-quality, indigenously developed solutions backed by robust R&D and manufacturing excellence. With the government's continued focus on 'Make in India' and the growing demand for advanced security and communication infrastructure, we see immense potential in this category."

As Matrix's distribution partner, Creative Newtech will leverage its extensive channel network, market reach, and operational expertise to expand Matrix's footprint across India. The security and communication technology space is undergoing rapid transformation, and our partnership positions us to capitalize on this momentum by enabling faster access, better availability, and superior service for customers nationwide."

"This alliance strengthens our position as a preferred distribution partner for leading global and Indian brands and aligns with our broader strategy of expanding into high-potential, technology-driven product categories."

Company Overview

Established in 1992, Creative Newtech Limited is a well-established company in India's Information and Communication Technology distribution market. Through a robust network of partners and distribution channels, the Company has made a strong foothold in the IT distribution market in the country. The Company has an omni-channel network across all three channels of online, offline and retail trade.

Creative Newtech specializes in market entry and penetration for global brands. The Company offers demographic intelligence, and enables the formulation and execution of marketing strategies for its clients. In addition to such services, Creative continues to focus on timely delivery, diversification of its product portfolio, sustained long-term relationships with its channel partners, and extending value-added services over and above distribution.

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These efforts have enabled the Company to win long running contracts as well as garner accolades in the industry as amongst the best distributors in India by leading brands. Creative is associated with over 20 renowned brands globally. These brands encompass a wide range of applications and help the Company to cater to a broad array of customers, both in the consumer and industrial businesses. Moreover, the Company is well-positioned to leverage the changing trends in the technology industry and be a part of the paradigm shift towards digitization in India.

Creative has a unique value-added business model. They provide end-to-end solutions, from market research and competition analysis for brands, to import, distribution, sales and servicing for the brand. Additionally, the Company suggests and executes marketing strategies and recommends viability in specific regions across India for their clients. This is enabled by specialized skill sets, local insights and experience, along with relevant market intelligence. Creative also prepares strategic plans for market entry for foreign brands and their target category.

Furthermore, the Company conducts pre-sales and marketing activities for the success of the brand as well as to enable the channel partners to leverage their expertise and bottom line. Creative works closely with partners across channels including Large Format Retail (LFR), e-commerce and specialized retailers. The Company is one of the few large distributors who conduct specialized training modules, events and promotional activities at the ground level with channel partners. They also conduct workshops and demos for resellers. This is possible due to the dedication and experience of the corporate and sales teams which constantly track latest market developments to build a closer market connect.

The Company's wide reach and superior logistics capabilities helps it provide end-to-end services including warranty and post-warranty, high-level repair services, and response centres, among others. Such expertise and superior quality of service has led to increased confidence of brands, many of which have chosen Creative as exclusive partners and have been with the Company since over five years. The Company focuses on higher operational efficiencies and adding higher-margin and value-added products to its existing product portfolio and such brand associations are a concrete step in that direction.



Creative Newtech Limited

CIN - L52392MH2004PLC148754

An ISO 9001:2015 Certified Company

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For more details please visit: www.creativenewtech.com

For further information please contact:

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Note: *This announcement is intended to provide information about the business partnership between Creative Newtech Limited and Matrix Comsec Private Limited. It does not constitute an offer, solicitation, or recommendation to invest, nor does it contain any financial forecasts or forward-looking statements. The purpose of this release is solely to inform stakeholders and the public of the strategic collaboration between the two companies.*