



# Investor Presentation

---

**Q2 H1 FY25-26**

Creative Newtech Limited

*Empowering Technology Brands Across Consumer & Enterprise Markets*

**Honeywell**



  
**MATRIX**<sup>®</sup>  
TELECOM | SECURITY

 **CYBERPOWERPC**



  
**COOLER  
MASTER**

  
**sparsh**<sup>®</sup>  
feel secure



**instax**  
FUJIFILM

**Lexar**<sup>™</sup>



**SAMSUNG**



## Disclaimer

This presentation has been prepared by Creative Newtech Limited (the “Company”), formerly known as Creative Peripherals & Distribution Ltd., solely for information purposes and does not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.



# Who is Creative Newtech



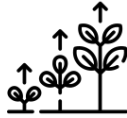
## Brand Business

Driving owned and licensed brands for scalable, profitable growth.



## Leading Market Entry Specialist

Trusted partner for the world's top technology and lifestyle brands.



## End-to-End Value Creation

From marketing and logistics to after-sales – enabling brands to grow faster.



## Brand Business

Development of an in-house portfolio of owned and licensed brands that leverages our distribution muscle to capture higher margins, brand equity and durable growth beyond pass-through volumes.



## Over Three Decades of Expertise

30+ years of innovation and partnership-driven success.



## India's Widest Brand Network

Pan-India reach across 300+ cities, retail, modern trade, and e-commerce.



## Expanding Global Horizons

Supporting brand expansion beyond India into international markets.



## Market Entry Specialist

Nationwide distribution of technology and consumer brands across online and offline channels, with shift from pure throughput to value-added categories to drive predictable, recurring scale.

## A Diversified House of Brands

**Honeywell**

**sparsh**  
feel secure

**cricut**

**COOLER MASTER**

**zion**  
T E C H

**ViewSonic**  
See the difference™

**CYBERPOWERPC**

**Lexar**

**instax**  
FUJIFILM

**SAMSUNG**

**AOC**

**INP**

**CORSAIR**

**MATRIX**  
TELECOM | SECURITY

**COLORFUL**

**rapoo**

**OM SYSTEM**

**PNY**



## Management Team



**Ketan Patel**

Founder and CMD

A technologist with a humble background and an experience 30+ of years. With capital not an option, he had to choose a long gestation period for success. He firmly believes that in the technology business, operating leverage is substantial but always back ended.



**Purvi Patel**

Co-Founder and

President - Strategy & Sustainability

A woman with exceptional foresight, Purvi Patel manages Logistics, HR, Marketing, Operations and Administrative functions to enable smooth functioning of the business.



**Vijay Advani**

Whole Time Director

Mr. Advani is a seasoned Professional with 30+ years of experience since 1998 in Product, Sales & Operations. He looks after the complete sales of the organization and all major B2B relationships with an ease and competence like no other.



**Mohit Anand**

Co-Founder and  
CEO - Secure Connection

As the CEO of Secure Connection, he is responsible for all facets of the business including, Sales, Marketing, Finance & Operations. He is currently building and scaling out Honeywell licensing business in over 29 countries. Ex-Microsoft, Ex-Belkin

# Management Team



**Abhijit Kanvinde**

Chief Financial Officer

Chartered Accountant with over 25 years of strong and multi-industry experience. Worked in companies like Garnier India, Novartis Consumer Health, Shringer Cinemas, etc. He was the CFO of a listed company for over 8 years, also successfully completed two IPOs in his career.



**Tejas Doshi**

Chief Compliance Officer & Company Secretary

With over 17+ years of expertise in corporate laws, regulatory filings and stakeholder management. An MBA in International Finance (UK) and a Professional Company Secretary & LLB excelling in IPOs, listing regulations, corporate governance, and legal compliance, including dispute resolution.



**Amol Patil**

Vice President - Product

MBA in Marketing with Engineering in Electronics and Telecom, with over 20 years of experience in IT industry. Mr. Patil's prowess lies in identifying latest market opportunities. With his excellent team management and execution skills, he is responsible for profitable management of products



**Upendra Singh**

Vice President - Sales

Bachelor of Commerce from Ranchi University, with nearly 30 years experience in Sales & Marketing. His expertise lies in vendor management, sales generation & market penetration. He has been in the IT hardware industry for over 11 years and he drives the national channel & corporate sales.

## Management Comment



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

*"The Company delivered extraordinary performance in the second quarter, reflecting its resilience amid evolving market conditions. This achievement reflects our commitment to innovation, client satisfaction, and market adaptability.*

*In the second quarter ended September 2025, our consolidated total income was reported at Rs. 659.59 cr. EBITDA and PAT increased 52.28% and 43.29% YoY to Rs. 26.72 cr. and Rs. 18.95 cr., respectively. Growth in margins was driven by operational efficiencies and higher contribution from Honeywell brand.*

*Our business model continues to evolve as we transition from traditional distribution to value-enhanced, brand-led growth. The Company now operates across two key pillars – Brand Business and Market Entry Specialist enabling a sharper focus on profitability, control, and long-term scalability. Over the past six months, Make-in-India partnerships have aligned us with the national manufacturing drive and enhanced local value creation. These steps have improved operational agility and strengthened our position in high-growth categories.*

*During the quarter, we identified surveillance and security systems as strategic vertical. Supported by India's smart city and digitization initiatives, we partnered with leading STQC-certified brands such as Matrix and Sparsh, complementing our relationships with Honeywell. Together with our structured cabling and passive networking businesses, these alliances enable us to deliver end-to-end infrastructure solutions for large enterprises and system integrators.*

*Looking ahead, we remain focused on launching our own brand, a milestone that will strengthen our identity and margin profile. This initiative builds on our extensive distribution experience and deep market understanding. We continue to strengthen our presence in surveillance, drone, and data centre solutions, each contributing to a more diversified and future-ready portfolio. Alongside, our strategic investments in technology, partnerships, and local manufacturing ensure we stay agile, competitive and resilient, reinforcing our commitment to a future-ready Creative Newtech."*



# Financial Overview

## Key Financial Metrics

Net Sales Revenue (INR Cr.)

**INR 659.59**

vs. INR 416.69 in Q2 FY25

Gross Margin

**7.26%**

vs. 8.14% in Q2 FY25

EBITDA

**INR 26.72**

vs. INR 17.55 in Q2 FY25

EBITDA Margin

**4.05%**

vs. 4.21% in Q2 FY25

PAT

**INR 18.95**

vs. INR 13.22 in Q2 FY25

Diluted EPS

**10.85**

vs. 7.69 in Q2 FY25

## Quarter Highlights vs. Prior Year Period

- **Consolidated revenue increased 58.30% YoY**
  - Driven by higher sales volume and improved realizations across key business segments.
  - Strong demand recovery and new customer additions supported top-line growth.
- **Gross margin remained broadly stable, reflecting:**
  - Higher raw material and logistics costs;
  - Partially offset by improved operating efficiencies and better product mix.
- **EBITDA increased 52.28% YoY to ₹26.72 crore**
  - EBITDA margin at 4.05%, marginally lower by 16 bps YoY due to elevated input costs.
  - Benefit from higher revenue partially offset by raw material inflation and increased other expenses.
- **Profit Before Tax (PBT) grew 44.79% YoY to ₹21.80 crore**
  - Reflecting higher operating profit and efficient cost management.
- **Profit After Tax (PAT) increased 43.29% YoY to ₹18.95 crore**
  - PAT margin at 2.87% vs 3.17% in Q2 FY25, slightly impacted by increased material costs.

*Overall, the company delivered robust revenue and profit growth on the back of strong operational performance, despite input cost headwinds and a competitive market environment.*



# Key Developments

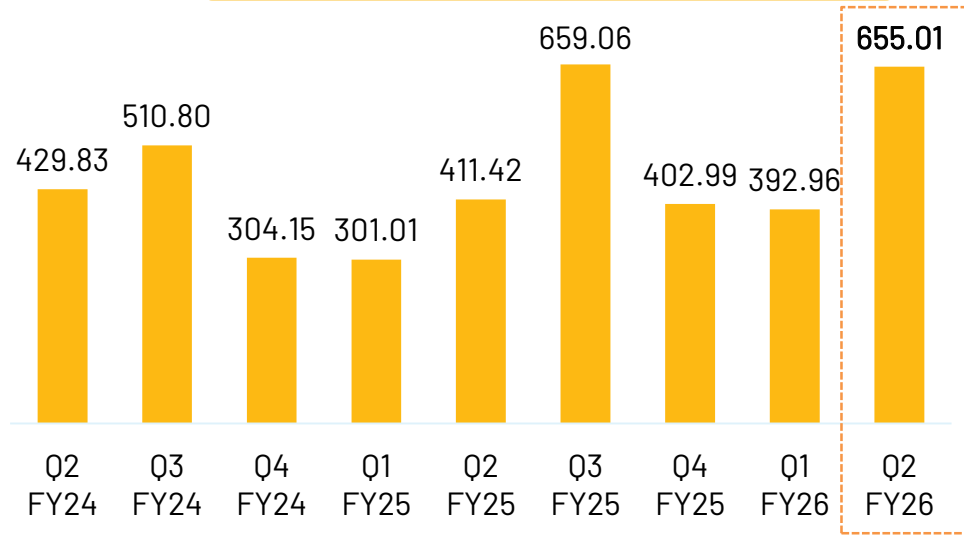
## Recent Brand Agreements & Developments

- ✓ **Signed distribution agreements** with **Colorful** and **PNY** to expand presence in the high-performance computing and gaming components category.
- ✓ **Strengthened partnership** with **Corsair** to scale premium gaming and creator product portfolio in India.
- ✓ **Entered into strategic agreements** with **Sparsh** and **Matrix** to enhance offerings in **surveillance and security infrastructure solutions**.
- ✓ **Signed distribution agreement** with **Zion** to strengthen presence in the **memory and storage solutions** segment.
- ✓ **New partnerships** with leading storage and memory brands — **Zion, PNY, Colorful, and Corsair** — enhance Creative Newtech's capability to serve India's fast-expanding data center and server ecosystem, which it has been expanding by deepening its focus in the data center segment.

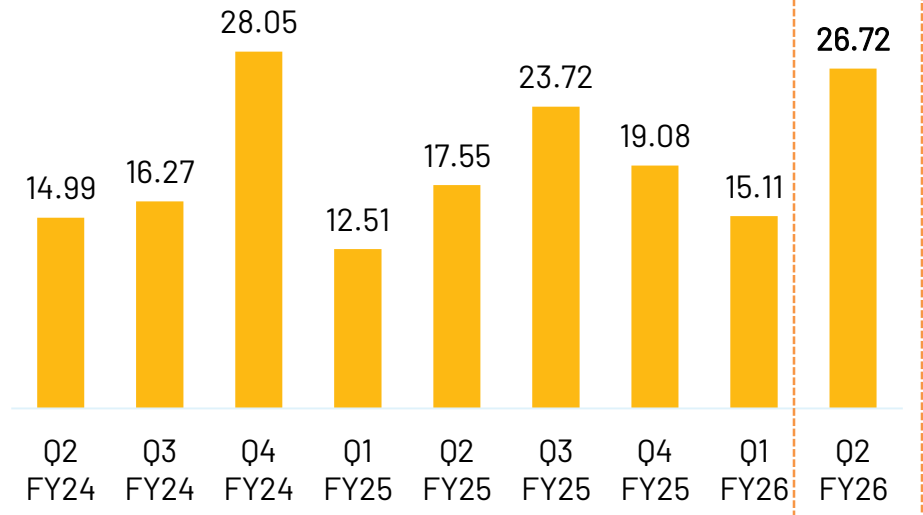


## Q2 FY26 Consolidated Financial Highlight

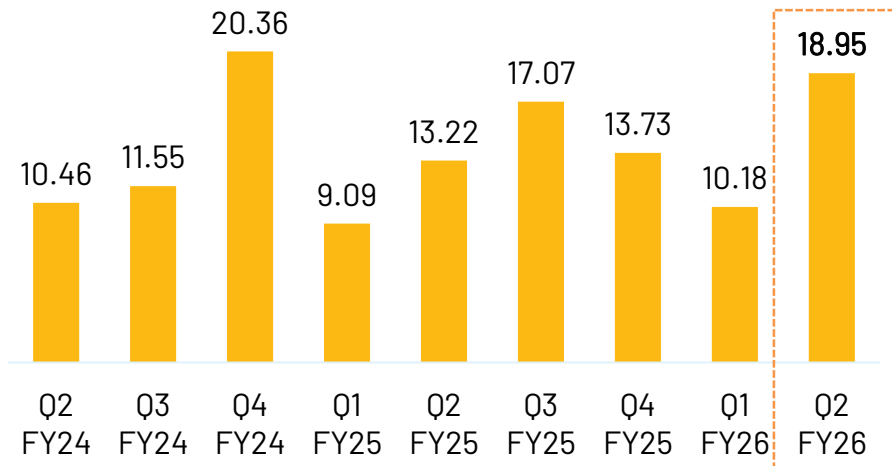
Revenue from Operations (Rs Cr.)



EBITDA (Rs Cr.)



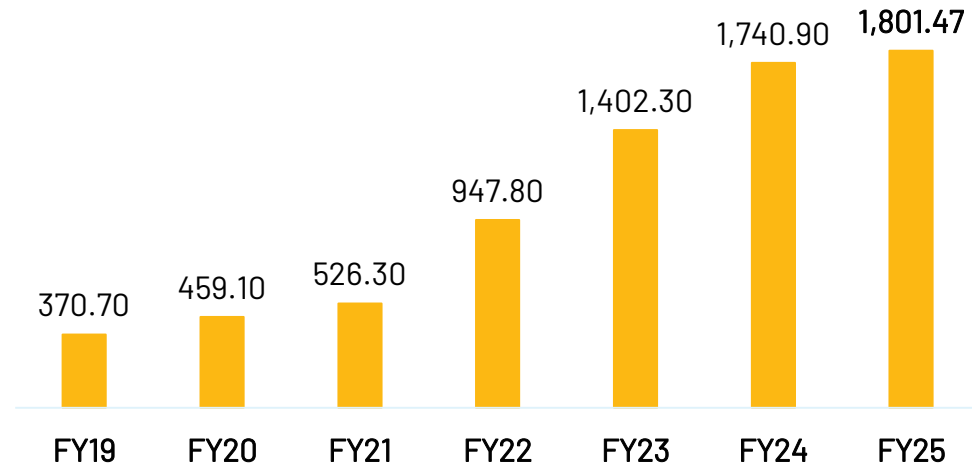
PAT (Rs Cr.)



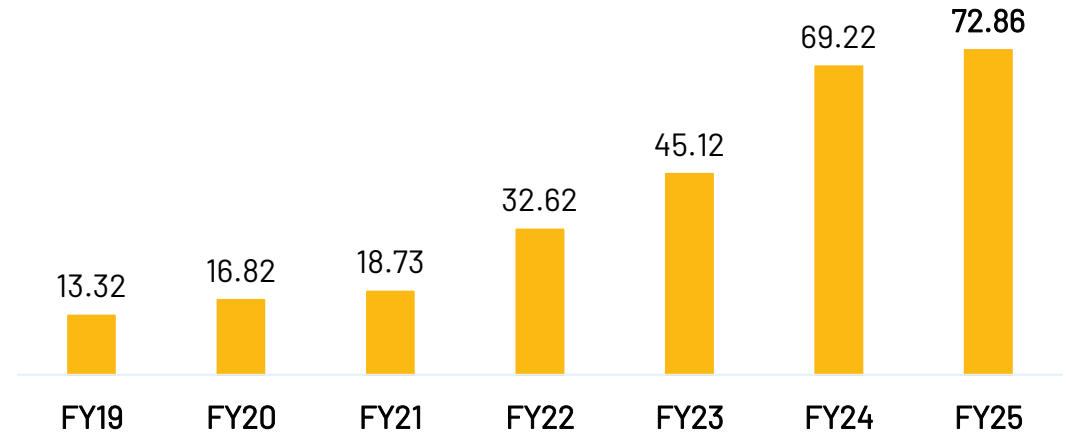


# Annual Consolidated Financial Highlight

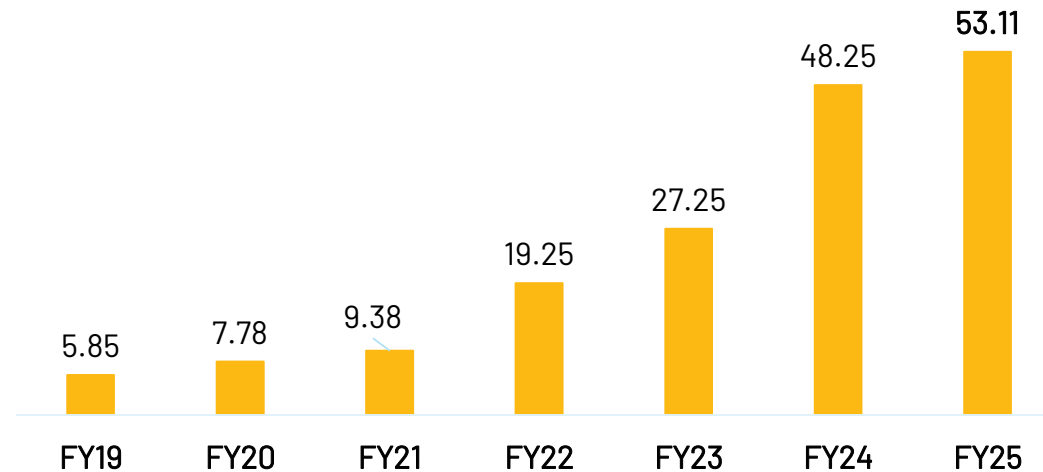
Revenue (Rs Cr.)



EBITDA (Rs Cr.)

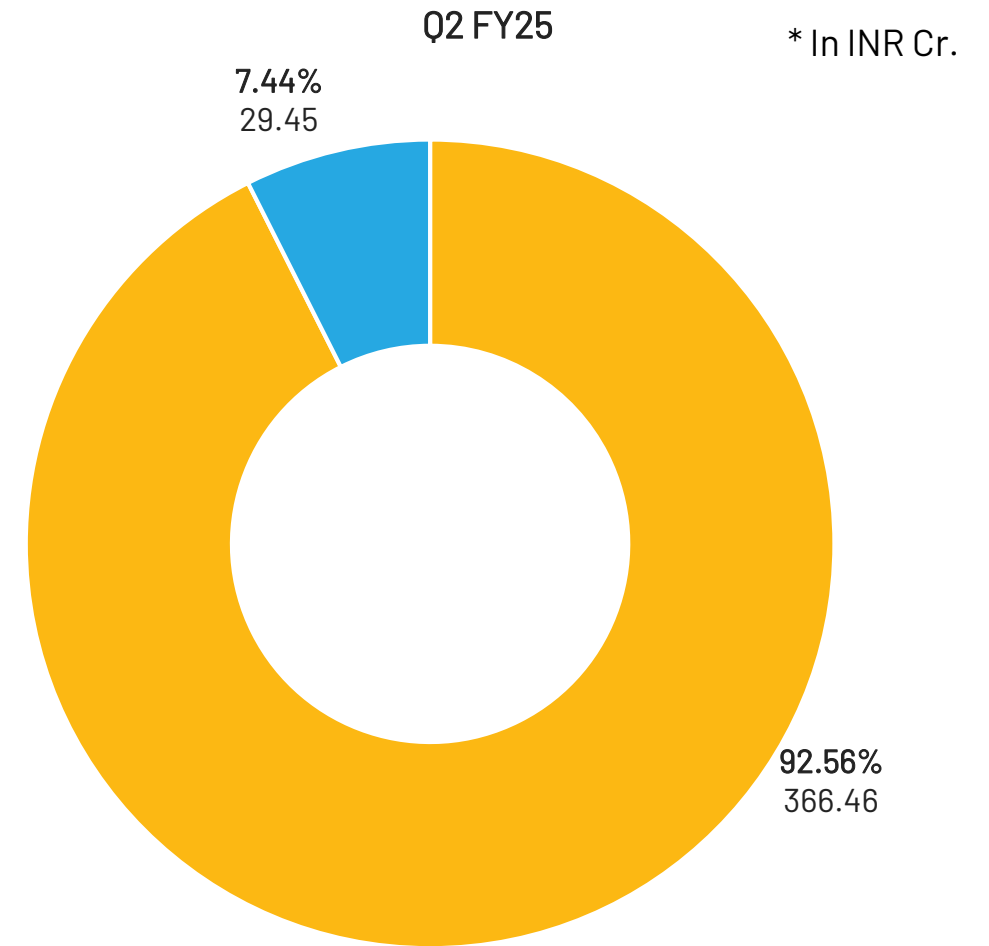
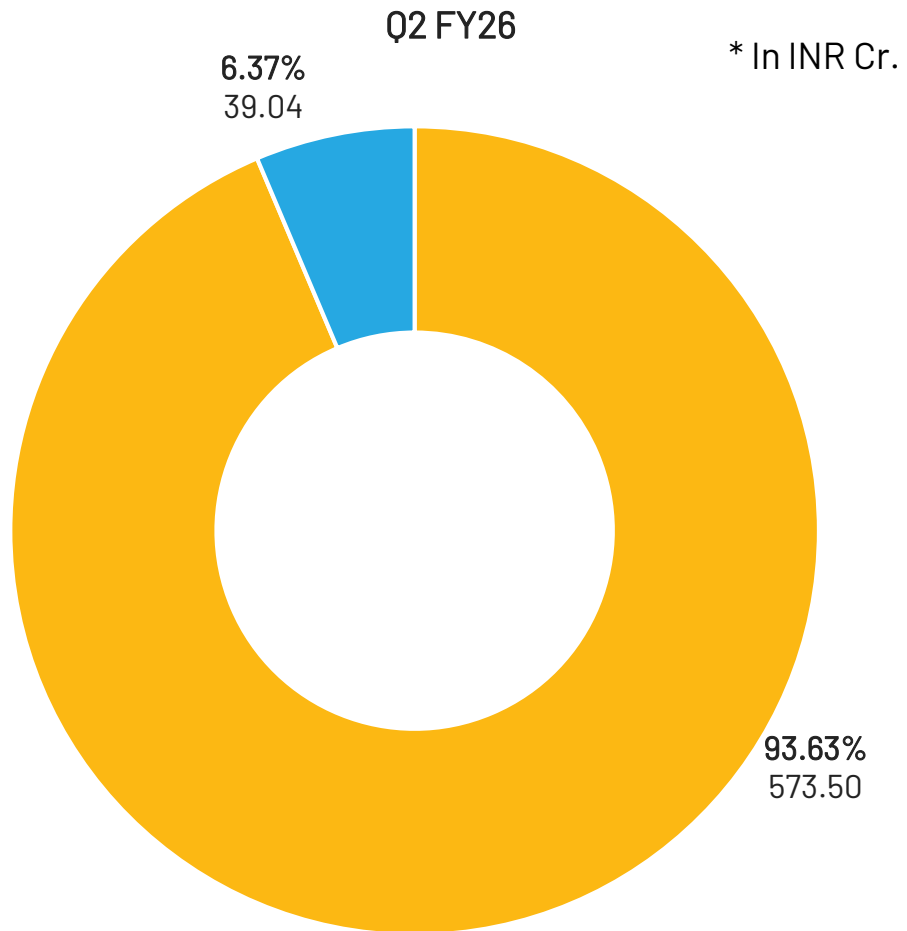


PAT (Rs Cr.)





## Segmental Revenue Q2 FY26 vs Q2 FY25

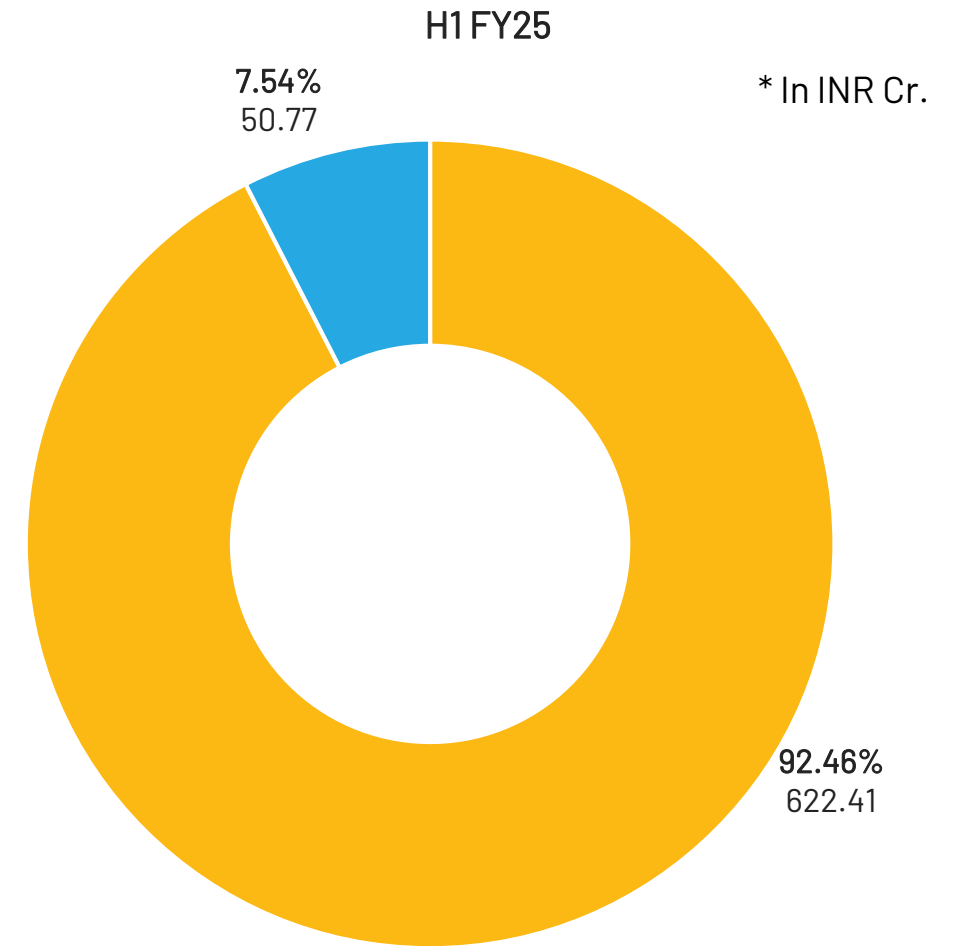
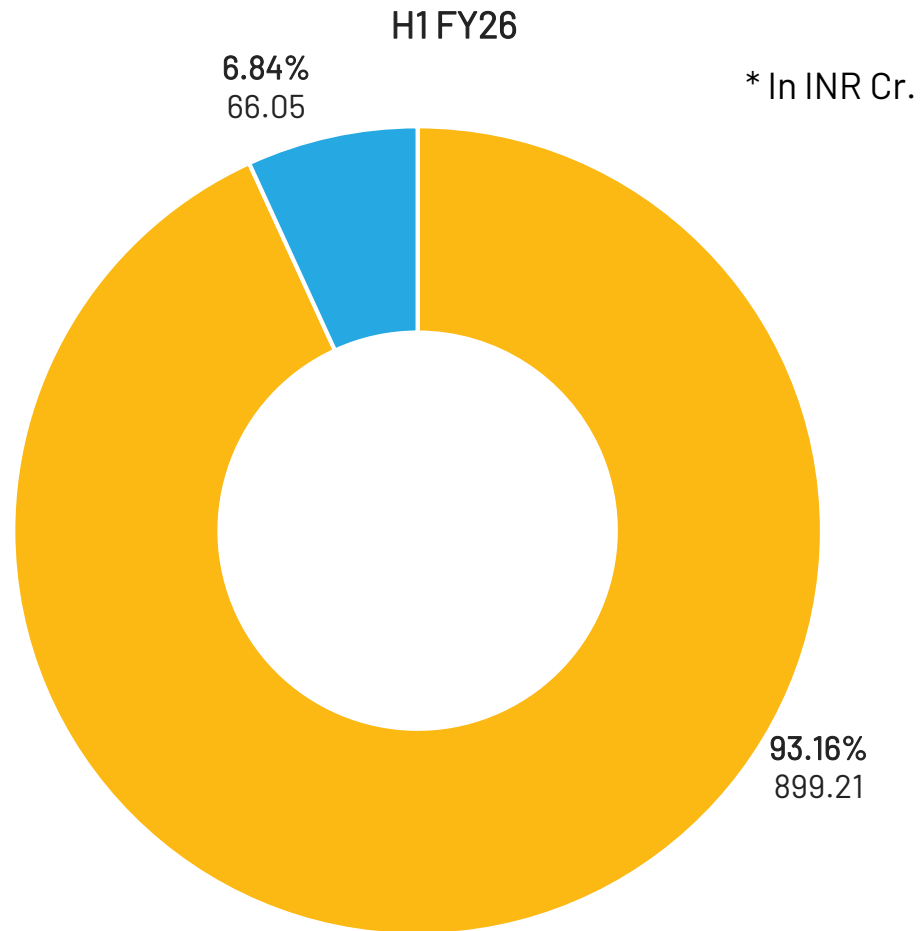


Brand Business

Market Entry Specialist Business



## Segmental Revenue H1 FY26 vs H1 FY25

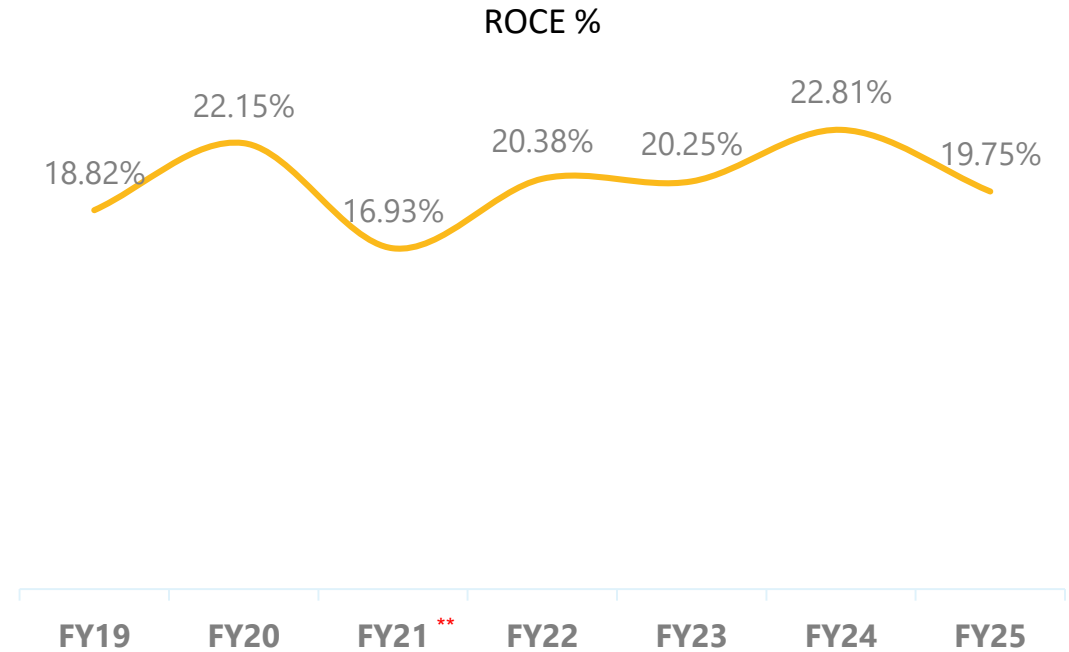
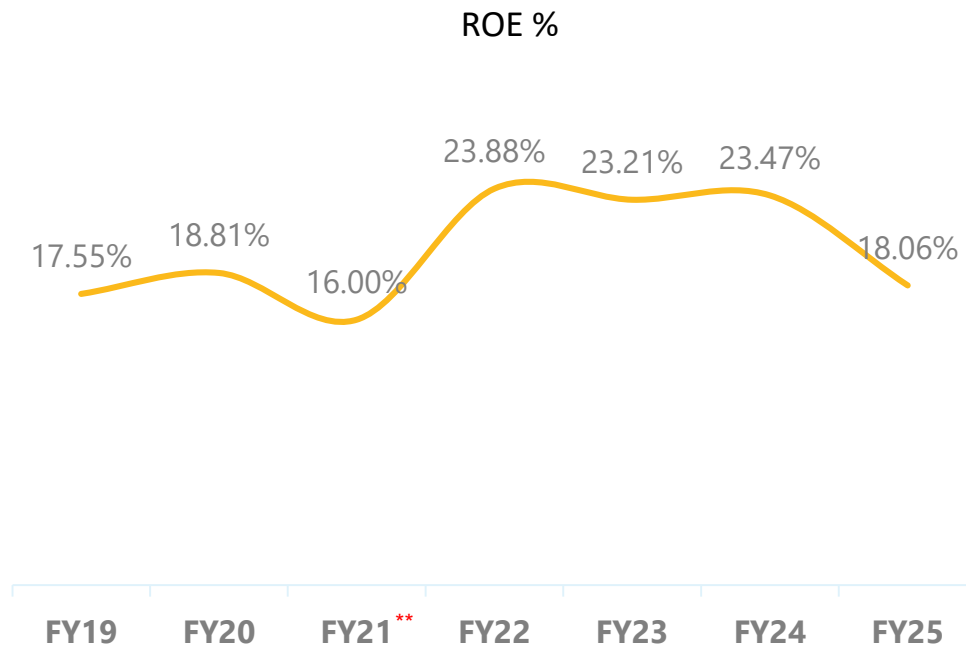


Brand Business

Market Entry Specialist Business



# Consolidated Key Return Ratios



**Focus on improving RoCE and long-term value creation**

$RoE = \text{Net Profit} / \text{Net Worth}$  |  $RoCE = EBIT / (\text{Shareholders' Fund} + \text{Long-term Borrowing} + \text{Short-term Borrowing} - \text{Non-Current Investment})$

\*\* FY21 Covid Year

**NOTE:** Due to the rising demand for Make in India products across both components and finished goods, the Company is focused on strengthening its supply chain and sourcing capabilities under the Market Entry Specialist business. As the portfolio is still being built, vendor credit remains limited, resulting in higher advance payments and temporarily lower margins, impacting ROE and ROCE.

To maintain strong relationships and support business growth, the Company has also extended higher credit to partners, leading to an increase in working capital requirements. This is a strategic decision aligned with long-term expansion plans. Going forward, the Company aims to enhance margins in the components segment and expects improved performance from the next financial year, while expanding its presence in finished goods to further capitalize on emerging distribution opportunities.



# India's Digital Infrastructure Boom — A Market in Acceleration

## The Landscape Today

- India is undergoing one of the fastest digital transformations globally, powered by exponential growth in connectivity, data consumption, and technology adoption.
- The country's **digital economy is projected to surpass USD 1 trillion by 2030**, creating immense downstream opportunities in surveillance, networking, and data storage.
- Massive investments in **urban infrastructure, smart surveillance, and data ecosystems** are reshaping how cities, enterprises, and citizens operate.
- Government-led initiatives like *Digital India*, *Smart Cities Mission*, and *BharatNet* are driving deep technology penetration into both urban and rural India.

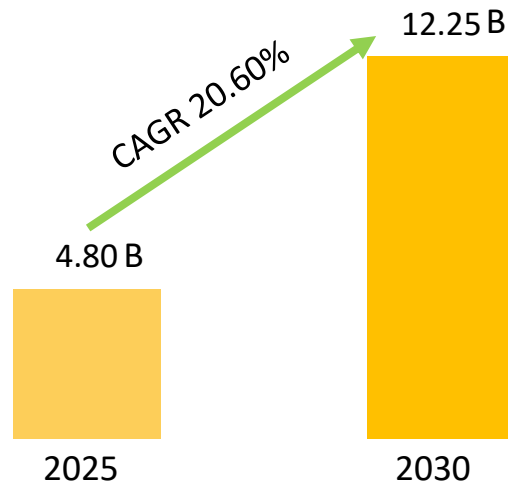
## Policy Tailwinds & Investment Influx

- **PLI and Local Value Creation:** Incentives for electronics and surveillance manufacturing are catalyzing domestic capacity.
- **Data Sovereignty & Localization:** Regulatory emphasis driving demand for Indian data centres.
- **Private Capital Surge:** Global hyperscalers, OEMs, and Indian conglomerates are committing billions to digital infrastructure.
- **Digital Bharat Drive:** Expanding broadband and IoT coverage in semi-urban and rural India, driving decentralized data infrastructure needs.
- **National Security Focus:** Push for indigenous technology adoption and STQC certification in mission-critical sectors.
- **Green Infrastructure Incentives:** Policy-level promotion of energy-efficient data centres and low-power electronics manufacturing under sustainability mandates.



# India Surveillance Market

Market size in USD Billion



India Surveillance Market Size

- The India CCTV market was valued at **USD 4.8 billion in 2025** and is forecast to reach **USD 12.25 billion by 2030**, translating into a **20.60% CAGR** over the period.
- Current growth rests on the convergence of Smart Cities Mission rollouts, compulsory public-safety regulations, and a decisive shift toward indigenous manufacturing triggered by mandatory STQC certification.
- The program has already installed 76,000 cameras across 100 cities, while airport and metro upgrades keep demand steady.

## Policy & Structural Drivers

- *Smart Cities Mission & Safe City Projects* accelerating large-scale surveillance rollouts.
- **Mandatory STQC certification** and *Make-in-India* push shifting demand toward indigenous manufacturing.
- Government programs have already deployed **76,000+ cameras across 100 cities**; major expansion in metros, airports, and public infrastructure underway.

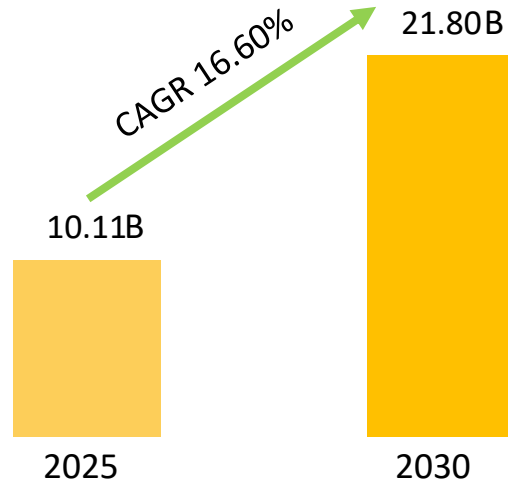
## Strategic Insight

- *AI-driven surveillance replacing traditional CCTV for proactive, intelligent monitoring.*
- *Edge and cloud-based systems enabling real-time, scalable, and remote operations.*
- *Make-in-India manufacturing gaining traction through STQC-certified local production.*
- *Smart infrastructure integration linking surveillance with city, transport, and enterprise networks.*



# India's Data Centre Market

Market size in USD Billion



India Data Centre Market Size

- India Data Center Market size is estimated at **USD 10.11 billion in 2025**, and is expected to reach **USD 21.80 billion by 2030**, at a **CAGR of 16.61%** during the period (2025-2030).
- India's data center IT load capacity projected to rise from **4.48 thousand MW (2025)** to **12.47 thousand MW (2030)** at a **22.72% CAGR**.
- **Regulatory localization mandates** creating sustained demand from *BFSI* and *public-sector* entities.

## Policy & Structural Drivers

- *Data Localization & DPDP Act mandating storage of sensitive data within India.*
- *Infrastructure Status for data centres enabling easier financing and long-term investment.*
- *Strong support under Digital India, Make in India, and National Data Centre Policy.*
- *Hyperscalers (AWS, Google, Microsoft) and large Indian groups (Adani, Reliance, Hiranandani/Yotta) deploying billions into capacity expansion.*

## Technology & Infrastructure Shift

- *Movement from legacy copper-heavy networks to high-bandwidth structured cabling and fibre solutions.*
- *Rising emphasis on energy-efficient and green data centres, supported by renewable energy initiatives..*



# Creative Newtech Has an Edge in Surveillance & Data Infrastructure

## Strategic Alignment with National Priorities

Creative Newtech is fully aligned with *Make-in-India* and *Digital India*— focused on indigenous manufacturing and local value creation.

## Strong Brand Partnerships

- Exclusive tie-ups with **Matrix** and **Spash** - two of the major STQC-certified Indian surveillance brands.
- Partnerships bring access to **certified, high-quality, and locally produced technology**.

## Integrated Business Model

- Dual-engine model combining **Value-Added Distribution + Brand Ownership** for better control across the value chain.
- In-house technical capability, channel strength, and integration experience enable **end-to-end delivery**.

## Established Market Presence

- Trusted distribution partner for over **50+ global and domestic brands** across IT, consumer tech, and enterprise segments.
- Nationwide network of resellers, system integrators, and retail partners ensures **deep market penetration**.



# Creative Newtech Is Positioned to Capture the Opportunity

## Surveillance Leadership

- Building **Surveillance as a Strategic Vertical** through partnerships with leading Indian OEMs.
- Offering **end-to-end solutions** – from cameras to structured cabling and system integration.

## Data Centre Enablement

- Leveraging **Honeywell structured cabling** and **passive networking** products to serve hyperscalers and enterprise data centres.
- Positioned as a **technology enabler** in high-reliability, scalable infrastructure solutions.

## Make-in-India Execution

- Expanding **local assembly and OEM partnerships** to improve agility, margins, and compliance with domestic sourcing norms.

## Future-Focused Growth

- Preparing to **launch brand** in surveillance and smart technology segments – reinforcing long-term brand-led value creation.
- Strategic focus on **high-growth, infrastructure-linked categories** – Surveillance and Data Connectivity – that define India's next decade.



# Strategic Evolution: The Past Six Months

## Building Surveillance as a Strategic Vertical



- Entered the **surveillance and security systems** segment through partnerships with top-tier STQC-certified brands.
  - Matrix and Sparsh** – two of the four major Indian STQC-approved players – are now our partners.
- Surveillance is a **high-growth market**, expected to grow at a strong CAGR driven by government initiatives, smart cities, and enterprise security demand.
- This initiative aligns perfectly with our **Structured Cabling Systems (SCS)** business, creating synergy for larger **B2B and system integration (SI)** opportunities.



## Transition to Value-Added Distribution



- Shifted from pure distribution to **value-enhanced models**, incorporating component to finished goods supply chain, technical support, integration capabilities, and channel enablement.
- Strengthened vendor relationships and moved towards **Make-in-India tie-ups** to align with the government's manufacturing push and local value creation.

# The Next Six Months: Strategic Growth Levers



## Launching Our Own Brand

We are preparing to launch our **own brand** in **India** and **abroad**, reinforcing our **global presence**.

### Why it makes sense:

- Builds on our existing channel strength and market insight.
- Allows for better margin control and product customization.
- Positions us for long-term brand equity and direct customer engagement.



## Brand Acquisitions

We are actively exploring **acquisitions of complementary brands** — particularly in surveillance and smart technology — to strengthen our product portfolio and accelerate growth.



## Make-in-India Partnerships

We are expanding local **manufacturing and assembly partnerships** to enhance competitiveness, improve supply chain agility, and capitalize on government incentives.



# Way Ahead

We are evolving into Brand and a **Tech-enabled infrastructure company**, built on three pillars:

## #1 Strategic Brand Ownership (Own + Acquired)



**Building High-Margin Ecosystem with Owned & Acquired Brands**

With a focused portfolio of owned and acquired brands, we are expanding into high-growth technology categories. This enhances margins, builds brand IP, and provides greater value-chain control. We continue scaling proprietary brands and adding complementary ones to deepen our ecosystem reach.

## #2 Infrastructure Solutions in Surveillance & Data Connectivity



**Driving Growth in Surveillance & Connectivity**

We are extending into infrastructure solutions in surveillance, networking, and data connectivity – areas aligned with India's digital and public-safety push. This positions us as a key technology enabler for enterprise, government, and institutional clients through integrated, scalable solutions.

## #3 Value-Added Market Entry Specialist

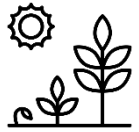


**Transforming Distribution through Technology & Insights**

We are strengthening our core distribution business through technology, analytics, and integrated services. Moving beyond logistics, we now deliver solutions-driven distribution that empowers partners with market insights, channel automation, and after-sales integration ensuring resilience and value creation across cycles.



## Why Invest in Creative Newtech



- ✓ **Evolved Business Model:** Transitioned from pure distribution to a dual-engine model of distribution and brand ownership.



- ✓ **Aligned with India's Growth Themes:** Directly positioned in high-growth segments of surveillance and data infrastructure.



- ✓ **Strong Brand Partnerships:** Exclusive alliances with Matrix, Sparsh, CyberPower, and Honeywell enable access to top-tier technologies.



- ✓ **Make-in-India Advantage:** Focused on local manufacturing and STQC-certified product partnerships supporting national priorities.



- ✓ **Upcoming Own Brand Launch:** Expanding into proprietary brands to enhance margins and long-term value creation.



- ✓ **Proven Execution Capability:** Established distribution network, experienced management, and consistent financial performance.



- ✓ **Future-Ready Strategy:** Built to capture India's digital infrastructure decade through technology-led, value-added growth.



## Q2FY26 Financial Highlights - Standalone & Consolidated *(In Cr.)*

	Standalone			Consolidated		
INR Crore	Q2 FY26	Q2 FY25	YoY %	Q2 FY26	Q2 FY25	YoY %
Revenue from Operations	612.54	395.91		655.01	411.42	
Other Operation Income	4.58	5.27		4.58	5.27	
<b>Total Income</b>	<b>617.13</b>	<b>401.18</b>	<b>53.83%</b>	<b>659.59</b>	<b>416.69</b>	<b>58.30%</b>
Total Raw Material	591.72	380.49		607.48	377.91	
Employee Cost	3.77	4.03		4.91	4.81	
Other Expenses	6.94	6.74		20.49	16.42	
<b>Total Expenditure</b>	<b>602.43</b>	<b>391.26</b>		<b>632.87</b>	<b>399.14</b>	
<b>EBIDTA</b>	<b>14.70</b>	<b>9.92</b>	<b>48.22%</b>	<b>26.72</b>	<b>17.55</b>	<b>52.28%</b>
<b>EBIDTA Margin %</b>	<b>2.38%</b>	<b>2.47%</b>		<b>4.05%</b>	<b>4.21%</b>	
Interest	4.43	2.17		4.49	2.21	
Depreciation	0.33	0.28		0.33	0.28	
Exceptional Items	0	0		0	0	
<b>Profit Before Tax</b>	<b>9.94</b>	<b>7.46</b>		<b>21.90</b>	<b>15.05</b>	
Tax	2.85	1.83		2.85	1.83	
<b>PAT</b>	<b>7.09</b>	<b>5.63</b>	<b>25.87%</b>	<b>18.95</b>	<b>13.22</b>	<b>43.29%</b>
<b>PAT Margin</b>	<b>1.15%</b>	<b>1.40%</b>		<b>2.87%</b>	<b>3.17%</b>	



## H1 FY26 Financial Highlights - Standalone & Consolidated *(In Cr.)*

	Standalone			Consolidated		
INR Crore	H1 FY26	H1 FY25	YoY %	H1 FY26	H1 FY25	YoY %
Revenue from Operations	965.26	673.19		1,047.97	712.43	
Other Operation Income	8.81	9.74		8.81	9.74	
<b>Total Income</b>	<b>974.07</b>	<b>682.93</b>	<b>42.63%</b>	<b>1,056.78</b>	<b>722.17</b>	<b>46.33%</b>
Total Raw Material	927.84	642.43		964.95	651.36	
Employee Cost	7.19	8.21		9.26	9.62	
Other Expenses	14.16	13.87		40.73	31.12	
<b>Total Expenditure</b>	<b>949.18</b>	<b>664.51</b>		<b>1,014.94</b>	<b>692.11</b>	
<b>EBIDTA</b>	<b>24.89</b>	<b>18.42</b>	<b>35.08%</b>	<b>41.84</b>	<b>30.06</b>	<b>39.17%</b>
<b>EBIDTA Margin %</b>	<b>2.56%</b>	<b>2.70%</b>		<b>3.96%</b>	<b>4.16%</b>	
Interest	7.38	3.59		7.49	3.66	
Depreciation	0.64	0.54		0.64	0.55	
Exceptional Items	0	0		0	0	
<b>Profit Before Tax</b>	<b>16.86</b>	<b>14.29</b>		<b>33.60</b>	<b>25.85</b>	
Tax	4.47	3.54		4.47	3.54	
<b>PAT</b>	<b>12.40</b>	<b>10.75</b>	<b>15.39%</b>	<b>29.13</b>	<b>22.31</b>	<b>30.57%</b>
<b>PAT Margin</b>	<b>1.27%</b>	<b>1.57%</b>		<b>2.76%</b>	<b>3.09%</b>	



## **Creative Newtech Limited**

**Mr. Tejas Doshi**

Chief Compliance Officer & Company Secretary  
[cs@creativenewtech.com](mailto:cs@creativenewtech.com)

---

**Investor Relations: SAAA Consultants Pvt. Ltd.**

**Ms. Sejal Dukhande**

[sejal.dukhande@saaaconsultants.com](mailto:sejal.dukhande@saaaconsultants.com)

**[www.creativenewtech.com](http://www.creativenewtech.com)**