Creative Newtech Limited

CIN - L52392MH2004PLC148754

An ISO 9001:2015 Certified Company

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: 12th November 2026

To,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051

Symbol: CNL

To,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Scrip Code - 544631

Subject: Creative Newtech Limited enters into Strategic Brand License Agreement with AT&T Intellectual Property, LLC, USA, marking a Major Expansion into Technology Infrastructure Solutions Across India and International Markets

Dear Sir/Madam,

We are pleased to inform you that Creative Newtech Limited has entered into a Brand License Agreement with AT&T Intellectual Property, LLC, USA, for specified technology infrastructure products under the globally recognised AT&T brand.

The agreement marks an important addition to the Company's Brand Business portfolio, enabling it to expand into technology infrastructure solutions, including data centre solutions, networking systems, structured cabling, fibre systems and other related product categories across designated domestic and international markets.

In this regard, please find enclosed herewith the Media Release providing further details of the agreement, its strategic significance and the business opportunities arising from this development.

We request you to kindly take the same on record.

For **Creative Newtech Limited**

TEJAS N DOSHI

Digitally signed by TEJAS N DOSHI
Date: 2026.11.12 10:13:53 +05'30'

Tejas Doshi
Chief Compliance Officer & Company Secretary
ACS – 30828

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Media Release

Creative Newtech Limited signs a major Licensing deal with AT&T Intellectual Property, LLC, USA.

Mumbai, 12th November 2026: Creative Newtech Limited (NSE: CNL; BSE: 544631), a technology-focused company with established capabilities in brand development, market entry and technology distribution, has entered into a Brand License Agreement with AT&T Intellectual Property, LLC, for specified technology infrastructure products under the globally recognised AT&T brand.

As America's largest wireless and fiber provider, AT&T is engineering the connected world, delivering advanced connectivity that's reliable, fast, and future-ready.

AT&T Intellectual Property manages one of the world's largest and most valuable IP portfolios, enabling the protection, development, marketing, and strategic monetization of AT&T's Intellectual Property worldwide.

Under the agreement, Creative Newtech has been granted a licence to use AT&T trademarks and trade dress in connection with the manufacturing, marketing, commercialisation and sale of specified licensed products. The agreement marks an important addition to Creative Newtech's Brand Business portfolio, expanding its presence into technology infrastructure categories and creating opportunities to develop and commercialise AT&T-branded products across dynamic markets.

As businesses increasingly invest in digital connectivity, enterprise networks and data centre infrastructure, the demand for reliable networking solutions continues to grow across the technology ecosystem. This aligns with Creative Newtech's continued focus on building brands, diversifying its portfolio and expanding its market presence.

Expanding into Technology Infrastructure Solutions
The licensed product portfolio encompasses the following categories:

- Containment Systems
- Copper Systems
- Data Centre Solutions, including specified networking and connectivity products like specialised switches, Routers, Racks etc.
- Fibre Systems
- Outside Plant (OSP) Systems
- Structured Cabling Systems

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These categories address essential components of technology infrastructure, supporting connectivity and network deployment across relevant applications.

The agreement provides a framework for Creative Newtech to develop the AT&T-branded product portfolio within the licensed territories, with the introduction of products and expansion into markets to take place in phases, subject to the terms of the agreement and applicable approvals.

A Strategic Addition to the Brand Business Portfolio
Creative Newtech's Brand Business portfolio focuses on developing and scaling brands by leveraging the Company's experience in market development, product sourcing, manufacturing partnerships, channel management and commercialisation.

Over the years, the Company has developed capabilities in helping technology brands establish and expand their presence across markets. The AT&T licensing agreement builds on this experience by extending the Brand Business portfolio into technology infrastructure solutions.

The agreement reflects the Company's broader approach of expanding beyond traditional distribution-led activities and building opportunities through brand licensing, brand development and product portfolio expansion.

By bringing together the AT&T brand and Creative Newtech's market development capabilities, the Company aims to establish a foundation for the commercialisation of the licensed products across the designated territories.

Building Opportunities Across Markets
The agreement provides a framework for geographical expansion across India, Southeast Asian countries, the Middle East, Africa, New Zealand and Australia. This creates opportunities for Creative Newtech to progressively introduce and develop its licensed AT&T-branded product portfolio across these markets, subject to the terms of the agreement and applicable approvals.

Building on its established brand development and market expansion capabilities, Creative Newtech aims to leverage this opportunity to strengthen its presence in technology infrastructure solutions and further broaden the scope of its Brand Business portfolio.

Strategic Significance for Creative Newtech
The AT&T Brand License Agreement aligns with Creative Newtech's broader objective of developing scalable business opportunities across technology categories.

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The Company believes the agreement strengthens its Brand Business portfolio through:

- **Portfolio Expansion:** Entry into specified technology infrastructure product categories like Containment systems, OSP systems, Building Management systems, Datacentres, Active Networking etc apart from the copper & fibre systems, structured cabling solutions etc. now under the AT&T brand.

- **Brand-Led Growth:** Further development of the Company's business model through brand licensing and commercialisation.

- **Geographical Reach:** A framework for phased expansion across designated international markets.

- **Capability Leverage:** Application of Creative Newtech's existing experience in market development, sourcing and channel management.

- **Long-Term Business Development:** An opportunity to build a presence in technology infrastructure categories alongside the Company's other brand-led initiatives.

The agreement adds another dimension to Creative Newtech's evolving business portfolio, reflecting its continued focus on developing capabilities and pursuing opportunities across the technology value chain.

Management Comment:
Commenting on the development, Mr. Ketan Patel, Chairman & Managing Director of Creative Newtech Limited, said:
"Creative Newtech has spent more than three decades building capabilities in technology distribution, market development and helping brands establish and grow across markets. Over this journey, we have continued to explore opportunities that enable us to build on these capabilities and expand into new areas of the technology ecosystem.

The brand licensing agreement with AT&T represents an important addition to our Brand Business portfolio. It creates an opportunity to work with an established global brand across specified technology infrastructure categories and apply our experience in market development and commercialisation to these products.

We see brand licensing and brand development as important components of our broader growth strategy. Our focus will be on building the product portfolio in a structured manner and developing the opportunity across the designated markets in line with the terms of the agreement. We believe this initiative complements our existing capabilities and supports our ambition to build scalable, long-term business opportunities."

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Commenting on the development, Kelly C. Marlar, Vice President and Managing Director of AT&T Intellectual Property, LLC, said:
"The AT&T brand is one of the most recognised and trusted in the world, and we take great care in how it is extended into new product categories and markets. We are pleased to welcome Creative Newtech as a licensee for specified technology infrastructure products under the AT&T brand. Creative Newtech brings long-standing experience in market development, product sourcing and channel management, and we believe these positions the company well to build the AT&T-branded portfolio across the designated markets.

Technology infrastructure is a natural complement to AT&T's heritage in connectivity and networking. As this relationship develops, we look forward to working closely with Creative Newtech so that every AT&T-branded product meets our quality standards and brand guidelines and delivers the reliability customers expect from AT&T. We look forward to a productive and lasting collaboration."

About AT&T
We help more than 100 million U.S. families, friends and neighbors, plus nearly 2.5 million businesses, connect to greater possibility. From the first phone call 150 years ago to our 5G wireless and multi-gig internet offerings today, we @ATT innovate to improve lives. For more information about AT&T Inc. (NYSE:T), please visit us at about.att.com. Investors can learn more at investors.att.com.

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.

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.

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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.

For more details please visit: www.creativenewtech.com

For further information please contact:

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