



Creative Peripherals

(CIN):L52392MH2004PLC148754

Date: 13th November 2019

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

Sub: Announcement for signing distribution agreement with new brand.

Dear Sir,

We are pleased to enclose a copy of press release regarding announcement of the signing of distribution agreement with a new brand – BaByliss.

Kindly take the same on record.

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited

Abhijit Kanvinde
Chief Financial Officer



Date: 13th November 2019

Place: Mumbai

Creative Peripherals & Distribution Ltd.

Register Address : 3rd & 4th Floor, Plot No. 137 AB, Kandivali Co Op. Industrial Estate Ltd., Charkop, Kandivali (West),
Mumbai - 400 067., Tel. : 022-5061 2700, Email : hr@ecreativeindia.com , Web. : www.ecreativeindia.com

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Media Release

Signed distribution agreement for BaByliss – a niche international personal grooming brand

Exclusive Authorized Distributor for BaByliss across India – distributing wide range of hair care products

Mumbai, 13th November 2019: Creative Peripherals and Distribution Limited (NSE: CREATIVE) market specialists for experiential products in IT, Imaging, Lifestyle, and Security domains with a pan-India presence, is pleased to announce its association with BaByliss – the niche global hair care brand.

Creative Peripherals will be the exclusive authorized online and offline distributor for a range of niche BaByliss products across India. The product portfolio would comprise of hair dryers, straighteners, air-brushes, curlers and grooming/trimming products.

About BaByliss

BaByliss is a France-based multinational company that specializes in hair care and grooming products, primarily for women. Founded in 1990, the Company has established itself as a niche brand for grooming related consumer electronics. Its product portfolio includes hair dryers, smoothing brushes, straighteners, curling irons, multi-stylers, trimmers, clippers and other accessories.

For more details, please visit www.babyliss.com

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Management Comment:

Commenting on this development, **Mr. Ketan Patel, Chairman & Managing Director of Creative Peripherals & Distribution Ltd.** said:

"I am very proud to share that our Company has entered into an agreement with BaByliss to distribute their niche range of products across India.

BaByliss, a premium international brand in the personal grooming segment has chosen our Company as the go-to partner for the Indian market, representing the confidence that more and more international brands are placing in us.

With this agreement, we enter into the exciting domain of personal grooming market. The industry has tremendous growth potential in India where we are witnessing increasing disposable incomes coupled with rising interest in personal care and grooming. Grooming products are finding their way beyond the urban areas of the country, reaching a wider audience across tier-2 cities. As per TechSci research, the female grooming market in India is forecast to grow at a CAGR of 26% to \$623 million by 2024 from \$152 million in 2018.

This development marks a milestone in our strategy to diversify our portfolio and strengthen our foothold in varied high-growth verticals. I would like to thank all our employees and stakeholders for their continued support in our growth."

Company Overview

Established in 1992, Creative Peripherals and Distribution 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 Peripherals 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,

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diversification of its product portfolio, sustained long-term relationships with its channel partners, and extending value-added services over and above distribution. (CIN):L52392MH2004PLC148754

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 Peripherals 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 Peripherals 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 Peripherals 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 Peripherals 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 Peripherals 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.

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For more details please visit: www.ecreativeindia.com

For further information please contact:

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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. The Company 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.*

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