Creative Peripherals

Date: 19th January 2018

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 announces the unaudited financial results for Q3 & 9M FY19

Dear Sir,

Please find attached Media Release regarding announcement of unaudited financial results for Q3 & 9M FY19.

Thanking you,

Yours Faithfully

For Creative Peripherals and Distribution Limited

Vijay Advani
Whole Time Director
DIN: 02009626

Date: 19th January, 2018
Place: Mumbai

Creative Peripherals

Media Release

Robust and strong growth driven by key businesses of Imaging and IT

Significant demand witnessed for products of niche reputed brands – GoPro, Honeywell, ViewSonic

Q3 FY19 Revenue at Rs. 99.97 crore, YoY growth of 63.40%

Q3 FY19 EBIDTA at Rs. 3.65 crore, YoY growth of 58.77%

Q3 FY19 PAT at Rs 1.42 crore, YoY growth of over 69.83%

Q3 FY19 EPS at Rs. 2.44, YoY growth of over 69.44%

Mumbai, 19th January 2019: Creative Peripherals and Distribution Limited (NSE-SME: CREATIVE), specialists in market penetration and distribution of IT, Imaging, Lifestyle, and Security products with a pan-India presence, announced its unaudited results for the quarter and nine months ended December 31st, 2018.

Key Financials (Rs. Crore): -

Particulars	Q3 FY19	Q3 FY18	YoY%	9M FY19	9M FY18	YoY%
Total Revenue	99.97	61.18	63.40%	256.51	172.79	48.45%
EBIDTA	3.65	2.30	58.77%	9.14	5.30	72.58%
EBITDA Margin (%)	3.65%	3.75%	-10 bps	3.56%	3.07%	49 bps
PAT	1.42	0.84	69.83%	3.43	1.99	71.96%
PAT Margin (%)	1.42%	1.37%	5 bps	1.34%	1.15%	19 bps
EPS (in Rs.)	2.44	1.44	69.44%	5.90	3.44	71.51%

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Performance Highlights for the quarter ended December 31st, 2018:

- **Revenue** for the quarter was Rs. **99.97** crore in Q3 FY19, as against Rs. 61.18 crore in Q3 FY18, a **YoY growth of 63.40%,** on account of strong growth driven by key businesses of Imaging and IT especially niche brands of GoPro, Honeywell & ViewSonic

- **EBITDA** was at **Rs. 3.65 crore** in Q3 FY19 as against Rs. 2.30 crore in Q3 FY18, **YoY growth of 58.77%,** on back of higher revenue and improving operational efficiencies

- **Profit After Tax** was **Rs 1.42 crore** in Q3 FY19 compared to Rs. 0.84 crore in Q3 FY18, **YoY growth of 69.83%**

- **EPS** was at Rs. **2.44, YoY growth of 69.44%**

Performance Highlights for the half year ended December 31st, 2018:

- **Revenue** for the quarter was **Rs. 256.51 crore** in 9M FY19, as against Rs. 172.79 crore in 9M FY18, a **YoY growth of 48.45%,** on account of strong growth driven by key businesses of Imaging and IT especially niche brands of GoPro, Honeywell & ViewSonic

- **EBITDA** was at **Rs. 9.14 crore** in 9M FY19 as against Rs. 5.30 crore in 9M FY18, **YoY growth of 72.58%,** on back of higher revenue and improving operational efficiencies

- **EBITDA Margin** was **3.56%,** an **improvement of 49 basis points YoY,** on account of increased contribution from high margin value-added products in Imaging & IT

- **Profit After Tax** was **Rs 3.43 crore** in 9M FY19 compared to Rs. 1.99 crore in 9M FY18, **YoY growth of 71.96%**

- **PAT Margin** was **1.34%,** an improvement of **19 basis points YoY**

- **EPS** was at Rs. **5.90, YoY growth of 71.51%**

Key Developments during the quarter: -

- Bagged and successfully fulfilled new order of InVue products worth USD 345,123. This order was mainly for Invue's flagship product of Series 950. Over 4,200 units of a single product - Series 950 were - ordered that was at valued at USD 107,858.25 of the total order in the month of December 2018

- In October 2018, launched two variants of Zest Wireless Chargers under the Honeywell brand. These Zest wireless chargers are Qi certified with Portable & Elegant design which are compatible with all Qi enabled smart phones. They have guaranteed protection with built in Over-current, Over-Voltage & Over-Temperature

- In October 2018, launched GoPro HERO 7 in three variants – Hero 7 Black, Silver and White. This camera has been launched in India, three days ahead of any other country outside APAC region and has received a significant & strong response. The topmost selling model - Hero 7 Black has received overwhelming response with selling more than 1,000 units in first week itself on e-commerce giant platform

Management Comment:

Commenting on performance, **Mr. Ketan Patel, Chairman & Managing Director of Creative Peripherals & Distribution Ltd. Said:**

"We are happy to share that our financial performance for the third quarter for the financial year 2018-19 has been in line with our targets. We delivered over 60% revenue growth, more than 55% EBITDA growth and a 70% PAT growth. This is mainly on the back on increased contribution of higher margin value-added products in the imaging & IT business segments like GoPro, Honeywell, Olympus, ViewSonic etc. In fact, the sales from the niche and reputed brand GoPro increased more than three times in nine months of 2019 compared the corresponding previous period.

We are proud to share that we expanded our exclusive Trademark Licensing Agreement with Honeywell International Inc. for selling and marketing of Honeywell products in additional six countries along with India namely Saudi Arabia, United Arab Emirates, Bahrain, Oman, Qatar and Kuwait. In addition to this, we have also received approval to expand its product portfolio under this trademark licensing agreement to Wireless Networking category of products. We have launched two variants of Zest Wireless Chargers under Honeywell brand which is need of the hour and our Company expects huge demand for such products in India and abroad. These Zest wireless chargers are Qi certified with Portable & Elegant design which are compatible with all Qi enabled smart phones. They have guaranteed protection with built in Over-current, Over-Voltage & Over-Temperature.

Also, GoPro officially launched their most awaited camera in India- HERO 7 in three variants – Hero 7 Black, Silver and White. With the onset of festive season in India, we received significant inquires and pre-booking across E-commerce platforms and the Modern Trade & Photo specialist stores for all our products. We continue to focus on increasing revenue mix of such high margin yielding products.

We are also happy to share that the Board of Directors has approved the Company's migration from NSE SME Exchange to the NSE Main Board Exchange. This is in line with the vision of the Company to evolve as an accomplished Modern Retail and E-commerce Distribution Specialist in the Indian and Middle East markets.

Our goal remains to be the best market entry specialist for niche brands seeking entry into the Indian markets. Our pan India presence helps us provide a unique solution to our clients. It is a matter of pride to be associated with prestigious brands that we partner with and promise to deliver on the trust they place in us. I would like to thank our channel partners, our business partners, and our employees for their invaluable support and belief in us which drives us to deliver robust performance every quarter."

Company Overview

Our Company started as a small proprietary trading concern, named as 'Creative Computers' with 10 employees back in 1992. Since then our consistent dedication and hard work along with support from our partners we have grown to a recognized player in the 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 Photo Fair All India Photo Graphic Trade & Industry Association' (2015)
- 'Long Term Partnership Award (2017)' – Sennheiser
- 'Licensing Partner of the Year – 2017 award – Honeywell (2017).
- 'Best Trade Show Execution for seamless execution of Consumer Electronic Imaging Fair'- Vitec Group CEIF (2018).

Our Company is associated with over 25 renowned brands globally. These brands help us cater to a wide range of customers both in the consumer and industrial businesses. We are also well-positioned to take advantage of the changes in trends in the technology industry currently and be a part of the digital transformation story of India.

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 sales teams.

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 follow prudent risk management practices across branches. Creative Peripherals focus is 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
For further information please contact:

Company:	*Investor Relations:*
Abhijit Kanvinde	***Savli Mangle/ Harshit Gandhi***
Chief Financial Officer	Bridge Investor Relations Pvt. Ltd.
Creative Peripherals and Distribution Ltd.	Email: savli@bridge-ir.com
E-mail: abhijit@ecreativeindia.com	harshit@bridge-ir.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. 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.*