



Creative Peripherals

Date: 20th July, 2020

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

Sub: Announcement for launching medical essential products.

Dear Sir,

We are pleased to enclose a copy of press release regarding launching of our own brand 'B-Safe' of medical essential products – thus entering a new business segment of Healthcare

Kindly take the same on record.

Thanking you,

Yours Faithfully
For and on behalf of
Creative Peripheral and Distribution Limited

Tejas Doshi
Company Secretary & Compliance Officer
ACS – 30828

Date: 20th July, 2020

Place: Mumbai

Creative Peripherals and Distribution Limited

Registered Office: 3rd and 4th Floor, Plot No 137AB, Kandivali Co Op Industrial Estate Limited, Charkop, Kandivali West, Mumbai – 400 067 | **Tel.:** 91-22-5061 2700 | **Email:** cs@ecreativeindia.com

Website: www.ecreativeindia.com | **CIN:** L52392MH2004PLC148754



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Media Release

**Entered into a new & fast-growing business of Healthcare products
'B-Safe' – own brand of medical products to fight COVID-19 spread**

**Range of Thermal Scanners, Thermometers, Pulse Oximeter and
Masks**

Mumbai, 20th July 2020: 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 that it is offering distribution and supply of medical products to counter the spread of the Corona virus.

The Company is launching its own brand of various essential medical products for consumers, named 'B-Safe'. The products include wall mount thermal scanners (used in offices and public places), handheld infrared (IR) thermometers, pulse oximeters, and a wide range of masks. Creative Peripherals aims to leverage its strong and widespread pan India network to supply such medical essential products across India and contribute to the nationwide fight against the COVID-19 virus. One of the range of handheld thermometer is made in India, supporting the government's initiative to make and use local/domestic products.



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MEDICAL ESSENTIALS

- MASK WITH RESPIRATOR
- WALL MOUNT THERMOMETER
- PULSE OXIMETER
- THERMOMETER
- MASK N-95

B-Safe

PULSE OXIMETER
BLOOD OXYGEN AND HEART RATE MEASUREMENT

- Small And Convenient
- Low Power Consumption
- Blood Oxygen Testing
- 10 Seconds Automatic Shutdown
- Weak Perfusion Measurement
- One-click Operation
- Pulse Intensity
- 4 Seconds Quick Detection

- Blood Oxygen Testing
- Low Power Consumption
- One-click Operation
- 10 sec Automatic Shutdown
- 4 sec Quick Detection
- Pulse Intensity

COVID-19 BULK SUPPLIER
Product supplied may differ in appearance than shown.

The thermometers and oximeter are high-precision products, which are easy to use for all consumers to monitor their temperature and blood oxygen levels, respectively. The range of masks include N95 masks (with and without respirator) and KN95 masks.



The Company is distributing these products primarily to pharmaceutical distribution channels and corporates.

Following the outbreak of the COVID-19 pandemic, the demand for consumer medical products has surged across the country and globally. The industry is witnessing a sharp rise in demand for products such as thermometers, oximeters and a wide range of masks. Infact, wall-mounted thermal scanners are also gaining momentum, driven by increasing use/adoption in offices, factories and industrial spaces.

As per industry estimates, the global market for infrared thermometers are forecast to grow at a CAGR of 15% during 2019-25, driven by the COVID-19 pandemic. Similar trends can be seen for pulse oximeters, market for which is expected to grow through 2025.

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Domestic production of N95 and similar masks has also grown substantially. Approximately 3 lakh PPEs and N95 masks are being produced every day; state & central institutions have been provided about 1.11 crore N95 masks so far. Infact, with export avenues opening up for masks, India may be looking at a strong export opportunity for these products. Overall, the medical devices industry in India is valued at almost USD 11 billion. Exports alone are forecast to grow from USD 2.1 billion in 2018-19 to nearly USD 10 bn by 2025.

Source: Masks:

<https://www.financialexpress.com/lifestyle/health/india-manufacturing-of-3-lakh-ppes-n95-masks-per-day-provides-around-111-08-lakh-n95-masks-and-74-48-lakh-ppes-so-far/1969911/>

<https://cfo.economictimes.indiatimes.com/news/coronavirus-impact-demand-for-n-95-masks-shoots-up-by-10-times-says-callhealth-services-cfo/74603591>

Thermometer: <https://www.globenewswire.com/news-release/2020/05/23/2037900/0/en/The-infrared-thermometer-market-is-expected-to-grow-at-a-CAGR-of-over-15-during-the-period-2019-2025.html>

Oximeter: <https://3wnews.org/uncategorised/1464940/global-pulse-oximetry-market-2020-development-status-competition-analysis-type-and-application-2025/>

Management Comment:

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

"We are pleased to announce that we have started a new business in healthcare through distribution of a wide range of medical products across India. We are launching a range of medical products under our own 'B-Safe' brand.

The outbreak of the Corona virus pandemic over the past few months has impacted everyone's daily lives to a great extent which would have been hard to imagine earlier. It has forced us to adapt our lifestyles such as to always stay equipped to battle the virus. As in the case of any adversity, the economy and industry must go on, and that is why consumer medical products have now become essentials in day-to-day lives. Our 'B-Safe' product portfolio will include a range of thermometers, face masks and pulse oximeters.

Our entry into this product line marks Creative Peripherals' contribution to the nation's fight against this virus, and our robust and established network will be well-leveraged in the process. From a business perspective, this also helps us diversify our portfolio further and reach out to wider consumer-base. We will be working with pharmaceutical distribution channels and corporates across India.

We strive to bring more such useful and essential products into the market and help improve people's lives in our common objective of battling this pandemic. I would like to thank all our employees and stakeholders for their continued support in our growth."

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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, 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 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.

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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.

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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