

**Date: 24<sup>th</sup> February 2026**

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

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

**Symbol: CNL**

**Scrip Code: 544631**

**Sub: Creative Newtech Limited announces partnership with Kaspersky to strengthen its Cybersecurity Solutions Portfolio.**

Dear Sir,

Please find attached Media Release regarding announcement of partnership with Kaspersky to expand cybersecurity offerings, with the distribution scope covering North, West, and East India.

Thanking you,

Yours Faithfully

For Creative Newtech Limited



**Tejas Doshi**  
**Chief Compliance Officer & Company Secretary**  
ACS - 30828





## Media Release

### **Creative Newtech Announces Partnership with Kaspersky to Strengthen Its Cybersecurity Solutions Portfolio.**

**Mumbai, 24<sup>th</sup> February 2026:** Creative Newtech Limited (NSE: CNL, BSE: 544631), a leading market entry specialist and value-added partner across technology and digital solutions, has announced a partnership with **Kaspersky**, a global cybersecurity and digital privacy company, to expand its cybersecurity offerings in the Indian market, with the distribution scope covering North, West, and East India.

Founded in 1997, Kaspersky is a globally trusted cybersecurity company with operations across more than 200 countries and territories. The company is widely recognised for its advanced threat intelligence, strong research capabilities, and consistent performance in independent security tests. Kaspersky's mission is to make the digital world safer by protecting individuals, businesses, and organisations from evolving cyber threats.

In January 2018, the Ministry of Electronics and Information Technology (MeitY) introduced the Cyber Surakshit Bharat initiative with the aim to strengthen the cybersecurity landscape in India, along with supporting the government's Digital India initiative. This partnership aligns with India's broader focus on strengthening digital security and trust under initiatives such as Digital India and Cyber Surakshit Bharat. As digital adoption accelerates across public services, enterprises, and consumers, the need for robust cybersecurity frameworks has become increasingly important. By expanding access to proven cybersecurity solutions through this partnership, Creative Newtech aims to support the development of a more secure and resilient digital ecosystem in India, in line with the country's ongoing digital transformation efforts.

Under this partnership, Creative Newtech will distribute Kaspersky's cybersecurity solutions for consumers covering endpoint security, threat detection, privacy protection, and digital safety. The portfolio includes solutions designed to protect against malware, ransomware, phishing attacks, and advanced persistent threats through multi-layered, AI-driven security architecture.

For individual users and families, Kaspersky offers comprehensive protection across Windows, macOS, Android, and iOS platforms, combining antivirus protection with privacy tools, secure online transactions, password management, and identity safeguards. For

businesses and enterprises, Kaspersky provides enterprise-grade solutions including endpoint security, XDR, MDR, threat intelligence, and managed cybersecurity services aimed at protecting critical infrastructure, networks, and data.

Creative Newtech will build the Kaspersky business by using its existing pan-India distribution network and long-standing relationships with channel partners. The Company already works with several global technology brands across security, IT infrastructure, and consumer electronics, which gives it direct access to customers where cybersecurity is a natural requirement. This existing network allows Creative Newtech to introduce Kaspersky's solutions efficiently, scale adoption across multiple segments, and strengthen its presence in technology-led solution categories.

## **Kaspersky Product Portfolio: Consumer & Family Security Solutions:**

Designed for individual users and households to protect everyday digital activity.

- **Kaspersky Standard, Plus, and Premium**
- Antivirus and anti-malware protection
- Protection against ransomware, phishing, and online fraud
- Secure online banking and payment protection
- Privacy tools including VPN and webcam protection
- Password management and identity protection
- Multi-device support across **Windows, macOS, Android, and iOS**

## **Cyber Security Market Outlook & Dynamics:**

The global cybersecurity market continues to expand rapidly, driven by rising digital adoption, increasing cyber threats, and higher regulatory focus on data protection. In 2024, the global cybersecurity market generated revenues of approximately US\$245.6 billion and is expected to grow to US\$500.7 billion by 2030, reflecting a CAGR of 12.9% during the period from 2025 to 2030.

India represents one of the fastest-growing cybersecurity markets globally. In 2024, the Indian cybersecurity market recorded revenues of approximately US\$6.9 billion and is projected to reach US\$20.5 billion by 2030, growing at a CAGR of 20.2%. India accounted for around 2.8% of the global cybersecurity market in 2024 and is expected to further increase its share over the coming years.

Within the Asia-Pacific region, India is projected to emerge as the leading cybersecurity market by revenue by 2030. The strong growth outlook is supported by rapid digitalisation, increased cloud adoption, expansion of enterprise IT infrastructure, and heightened focus on cyber resilience across sectors. This growth environment creates a strong opportunity for Creative Newtech to expand its cybersecurity business in partnership with Kaspersky by scaling distribution, deepening customer engagement, and addressing rising security requirements across consumer, enterprise, and institutional markets in India.

Source: Grandview Research

### **Management Comment:**

#### **Commenting on the partnership, Mr. Ketan Patel, Chairman & Managing Director of Creative Newtech Limited, said:**

*“Creative Newtech has always been built by taking responsibility for execution. Over the years, I have seen that businesses last only when you are willing to own outcomes, not just opportunities. That belief has shaped every category we have chosen to enter.*

*Cybersecurity fits naturally into that journey. It is a space where trust is earned slowly and tested every day. You cannot build it on intent or speed. You have to build it on discipline, governance, and the ability to support customers consistently over time.*

*This partnership is not about adding another vertical. It is about extending the Creative Newtech operating model into a category where standards matter. Our focus is clear. Build the channel carefully. Enable partners properly. Scale with the same discipline and control that define how we build businesses in India.”*

#### **Commenting on the partnership, Mr. Purshottam Bhatia, Head of Consumer Business for South Asia at Kaspersky, said:**

*“As more Indian consumers rely on digital platforms for work, payments, entertainment, and everyday life, staying secure online has never been more important. Our partnership with Creative Newtech enables us to extend Kaspersky’s trusted cybersecurity solutions to more households across North, West, and East India, significantly strengthening our B2C footprint in these regions. This collaboration aligns with national initiatives such as Digital India and Cyber Surakshit Bharat, supporting a safer and more trusted digital environment. By making reliable, easy-to-use cybersecurity more accessible, we aim to give consumers greater confidence and peace of mind as they navigate an increasingly connected digital world.”*



# Creative Newtech Limited

CIN - L52392MH2004PLC148754

*An ISO 9001:2015 Certified Company*

**Registered Office:** 3<sup>rd</sup> & 4<sup>th</sup> floor, Plot No. 137AB, Kandivali Co-op Industrial Estate Limited, Charkop, Kandivali West, Mumbai 400067  
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## About Kaspersky:

Kaspersky is a global cybersecurity and digital privacy company founded in 1997. With over a billion devices protected to date from emerging cyberthreats and targeted attacks, Kaspersky's deep threat intelligence and security expertise is constantly transforming into innovative solutions and services to protect individuals, businesses, critical infrastructure, and governments around the globe. The company's comprehensive security portfolio includes leading digital life protection for personal devices, specialized security products and services for companies, as well as Cyber Immune solutions to fight sophisticated and evolving digital threats. We help millions of individuals and over 200,000 corporate clients protect what matters most to them.

**Learn more at:** [www.kaspersky.com](http://www.kaspersky.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.

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



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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 centers, 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](http://www.creativenewtech.com)

*For further information please contact:*

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**Note:** This press release is for information purposes only and does not constitute an offer, invitation, or recommendation to buy or sell any securities of Creative Newtech Limited. Certain statements may be forward-looking and are subject to risks and uncertainties that could cause actual results to differ materially. The Company undertakes no obligation to update such statements except as required under applicable laws and regulations.