Creative Peripherals

Date: 26th February 2020

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

Sub: Announcement for expanding product portfolio with Honeywell.

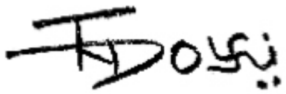
Dear Sir,

We are pleased to enclose a copy of press release regarding announcement of expansion of product portfolio with Honeywell.

Kindly take the same on record.

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited



Tejas Doshi
Company Secretary & Compliance Officer
ACS – 30828

Date: 26th February 2020
Place: Mumbai

**Media Release**

**Expands Honeywell Product Portfolio – contract manufacturing and exclusive distribution of various structured cabling solutions**

**Introduces entire range of Copper & Fiber Solutions under Structured Cabling**

**Contract manufacturing with the first Honeywell certified facility in India**

**Mumbai, 26th February 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 has expanded its product portfolio with Honeywell to include various structured cabling solutions.

The expanded product portfolio includes a wide range of copper and fiber cabling products under its Information Transport System solutions for businesses and small and medium enterprises (SMEs). Honeywell solutions range from traditional CAT5e, CAT6 copper cabling systems to CAT6A, and fiber optic cabling, high speed networks for enterprise data, voice and security applications. The products adhere to EIA/TIA and ISO/IEC international standards and are backed by an international 25-year product warranty performance.

These new products facilitate in lowering total network costs, enhance productivity and reliability, and allow easy scalability of networks. Also these products will be manufactured by the first Indian Company to be certified by Honeywell to make their products.

**Management Comment:**

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

*"We are pleased to introduce the Honeywell SCS product range in India, as the SCS market is growing at a healthy rate and there is a space for reputed brands in the mid-market segment. With the launch of our SCS product range we will be aggressively focusing on the small and mid-market enterprises.*

*In sighting huge demand for made-in-India products, we also intend to work closely with Indian manufacturers for manufacturing SCS products in India. Creative Peripherals will sell these products in India as well as cater to the Middle East market.*

*This agreement further deepens our association with Honeywell, and reflects the confidence that this Fortune 50 conglomerate places in us. Our Honeywell product portfolio continues to grow in*

*B2C and B2B products. 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, 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.

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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| *Company:*<br>***Abhijit Kanvinde***<br>Chief Financial Officer<br>Creative Peripherals and Distribution Ltd.<br>E-mail: abhijit@ecreativeindia.com | *Investor Relations:*<br>***Savli Mangle / Rahul Trivedi***<br>Bridge Investor Relations Pvt. Ltd.<br>Email: savli@bridge-ir.com / rahul@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.*