



Creative Peripherals

(CIN):U52392MH2004PLC148754

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 audited financial results for half-year and full-year ended 2016-17

Dear Sir,

Please find attached Media Release regarding announcement of audited financial results for half-year and full-year ended 2016-17, which has been announced on 27th May 2017.

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited

Vijay Advani
Managing Director
DIN: 02009626

Date: 29 May, 2017

Place: Mumbai

Creative Peripherals & Distribution Ltd.

Registered Office : B - 215, Mandpeshwar Industrial Premises Co-op Society Ltd., Opp. M.C.F. Club, Prem Nagar, Off S.V.P. Road, Borivali (West), Mumbai - 400 092. | Tel. : 91-22-4081 1234 / 4246 0777 | Email : administration@ecreativeindia.com

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Media Release

Robust domestic demand across segments in key markets drive growth

H2FY17 Revenue at Rs. 121 crore, sequential growth of 32%

H2FY17 EBITDA at Rs. 3.05 crore, sequential growth of 44%

Added 5 new global vendor brands during the year

Forayed into Electronic Security and Surveillance products segment during the year

Mumbai, May 29, 2017: 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, today, announced its audited results for the half-year and full-year ended March 31, 2017.

Our Company is pleased to announce its audited financial results for the half-year and full-year ended 2016-17. We have successfully reported a strong 32% growth in revenues and 44% growth in operating profits during H2FY17. This robust performance has primarily been driven by two factors: increased demand for our value-added products and services, both in consumer and enterprise segments as well as addition of new premium products which have helped us maintain our profitability.

Key Performance Highlights:

Rs in crore	H2FY17	H1FY17	HoH %	FY17	FY16	YoY %
Total Revenue (including other income)	120.56	91.45	32%	212.01	198.58	7%
EBITDA	3.05	2.11	44%	5.17	5.17	
EBITDA Margin	2.53%	2.31%	22 bps	2.44%	2.60%	(16 bps)
PAT	0.88	0.46	92%	1.34	1.13	19%

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Financial Results Highlights

H2 FY17 Vs. H1 FY17 Highlights: -

- **Total Revenue (including other income)** was **Rs. 120.56 crore** in H2 FY17 as against Rs. 91.45 crore in the H1 FY17 with a strong growth of 32%; driven by increase growth in the Imaging products segment
- **EBITDA** was **Rs. 3.05 crore** in H2 FY17 as against Rs. 2.11 crore in H1 FY17, robust growth of 44%, driven by new products addition from premium global brands
- **EBITDA Margin** was at **2.53%** in H2FY17 as against 2.31% in H1FY17, increase of 22 bps
- **Profit After Tax** was at **Rs. 0.88 crore** in H2 FY17 as against Rs. 0.46 crore in H1 FY17, a solid increase of 92% led by incremental contribution from premium product segments

FY17 Vs. FY16 Highlights: -

- **Total Revenue (including other income)** was **Rs. 212.01 crore** in FY17 as against Rs. 198.58 crore in the FY16 with a growth of 7%
- **Segmental Break-up of Revenues:**
 - IT and Peripherals segment contributed 65% to the revenues, growing by 19% from last year
 - Imaging segment contributed 12% to the revenues, growing significantly by 120% from last year
 - Lifestyle segment contributed 23% to the revenues, decline of 33% from last year
- **EBITDA** was **Rs. 5.17 crore** in FY17 as against Rs. 5.17 crore in FY16 , maintained steady despite increase in raw material costs on account of addition of new global high-end products
- **EBITDA Margin** was at **2.44%** in FY17 as against 2.60% in FY16, decrease of 16 bps on account of addition of new brands purchased during the last quarter
- **Profit After Tax** was at **Rs. 1.34 crore** in FY17 as against Rs. 1.13 crore in FY16, a growth of 19% led by better pricing power and expansion into newer product segments

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During the year we also forayed into a separate segment dedicated for electronic security and surveillance products, with the addition of Vintron Informatics Ltd, a pioneer in the industry and a credible brand in the Indian electronic products manufacturing space. We expect this segment to show robust growth going forward as demand continues to increase, especially from the enterprise customers.

Our Company focuses on committed relations with vendors, many of whom have been associated with us for over ten years. Over the years, the dedication and superior service by our team has enabled us to also create our own brand recognition among business partners which we believe is a significant achievement and will help us in our growth journey going forward. To this effect, our Company also added 5 new vendor brands into our kitty. These are leading global, renowned, credible and reputed players in the electronics manufacturing space and we are slowly on the way to being more and more recognized as the chosen market entry specialists for these brands.

During the year, we signed an Exclusive license agreement with Honeywell, a Fortune 50 technology manufacturing Company, for a period of 5 years, for manufacturing, marketing & selling, warranty and after-sales service of Honeywell branded products. This agreement also allows to enter into the manufacturing space, where we will be manufacturing in Honeywell authorized factories according to their approved guidelines. We expect strong boost to our profitability and turnover from this association.

We are happy to be re-appointed by Samsung Electronics in India as the National Premium Partner for monitors of 21.5" and above along with their other products. This will help us strengthen our position in the IT-Consumer customer market.

We have also renewed our distribution agreement with the Vitec Group of Italy, for the fifth consecutive year, for their top brands Manfrotto and Gitzo which completed 100 years in the photography segment. The Vitec Group of Italy is a global leader in broadcast and photography markets with revenues of over Euros 300 million. This renewal reposes the trust and confidence of premium global vendors with our Company and we remain committed to nurturing and strengthening our existing partnerships.

Our Company's excellent growth and results is due to our single-minded focus on improving our value-added services and adding more premium and niche products in our portfolio. We continue to provide timely delivery, consistent and excellent quality, superior support services to our customers. At the same time, we continue to nurture and grow our presence across the country and strengthen our relationships with both vendors and channel partners in order to capture the tremendous growth opportunity presented by India's growth story.

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Management Comments:

Commenting on the half-year and full-year audited results, Mr. Ketan Patel, Founder, Creative Peripherals and Distribution Ltd said:

"We are very happy to report our half-yearly performance with very strong income growth of 32% and operating profit growth of 44%. Last year was exceptional for profitability, with increased contribution from our premium and high-end value added products and services. We added 5 new global brands like Honeywell in our portfolio, which will help us deepen and expand our market presence further. Our unstinting efforts towards providing end-to-end services solutions to our customers have today enabled our own brand to become recognized as the preferred market entry specialist for leading global vendors.

During the year, we also forayed into the specialized distribution of electronic security and surveillance products, with the addition of Vintron, a reputed leading Indian manufacturer. We are very happy that our consistent performance and focus on improving our profitability has been successful and we are hopeful of adding more such products and new customers to grow our business further.

Going forward, we are also looking to increase our presence and growth in the IT-Consumer space with the focus remaining on premium high-end products. We are seeing a strong traction in demand from various industries for our products from across the globe and are looking forward to expanding our presence and exploring newer markets to try and grow our operations strategically.

I thank the entire team of 'Creative Peripherals and Distribution Ltd' for their consistent and untiring efforts, sincerity and dedication. Also, I would like to thank our valued Shareholders, whose support and faith in our Company has helped us scale new heights."

Company Overview:

Our Company started as a small proprietary trading concern, named as 'Creative Computers' with 10 employees back in 1992. Since then, due to our consistent dedication and hard work along with support from our partners, we have grown to a recognized player in 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:

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- 'Best Distributor for the Year' (2011) - Sennheiser
- 'Best Fulfillment Partner' (2014) - Reliance Digital
- 'Fastest Growing National Distributor' (2014-15) - Digital Terminal
- 'The Best Partner for Printer' - Canon

Our Company's distribution model is able to cater to customers in both consumer and enterprise space. With our end-to-end customer support services and superior logistics management facilities, we are able to nurture further our 5000+ channel partners across retail, e-commerce and specialized dealers and distributors. Our Company supports these channel partners in leveraging their market positioning and enhancing their bottom line through regular sessions, trainings, on-ground events and promotional activities through our pan-India network of 26 branches. Our Company is associated with over 22 renowned brands globally. We are among the very few large distributors who conduct specialized training modules, events and promotional activities at the ground level with channel partners and retailers. 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 corporate and retail sales teams.

Creative Peripherals focuses 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.

About Creative Peripherals and Distribution Limited:

Incorporated in 1992, Creative Peripherals and Distribution Limited is a leading player in distribution of IT, Imaging, Lifestyle and Security products which also specializes in market entry strategy for reputed brands in India. The Company has its state of art distribution and warehousing located across 26 regions in India. The Company already has over 3000 products in its portfolio, working with over 22 Brands and over 5,000 channel partners across Online, Retail and General Trade. In India, the Company operates out of 26 branches across the country and over 175 employees.

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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. Creative Peripherals and Distribution Ltd. 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.

For further information please contact:

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