



Creative Peripherals

(CIN):L52392MH2004PLC148754

Date: 06th March 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 signing of agreement with InVue Security Products Corp.

Dear Sir,

Please find attached Media Release regarding signing of agreement with InVue Security Products Corp.

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited

Vijay Advani
Whole Time Director
DIN: 02009626

Date: 06th March 2018
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

www.ecreativeindia.com



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Media Release

Signs agreement with InVue Security Products Corp

CDPL to distribute InVue products across India

InVue – US based Company with niche play on smart security at outlets/offices

Mumbai, 06th March, 2018: Creative Peripherals and Distribution Limited (CDPL) (NSE-SME: CREATIVE), specialists in market penetration and distribution of IT, Imaging, Lifestyle, and Security products with a pan-India presence, has announced that the Company has signed an agreement with a US based Company – InVue Security Products Corp. InVue has brand partnerships with Apple, Samsung, Google and Huawei in the US with a 75 % market share.

CDPL will exclusively distribute InVue's products across India through its nationwide network.

Since 1972, InVue has built its leadership position developing innovative products for the video production business, retail music chains, the home office segment, products that secure high theft sell-thru merchandise and most recently retail security protecting mobile electronics devices that are on display in over 70 countries.

Based in USA, the Company has highly innovative products which are used across fields including I.T, Mobility, Jewellery, Corporate offices, Real estate and many more. The software solutions of InVue can be used for analytics of sales/operations/usage to enhance/fine tune the strategy of sales and spotting theft.

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Management Comment:

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

"We are happy to share that we have added yet another niche and prestigious brand to our product suite. InVue's security products and solutions are top notch and among the leading in the world. We believe with this association, we will be able to provide high grade and superior solutions in security across India.

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 such prestigious brands that we partner with and promise to deliver on the trust they place in us".

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

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.

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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 corporate and retail 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.

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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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