



Creative Peripherals

(CIN):U52392MH2004PLC148754

Date: 25 May, 2017

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

Sub: Creative Peripherals renews distribution agreement with Vitec Group of Italy for their top brands Manfrotto and Gitzo for 5th consecutive year.

Dear Sir,

Please find attached Media Release regarding renewal of distribution agreement with Vitec Group of Italy for their top brands Manfrotto and Gitzo for 5th consecutive year.

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited

Vijay Advani
Managing Director
DIN: 02009626



Date: 25 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

www.ecreativeindia.com



Media Release

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Creative Peripherals and Distribution Limited announces renewal of distribution agreement with Vitec Group of Italy for 5th consecutive year

Distribution for top brands Manfrotto and Gitzo in photo segment

Vitec Group of Italy is a global leader in broadcast and photography markets with revenues of over Euros 300 million

Mumbai, May 25, 2017: Creative Peripherals and Distribution Limited, specialists in market penetration and distribution of IT, Imaging, Lifestyle, and Security products with a pan-India presence, today announced that it has recently renewed the agreement with Vitec Group of Italy for their top brands Manfrotto and Gitzo in photo category for the 5th consecutive year. Vitec is an international group principally serving customers in the Broadcast and Photographic markets, with revenues of over Euros 300 million.

Creative Peripherals and Distribution Ltd is the value add distributor for Vitec group in India. The Company has a very strong and passionate Imaging team dedicated for Manfrotto and Gitzo brands. The Imaging division of Creative Peripherals participates in over 20 exhibitions and events in a year, regularly visits top photography schools across India and leverages their very strong relationships with top photographers of the country.

Gitzo is a leader in the manufacture of tripods and heads for top-end photography. Manfrotto designs and manufactures a wide range of cameras and lighting support equipment for professional photography, film theatre, live entertainment and video markets.

Creative Peripherals leverages its relationships with over 5,000 registered partners across its network of 26 branches in India for the continued success of this strongly established association.

This premium association with the Vitec Group of Italy will help Creative Peripherals to maintain its strong growth in turnover and margins.

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Our Company is engaged in distribution of IT, Imaging, Lifestyle and Security products, having presence across 26 locations all over India and long-standing relationships with over 5000 channel partners. With an existing product basket of over 3,000 products from over 22 Brands globally, this association helps our Company continue to enhance relationships with Fortune 50 Global Brands and also facilitates growth in our value added segments which are higher margin in nature.

Our Company is constantly making every effort to add new brands which will help us penetrate new markets and geographies globally as well as help us create our own brand name as a respected and premium market entry specialist.

Towards these efforts, our Company recently also announced an exclusive license agreement with Honeywell, a Fortune 50 global technology manufacturing Company for manufacturing, marketing and selling their branded products for a period of five years. Further, our Company was also recently re-appointed as one of the only two National Premium Partners for Samsung Electronics Ltd for monitors of 21.5" and other products.

Management Comments:

Commenting on the association, Mr Ketan Patel, Founder, Creative Peripherals and Distribution Limited said:

"It gives me immense pleasure to announce that the Vitec Group has re-instated their confidence in us by renewing their distribution agreement for the 5th consecutive year. The Vitec Group of Italy is a worldwide leader in the Broadcast and Photography markets and their support to us gives a tremendous boost to our Imaging team, which is dedicated to providing only the best in class value-added services for their top brands Manfrotto and Gitzo.

The Imaging division of Creative Peripherals participates in over 20 exhibitions and events in a year, regularly visits top photography schools across India and leverages their very strong relationships with top photographers of the country. We are the one of the few distributors which conducts such on-ground customer engagement and marketing activities which has aided in the Vitec Group re-instating their confidence in our abilities.

This is a valuable association for our Company as it is not only a proof of the team's delivery capabilities but also showcases our ability to sustain long-term partnerships in today's competitive environment."

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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:

- '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 is associated with over 22 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.

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.

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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 also follow prudent risk management practices across branches.

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.

For more details please visit: www.ecreativeindia.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. 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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