



Creative Peripherals

(CIN):L52392MH2004PLC148754

Date: 13th November, 2017

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 unaudited financial results for Q2 & H1 FY18

Dear Sir,

Please find attached Media Release regarding announcement of unaudited financial results for Q2 & H1 FY18

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited

Vijay Advani
Whole Time Director
DIN: 02009626

Date: 13th November, 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



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Media Release

Addition of new products drive growth

Q2 FY18 Revenue at Rs.61.45crore, QoQ growth 22.45%

Q2 FY18 EBITDA at Rs. 1.85crore, QoQ increase of 61.25%

Q2 FY18 PAT at Rs. 0.82 crore, a jump of nearly 143% over Q1 FY18

Mumbai, 13th November, 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, announced its unaudited results for the Second quarter & Half year ended September 30th 2017.

Key Financials (Rs. Crore): -

Particulars	Q2 FY18	Q1 FY18	QoQ%	H1 FY18
Total Revenue	61.45	50.17	22.49%	111.61
EBITDA	1.85	1.15	61.25%	3.00
EBITDA margin (%)	3.01%	2.29%	72 bps	2.69%
PAT	0.82	0.34	142.99%	1.16
PAT margin (%)	1.33%	0.67%	66 bps	1.04%

Performance Highlights: -

For the quarter ended September 30th, 2017:

- **Total Revenue from operations was at Rs. 61.45 crore in Q2 FY18, as against Rs. 50.17 crore in Q1 FY18, a QoQ growth of nearly 22.5%**
- **EBITDA stood at Rs. 1.85 crore in Q2 FY18 as against a Rs. 1.15 crore in the Q1 FY18 , significant QoQ jump of 61.3%**

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- **EBITDA margin increased by over 72 bps in Q2 FY18 to 3.01%** as against 2.29% in the previous quarter
- **Profit After Tax was at Rs. 0.82 crore** in Q2 FY18 as against a Rs. 0.34 crore in the previous quarter, a **phenomenal growth of 143.0%**
- **PAT margin increased by 66 bps to 1.33%** as against 0.67% in Q1 FY18

For the half year ended September 30th, 2017:

- **Total Revenue from operations was at Rs. 111.61 crore** in H1 FY18, as against Rs. 91.45 crore in H1 FY17, a **YoY growth of nearly 22%**
- **EBITDA stood at Rs. 3.0 crore** in H1 FY18 as against a Rs. 2.11 crore in the H1 FY17, significant **YoY jump of 41.96%**
- **Profit After Tax was at Rs. 1.16 crore** in H1 FY18 as against a Rs. 0.46 crore in the previous half, a **phenomenal growth of 152.03%**

Key Developments During H1FY18: -

- Received "Licensing Partner of the Year – 2017" award from Honeywell Annual Licensing Summit Shanghai.
- Signed Agreement with DgFlick Solutions Pvt. Ltd. to distribute their software products. Nationally.
- Signed Agreement with ASRock Inc. to distribute their motherboards in India.
- Signed Agreement with Shyam Telecom Limited for distribution of Motorola's Lifestyle Companion Products.
- Associated with various International Brands such as AOC, Belkin, GoPro, Bandridge, NPAV, Phillips, Transcend, Sennheiser, NZXT, Olympus, PhotoFast, Printronix, RAPOO, Skyworth, Viewsonic and Vintron.
- Received "Best Fulfilment Partner 2017" award from Reliance Digital.
- Announces addition of five new Honeywell branded products for manufacturing, marketing & selling, warranty and after sales service.
- Renewed National Authorised Distribution Agreement with Apple India Pvt. Ltd.
- Renewal for distribution of 'Beats by Dr Dre' in continuation since Apple's acquisition of 'Beats' in 2014.

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- Renewed distribution agreement with Vitec Group of Italy for their top brands Manfrotto and Gitzo for 5th Consecutive year.
- Continued association as National Premium Partner with Samsung India Electronics Pvt. Ltd. for Monitors of 21.5" and other product.

Management Comments:

Commenting on the quarterly and half yearly results, Mr. Ketan Patel, Chairman & Managing Director, Creative Peripherals and Distribution Ltd said:

"It has been a period of stable growth and consolidation for us at Creative Peripherals and Distribution Ltd. We continue the momentum of the previous quarter and added new clients, formed new associations, renewed partnerships and were rewarded for our performance by way of awards and recognitions.

We are excited about the rest of the year as we work towards our goal of being the best distribution company in the segments we are present in. It is a matter of pride to be associated with the prestigious brands that we partner with and promise to deliver on the trust they place in us. I'd like to thank our channel partners, our business partners, and our employees for their invaluable support and belief in us which drives us to deliver robust performance every quarter".

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

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- 'CEIF Photo Fair All India Photo Graphic Trade & Industry Association' (2015)
- 'Long Term Partnership Award (2017)' - Sennheiser

Our Company is associated with over 26 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.

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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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 26 Brands and over 5,000 channel partners across Online, Retail and General Trade. The Company also has its presence in the Middle East. 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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