



Creative Peripherals

(CIN):U52392MH2004PLC148754

Date: 15th September, 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 Q1FY18

Dear Sir,

Please find attached Media Release regarding announcement of unaudited financial results for Q1FY18

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited

Vijay Advani
Whole Time Director
DIN: 02009626

Date: 15th September, 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 high margin products drive growth

Q1FY18 Revenue at Rs. 50 crore, YoY growth of 32%

Q1FY18 EBITDA at Rs. 1 crore, YoY jump of 179%

Q1FY18 PAT at 34 Lakhs from a loss of 2 crores

Mumbai, 15th September, 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 unaudited results for the first quarter ended June 30th 2017.

Key Financials (Rs. Crore): -

Particulars	Q1 FY18	Q1 FY17	YoY%
Total Revenue	50.17	37.91	32.34%
EBIDTA	1.15	(1.45)	179.31%
EBITDA margin (%)	2.29%	(3.81)%	610 bps
PAT	0.34	(2.04)	116.67%
PAT margin (%)	0.67%	(5.39)%	606 bps

Performance Highlights: -

For the quarter ended June 30th, 2017:

- **Total Revenue from operations was at Rs. 50.17 crore in Q1FY18, as against Rs. 37.91 crore in Q1FY17, a YoY growth of 32.34%**
- **EBITDA stood at Rs. 1.15 crore in Q1FY18 as against a loss of Rs. 1.45 crore in the previous year, significant YoY jump of 179.31%**

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- **EBITDA margin increased by over 610 bps in Q1FY18 to 2.29%** as against a negative margin of 3.81% in corresponding quarter of FY17
- **Profit After Tax was at Rs. 0.34 crore** in Q1FY18 as against a loss of Rs. 2.04 crore in the previous quarter, **a phenomenal growth of 116.67%**
- **PAT margin increased to over 606 bps to 0.67%** as against a negative of 5.39% in Q1FY17

Management Comments:

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

"Our innovative and vibrant approach has resulted in robust growth. We remain committed to adding high margin products to our ever evolving portfolio. This approach has resulted in significant margin expansion which is reflected in our Q1FY18 numbers.

We feel great about this momentum, and our goal is to significantly increase the number of brands and products in our portfolio and distribution network during this financial year. I'd like to thank our channel partners, our business partners, and our employees for their incredible contributions and commitment, and I'd like to thank all of our customers across the country for their continued loyalty, which ultimately drives these results."

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:

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- '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 24 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 also 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 24 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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