



Creative Peripherals

Date: 04th June 2021

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

Sub: Distribution agreement with MSI for desktops and mini-PCs

Dear Sir,

We are pleased to enclose a copy of press release regarding distribution agreement with MSI for their desktops and mini-PCs in India.

Kindly take the same on record.

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited

Tejas Doshi
Company Secretary and Compliance Officer

Date: 04th June 2021

Place: Mumbai

Creative Peripherals and Distribution Limited

Registered Office: 3rd and 4th Floor, Plot No 137AB, Kandivali Co Op Industrial Estate Limited,
Charkop, Kandivali West, Mumbai – 400 067 | **Tel.:** 91-22-5061 2700 |

Email: cs@creativeindia.com | **Website:** www.ecreativeindia.com | **CIN:** L52392MH2004PLC148754



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Business Update Release

Signed agreement with MSI – among leading names in computers

Exclusive pan-India distribution for range of desktops and mini-PCs



Mumbai, 04th June 2021: Creative Peripherals and Distribution Limited (NSE: CREATIVE) market specialists for experiential products in IT, Imaging, Lifestyle, and Security domains with a pan-India presence, is pleased to announce its distribution agreement with MSI.

Creative Peripherals would be the exclusive distributor for a range of MSI PRO desktops and mini-PCs across India in Retail segments. MSI CUBI 5 is a compact computer which can be used with any monitor, keyboard and mouse. The computer can even be mounted behind a flat monitor with the required setup. The machine is upgradable, energy efficient and quiet, and provides desktop-level performance.

MSI is a well-established name in the computers market and has a strong brand-calling among consumers ranging from casual users to high-performance users. This association is a significant addition to the company's brand portfolio and would expand the product verticals and target market.



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Management Comment:

Commenting on these developments, **Mr. Ketan Patel, Chairman & Managing Director of Creative Peripherals and Distribution Limited** said:

“We are pleased to announce our tie-up with MSI for the distribution of a range of their desktops and mini-PCs.

We shall be the exclusive distributors for a range of their desktops and CUBI 5 (their mini-PC) across India. This strengthens our product mix with new verticals and would substantially expand our target market. For instance, the CUBI 5 PC is a versatile and compact computer, suitable for a variety of applications in offices and homes and can even be mounted on monitors.

MSI is a Taiwanese brand with a global footprint. The brand is not only widely popular, but also synonymous with high-performance computers, among casual as well as professional users around the world. We are proud to be their partner of choice in India and continue to build upon the recognition we are garnering among global brands.

This development marks a positive turn amidst the current market scenario which is facing headwinds from the second wave of the pandemic. With an increasing number of people working from home and educational classes being held online, such products are likely to enjoy witness demand.

We continue to strive towards being the best supply chain partner for global brands wishing to grow in India. I would like to thank all our employees and stakeholders for their continued hard work and support in our endeavors, and wish everyone good health and safety.”

Company Overview

Established in 1992, Creative Peripherals and Distribution Limited is a well-established company in India’s Information and Communication Technology distribution market. Through a robust network of partners and distribution channels, the Company has made a strong foothold in the IT distribution market in the country. The Company has an omni-channel network across all three channels of online, offline and retail trade.

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Creative Peripherals specializes in market entry and penetration for global brands. The Company offers demographic intelligence, and enables the formulation and execution of marketing strategies for its clients. In addition to such services, Creative continues to focus on timely delivery, diversification of its product portfolio, sustained long-term relationships with its channel partners, and extending value-added services over and above distribution.

These efforts have enabled the Company to win long running contracts as well as garner accolades in the Industry as amongst the best distributors in India by leading brands. Creative Peripherals is associated with over 20 renowned brands globally. These brands encompass a wide range of applications and help the Company to cater to a broad array of customers, both in the consumer and industrial businesses. Moreover, the Company is well-positioned to leverage the changing trends in the technology industry and be a part of the paradigm shift towards digitization in India.

Creative Peripherals has a unique value-added business model. They provide end-to-end solutions, from market research and competition analysis for brands, to import, distribution, sales and servicing for the brand. Additionally, the Company suggests and executes marketing strategies and recommends viability in specific regions across India for their clients. This is enabled by specialized skill sets, local insights and experience, along with relevant market intelligence. Creative Peripherals also prepares strategic plans for market entry for foreign brands and their target category.

Furthermore, the Company conducts pre-sales and marketing activities for the success of the brand as well as to enable the channel partners to leverage their expertise and bottom line. Creative Peripherals works closely with partners across channels including Large Format Retail (LFR), e-commerce and specialized retailers. The Company is one of the few large distributors who conduct specialized training modules, events and promotional activities at the ground level with channel partners. They also conduct workshops and demos for resellers. This is possible due to the dedication and experience of the corporate and sales teams which constantly track latest market developments to build a closer market connect.

The Company's wide reach and superior logistics capabilities helps it provide end-to-end services including warranty and post-warranty, high-level repair services, and response centres, among others. Such expertise and superior quality of service has led to increased

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confidence of brands, many of which have chosen Creative Peripherals as exclusive partners and have been with the Company since over five years. The Company focuses on higher operational efficiencies and adding higher-margin and value-added products to its existing product portfolio and such brand associations are a concrete step in that direction.

For more details please visit: www.ecreativeindia.com

For further information please contact:

<p><i>Company:</i> Abhijit Kanvinde Chief Financial Officer Creative Peripherals and Distribution Limited. E-mail: abhijit@ecreativeindia.com</p>	<p><i>Investor Relations:</i> Savli Mangle / Rahul Trivedi Bridge Investor Relations Pvt. Ltd. Email: savli@bridge-ir.com / rahul@bridge-ir.com</p>
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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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