

**04<sup>th</sup> July 2022**

To,  
Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza, Plot No. C/1, G Block,  
Bandra Kurla Complex,  
Bandra East, Mumbai- 400051

**Symbol - CREATIVE**

**Sub: Distribution agreement with Lexar Co. Limited, Hong Kong**

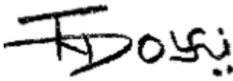
Dear Sir,

We are pleased to enclose a copy of press release regarding Company's distribution agreement with Lexar Co. Limited, Hong Kong, for a range of their products in India.

Thanking you.

**For Creative Newtech Limited**

(Formerly known as Creative Peripherals and Distribution Limited)



**Tejas Doshi**  
**Chief Compliance Officer & Company Secretary**  
ACS - 30828



**Date - 04<sup>th</sup> July 2022**

**Place - Mumbai**

## Creative Newtech Limited to Distribute Lexar Brand Products Range in India



**Mumbai, 04<sup>th</sup> July 2022:** Established in 1992, Creative Newtech Limited (NSE: CREATIVE), is a leading company offering experiential products for its customers through a diversified portfolio of well-recognized and widely trusted brands with a presence across India, has tied up with Lexar Co. Limited, Hongkong. Creative has bagged the distribution rights for Lexar's range of memory and storage solutions across India. This association strengthens Creative's imaging and FMSG product segment and caters to the younger, social media driven demographic in India, which is a high growth market segment.

**Mr. Ketan Patel, Chairman & Managing Director of Creative Newtech Limited,** was pleased to comment on this development, "It is a pleasure to be associated with a renowned brand like Lexar, who are well established globally with their wide range of memory and storage solutions offerings. This gives us immense confidence in the opportunities we will explore with them added in our portfolio as a brand. This will help us cater to the demand of the increasing drive for media consumption by the younger generations. This aligns with the growth strategy of Creative Newtech to add new and high potential brands to the portfolio."

Commenting on the development, **Mr. Gaurav Mathur, Director of Lexar** said, "In order for consumers to have a better experience and to experience greater performance, Lexar strives to satisfy all of their demands and requirements. Now that Creative Newtech has joined forces with us, a company with a significant presence in the tech distribution sector, we anticipate having access to a far wider choice of items for our brand by expanding our operations into smaller cities and towns in the Indian market."



## Company Overview:

Established in 1992, Creative Newtech Limited (Formerly known as Creative Peripherals and Distribution Limited) is a well-established company in India's Information and Communication Technology 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. Creative 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 is associated with over 25+ 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 Newtech 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 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 works closely with partners across channels including Large Format Retail (LFR), e-commerce and specialized retailers. Creative is one of the few large companies 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 centers, among others. Such expertise and superior quality of service has led to increased confidence of brands, many of which have chosen Creative 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.

## About Lexar:

Lexar has been a leading global brand of memory solutions for the last 25 years. The product offerings include memory cards, USB flash drives, readers, and solid-state drives (SSD) for retail and OEM customers.

All Lexar product designs undergo extensive testing in the Lexar Quality Labs with more than 1,100 digital devices, to ensure performance, quality, compatibility, and reliability. Lexar products are available worldwide at major retail and e-tail stores.

For more information or support, visit [www.lexar.com](http://www.lexar.com)

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For more details please visit: [www.creativenewtech.com](http://www.creativenewtech.com)

*For further information please contact:*

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