



Creative Peripherals

Date: 01st March, 2021

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

Sub: Updates on Ckart Business Developments.

Dear Sir,

We are pleased to enclose a copy of press release regarding developments on the Company's Ckart platform.

Kindly take the same on record.

Thanking you,

For Creative Peripheral and Distribution Limited

Tejas Doshi
Company Secretary & Compliance Officer
ACS - 30828

Date: 01st March, 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@ecreativeindia.com |

Website: www.ecreativeindia.com | **CIN:** L52392MH2004PLC148754



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Business Update Release

Ckart fast gaining momentum in the domestic market

More than 480 new partners registered on the platform in the first six months

Over 8,200 orders processed – total value at nearly Rs. 66 cr

Mumbai, 01st March 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 the latest developments on its online B2B eCommerce platform, Ckart.

Ckart was launched in August 2020 with a view to boost the company's topline, customer-base and improve operational efficiencies, all without incurring much additional cost. The platform is well on its path to this vision. As it completes six months, 481 new partners have registered with Ckart. The Company has already processed 8,219 new orders via Ckart, which amount to a total of Rs. 65.5 cr, from August 2020 to January 2021. This is a phenomenal adoption rate, which indicates the positive feedback received from the Company's partners/customers.

Moreover, Creative Peripherals is adding further functionality to Ckart going forward:

- **Ckart Marketplace:** The Company is in the process of launching Ckart Marketplace, a B2B seller platform where vendors can list their products on the Ckart seller module and showcase their brands to over 8,000 distributors and retailers on Ckart.
- **White Label e-Commerce:** With the Ckart White Label e-Commerce module, any partner of Creative Peripherals will be able to avail an end-to-end managed e-Commerce portal complete with their own brand name and preloaded with over 3,000 SKUs available on Ckart.

Such new features are expected to further boost the popularity and adoption of Ckart, taking it to newer heights.

Considering future growth and expansion plans, Creative Peripherals is investing in infrastructure, warehousing and logistics capabilities to tap the opportunities. The Company also plans to go for the ISO 9001:2015 certification.

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Management Comment:

Commenting on this development, **Mr. Ketan Patel, Chairman & Managing Director of Creative Peripherals & Distribution Limited** said:

"I am very happy to share the latest developments on our very own B2B e-Commerce platform, Ckart. It is an important milestone for Ckart, as within six months of going live, we are seeing tremendous adoption and volumes on the platform, reaffirming our faith and vision that Ckart would be a beneficial prospect for all stakeholders involved.

*Apart from our existing customers, over 480 new partners have joined Ckart since its launch. Since August 2020 up till January 2021, we processed 8,219 orders via Ckart, amounting to **Rs. 65.5 cr** of business. For a platform only six months old, this is an overwhelming growth. As more and more businesses and activities go online, we expect Ckart to gain more popularity and adoption.*

To support this, we are adding more functionalities to this platform. Soon, Ckart will have a B2B seller platform/marketplace for vendors, as well as the ability for partners to have their white-label e-commerce module under their own brand name. These features are designed to further help our partners to showcase their products and do business more easily.

In line with our growth path, we are expanding our warehousing infrastructure and logistics capabilities to tap the growing opportunities. Our vision with Ckart remains clear – to provide a mutually beneficial platform for everyone in the supply chain to easily do business. I would like to thank all our employees and stakeholders for their continued hard work and support in our growth endeavors."

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.

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

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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 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

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For further information please contact:

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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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