

Date: July 03, 2023

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

SYMBOL: CREATIVE

Dear Sir,


Sub: Hong Kong subsidiary Secure Connection launches next generation of Honeywell branded Soundbars

We are pleased to enclose a copy of press release regarding launch of next generation Honeywell branded Soundbars by Secure Connection, a Hong Kong based subsidiary.

Kindly take the same on record.

Thanking you,

For Creative Newtech Limited
(Formerly known as Creative Peripherals and Distribution Limited)



Tejas Doshi
Chief Compliance Officer and Company Secretary
ACS - 30828



July 03, 2023, Mumbai

Business Update Release

Creative Newtech unveils Honeywell branded Next Gen Soundbars



Mumbai, 30th June 2023: Creative Newtech Limited (NSE: CREATIVE) market specialists for experiential products in IT, Gaming, Imaging and Lifestyle domains with a pan-India presence, is pleased to announce global launch of next generation of Honeywell branded Soundbars through its Hong Kong based subsidiary, Secure Connection.

Honeywell Suono P2000, Trueno U2000, and Trueno U3000 Soundbars offer users an immersive audio experience, blending cutting-edge technology with sleek, modern aesthetics, making them the perfect addition to any home entertainment setup. These new soundbars are key additions to the existing line up of sounds bars offered by the Company. The Trueno U3000 160W Soundbar boasts powerful 2.1 channel audio, which is further enhanced by a powerful subwoofer. The Trueno U2000 120W Soundbar features a 2.1 channel system along with a subwoofer, delivering deep and rich bass. The Suono P2000 60W Soundbar offers 2.0 Channel Sound, providing users with crisp and crystal-clear sound quality.

The soundbars are wall-mountable, helping ensure a clutter-free setup, while their ideal size makes them a perfect companion for LED TVs. The Triple EQ mode allows users to customize sound output, so that it is tailored to individual and personal taste.

These soundbars will now be available for purchase across the company's channel network, including both e-commerce platforms and via retailers. With an array of options, consumers can now easily select the perfect soundbar tailored to their unique preferences and requirements.

Management Comment:

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

"We are thrilled to announce the global launch of the highly anticipated next generation of Honeywell branded Soundbars, through our Hong Kong-based subsidiary, Secure Connection.

We are committed to delivering cutting-edge technology and enhancing the audio experience for our customers. The launch of the new Honeywell Soundbars marks a significant milestone in our mission to provide innovative and high-quality audio solutions that elevate entertainment and audio immersion to new heights.

The global launch of the next generation of Honeywell Soundbars is a testament to our dedication to delivering cutting-edge audio solutions to customers worldwide. We are confident that these Soundbars will redefine the way people experience sound and set new standards in the audio industry.

With a focus on innovation, quality, and customer satisfaction, Creative is dedicated to providing exceptional audio solutions that enhance the way people experience sound."

About Secure Connection Limited, Hong Kong:

Secure Connection boasts of a rich legacy of more than Twenty-Five years of delivering best-in-class products and breakthrough innovations in consumer technology products, audio products, peripherals, and accessories spread across global markets. Secure Connection has emerged as a global leader with a wealth of expertise in building brands, creating consumer loyalty, and delivering a rich experience that enriches a consumer's digital lifestyle. Secure Connection Limited, Hong Kong is a subsidiary of Creative Newtech Limited.

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 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 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 centres, 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.

For more details please visit: www.creativenewtech.com

For further information please contact:

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Creative Newtech Limited

(Formerly known as Creative Peripherals and Distribution Limited)

CIN - L52392MH2004PLC148754

An ISO 9001:2015 Certified Company

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.*