

Date: 30<sup>th</sup> May 2023

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

**Sub: Participation in GITEX-Africa 2023**

Dear Sir,

We are pleased to enclose a copy of press release regarding the participation of the Company's Hong Kong based subsidiary, Secure Connection, in GITEX Africa 2023 in Morocco.

Kindly take the same on record.

Thanking you,

Yours Faithfully

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



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

Date: 30<sup>th</sup> May 2023

Place: Mumbai

## **Business Update Release**

**Creative to participate in GITEX Africa, a technology event in Morocco,  
through Hong Kong subsidiary Secure Connection**

**Participation marks Company's market expansion into Africa**



**Mumbai, 30<sup>th</sup> May 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 its market expansion into Africa.

The Company's Hong Kong based subsidiary, Secure Connection Limited, will be participating in GITEX-Africa 2023, a marquee technology event in Marakech, Morocco. The event is scheduled from 31<sup>st</sup> May to 2<sup>nd</sup> June 2023, and aims to shape the vision for a more sustainable, inclusive and tech-driven digital economy across Africa by bringing together distinguished innovators, entrepreneurs and technology enthusiasts.

Through Secure Connection Limited, Creative is an authorized trademark licensee for Honeywell International Inc. and will showcase Honeywell branded products and innovations from several product categories covering home and personal audio products, air purifiers, mobile and IT accessories, and structured cabling systems. The Company has exclusive rights to manufacture, market, sell and support a wide range of Honeywell branded products in Middle East Asia, Africa, South Asia, and Southeast Asia.

This event is expected to expand opportunities for the Company to grow in this emerging region.

## Management Comment:

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

*"We are pleased to announce our participation in the GITEX-Africa 2023 event through our Hong Kong based subsidiary Secure Connection.*

*This is a marquee technology event which will be hosted in Morocco, and will bring together leading innovators, entrepreneurs and technology enthusiasts. Our participation should open doors in new markets in that region for us and would expand our presence in Africa.*

*We will be showcasing our range of Honeywell branded products there and are optimistic about finding potential partners and distributors there.*

*We continue to strive towards expanding our business in new markets. I would like to thank all our employees and stakeholders for their continued hard work and support in our endeavors, which helps us achieve new benchmarks."*

## 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](http://www.creativenewtech.com)

*For further information please contact:*

#### **Creative Newtech Limited**

Mr. Tejas Doshi  
Chief Compliance Officer & Company Secretary  
cs@creativenewtech.com

Mr. Abhijit Kanvinde  
Chief Financial Officer  
abhijit@creativenewtech.com

#### **AdFactors PR Investor Relations**

Ms. Savli Mangle  
savli.mangle@adfactorspr.com

Mr. Rahul Trivedi  
rahul.trivedi@adfactorspr.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. 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.*