



Creative Peripherals

Date: 10th August 2020

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

Sub: Announcement for extending licensing contract and expanding geographical coverage with Honeywell.

Dear Sir,

We are pleased to enclose a copy of press release regarding announcement of renewal of licensing contract and expansion of geographical coverage for Honeywell.

Kindly take the same on record.

Thanking you,

Yours Faithfully,

For Creative Peripheral and Distribution Limited

Tejas Doshi
Company Secretary & Compliance Officer
ACS - 30828

Date: 10th August, 2020

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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Media Release

Honeywell renews its engagement with Creative Peripherals – Extends brand licensing & contract manufacturing agreement

Creative Peripherals wins rights for geographical coverage for 29 countries outside India for Honeywell products

Mumbai, 10th August, 2020: 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 that it has extended its brand licensing agreement with Honeywell as well as expanded its geographical coverage for Honeywell products across Southeast Asia and SAARC.

Honeywell renewed its 5-yearly contract with the Company to continue brand licensing and contract manufacturing, reaffirming the faith that the global conglomerate places in Creative Peripherals. The Company's product as well as geographical portfolio with Honeywell continues to expand and this renewal paves the way for the next 5 years of growth in international markets.

Creative Peripherals won distribution rights for its existing range of Honeywell products in 29 countries outside India, covering the APAC (SAARC and Southeast Asia) and Middle East regions. The Company will distribute the entire portfolio of Honeywell products including HDMI cables, surge protectors, adaptors and chargers, as well as structured cabling solutions such as copper (CAT5e, CAT6, CAT6A) and fiber optic networking products.

Our subsidiary in Hong Kong would drive operations for these regions, which would enable more efficient logistics.

Management Comment:

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

"We are pleased to share that our association with Honeywell has further deepened with the renewal of our brand licensing contract and the inclusion of Southeast Asia and SAARC in our geographical purview.

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The renewal of our contract manufacturing agreement with Honeywell reflects the faith that this multi-national company has placed in us, and the service satisfaction that we provide which meets global standards. This development is a milestone which will pave the way for the next five years of our growth trajectory in brand licensing, and will set a good example for other global brands seeking contract manufacturing in India.

Moreover, we have also been awarded coverage for 29 countries outside India for Honeywell products. We will now be offering our whole gamut of Honeywell products across markets in the APAC and Middle East regions. Our subsidiary in Hong Kong will be well leveraged, logistically, to cater to this fast-growing market. We see a huge demand for consumer- as well as structured cabling-products in these regions.

The confidence that this Fortune 50 conglomerate places in us is a testament to our capability to deliver consistently. I would like to thank all our employees and stakeholders for their continued support in our growth journey.”

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 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.

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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

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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