

05th May 2023

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 Razer

Dear Sir,

We are pleased to enclose a copy of press release regarding Company's tie-up with Razer Inc., a leading global gaming brand, to distribute its 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 – 05th May 2023

Place – Mumbai

Creative Newtech Limited announces tie-up with Razer Inc, a leading global gaming brand, to distribute its products in India



Mumbai, 05 May 2023: Creative Newtech Limited (NSE: CREATIVE), a specialist company which provides experiential products in IT, Gaming, Imaging and Lifestyle domains across India, announced a strategic tie-up with the iconic gamer lifestyle brand Razer Inc to distribute their range of products in India. This association fortifies Creative’s Gaming product portfolio in the fast-growing gaming sector and offers to provide a never-before experience to young gamers in India.

Razer is the world’s largest integrated gamer ecosystem and a pioneer in the industry that offers the widest range of premium gaming products. With this newly forged partnership with Razer, Creative will distribute all Razer products, and glimpse of some of them are as:

Product	Reference Image
Black Widow V3 Pro	
Death Stalker V2 Pro	
Hammerhead Hyper Speed PlayStation Render	



Commenting on this significant development, Mr. Ketan Patel, Chairman & Managing Director, Creative Newtech Limited said, "The world of gaming is undergoing a metamorphosis and taking the nation by storm. At Creative Newtech, we recognise this exciting opportunity in the gaming industry and are pleased to partner with an internationally popular and distinguished brand like Razer. This association will allow us to create a wider reach and impact to our gaming products' portfolio as we strive to bring the best experience to our customers. The tie-up also provides a platform to further penetrate the growing Esports industry in India."

In his comments, **Wenchuan Liu, Vice President of Sales and Marketing at Razer Asia Pacific,** said, "As the global leading lifestyle brand for gamers, our goal remains to create the best gaming peripherals in the world and we are excited to work with Creative Newtech to bring our best-in-class hardware to our fans in India."

From Amit Agrawal heading Gaming Vertical @ Creative Newtech said that the gaming industry in India is booming with a significant rise in gaming users, indeed it is one of the most promising markets. Razer being a known player in the market is the top choice of gaming enthusiast

About Creative Newtech Limited:

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 and is associated with over 20 renowned brands across the globe that caters to an array of customers in consumer and industrial businesses. 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 and offers demographic intelligence to enable 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.

ABOUT RAZER

Razer™ is the world's leading lifestyle brand made For Gamers. By Gamers.

The triple-headed snake trademark of Razer is one of the most recognized logos in the global gaming and esports communities. With a fan base that spans every continent, Razer has designed and built the world's largest gamer-focused ecosystem of hardware, software and services.

Razer's award-winning hardware includes high-performance gaming peripherals and Blade gaming laptops. With over 200 million users, Razer's software platform includes Razer Synapse (an Internet of Things platform), Razer Chroma RGB (a proprietary RGB lighting technology system supporting thousands of devices and hundreds of games/apps), and Razer Cortex (a game optimizer and launcher). Razer also offers payment services for gamers, youth, millennials and Gen Z. Razer Gold is one of the world's largest game payment services, and Razer Fintech provides fintech services in emerging markets.

Founded in 2005, Razer is dual headquartered in Irvine, California and Singapore, with regional headquarters in Hamburg and Shanghai and 19 offices worldwide.

For more details please visit:

www.creativenewtech.com

Creative Newtech Limited

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

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

Ernst & Young LLP Investor Relations

Ms. Rhea Dharia
Rhea.Dharia@in.ey.com

Ms. Nikita Atri
Nikita.Atri@in.ey.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.