



Creative Peripherals

Creative Peripherals and Distribution Limited

Result Update Presentation
Q2 & H1 FY21



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A central diagram consisting of a white rounded rectangle with a thin black border. A thick green arrow points from the left towards the rectangle, and a thick blue arrow points from the rectangle towards the right. Both arrows have circular loops at their ends that overlap the corners of the rectangle. The text 'Company Overview' is centered within the rectangle.

Company Overview



Who we are...

Brand Licensing

- Licensed by Honeywell to undertake contract manufacturing for wide range of consumer & enterprise products
- Rights on many product designs/casts, can manufacture and sell Honeywell branded products in many APAC countries, as well as govern product pricing to large extent
- Aim to expand this business line with Honeywell, and get more international brands under licensing model
- Maintain asset-light model while expanding licensed manufacturing business

~3,200 Products

20+ Branches

Market Entry Specialist for Niche Brands

- Specialist for global brands to enter and penetrate Indian markets
- Well positioned to leverage established network and market reach
- Portfolio of over 20 world renowned brands including Honeywell, GoPro, Viewsonic and Samsung
- Most brands are market leaders in their respective categories and command niche value in market
- Continually enhance portfolio with high-margin, high growth-potential products
- Multi-channel network – online, retail and general trade channels

20+ Brands

Ckart

- Online digital B2B eCommerce platform
- One-stop-shop for all customers
- Hosts all customers and enables them to view, share and transact in each other's products
- Offers various useful features like drop shipment, invoicing and facility for customer to have their own site
- Expands Company's product domain
- Will help expand customer-base without additional manpower
- With growing digitization in industry, Ckart paves way for future-ready business model

5,000+ Customers

150+ Employees



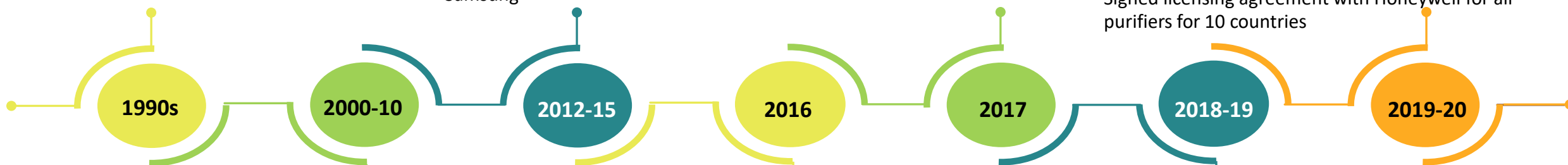
Journey so far...

- Started as trading concern with 2 employees
- Epson Dot-matrix Printer aggregator

- 2012** - Foray into Imaging business by signing Olympus
- 2013** - Exclusive Photo Distribution from Vitec Group of Italy for Manfrotto
- 2013** - Exclusive distribution for 5 new global IT vendors
- 2015** - Reliance Digital 'Best Fulfillment Partner'
- 2015** - Exclusive distribution for 8 new global brands including ViewSonic & Samsung

- Listed on NSE - SME stock exchange
- Forayed into gaming products under lifestyle segment
- Agreement with TPV Technology India for Philips Digital Signage in India

- Migrated to NSE Main Board
- Expanded IT, Gaming & Lifestyle segments with PNY, Cooler Master & BaByliss
- Signed distribution agreement with Panasonic for premium audio products
- Expanded agreement with Honeywell for Passive Cabling solutions
- Launched B-Safe – own brand of medical products
- Launched Ckart – digital B2B platform for customers
- Expanded distribution mandate with Honeywell to 29 countries outside India
- Strengthened Imaging segment with agreement with ZEISS for distribution of binoculars & monoculars
- Signed licensing agreement with Honeywell for air purifiers for 10 countries



- Microsoft sub-distribution in Maharashtra & Gujarat
- Changed name to Creative Peripherals & Distribution Pvt. Ltd.
- Opened branches in Pune, Bangalore and Ahmedabad
- Epson Business Partner
- Foray into Lifestyle business

- Forayed into retail security business
- Exclusive license for Honeywell
- Distribution license received for GoPro

- Geographically expanded Honeywell licensing agreement to Middle East countries & added new products
- Forayed into Retail Security segment - Signed Exclusive Agreement with InVue Security Products
- Agreement with Future Tech Electronics - LED TV's for DAEWOO, MEPL & INDICOOL brands in India
- Expanded gaming product vertical in India via agreement with Thermaltake
- Signed exclusive agreement with 'iBall' for all their products in Madhya Pradesh and Vidarbha



Key Team



Mr. Ketan Patel
Chairman & Managing Director

- IIM - B Alumnus with Engineering in Computer Technology from Mumbai University
- Over three decades of experience - has built expertise in business strategy, planning, product marketing and people management
- Responsible for maintaining vendor relations & new product development



Mrs. Purvi Patel
Whole Time Director

- Holds Diploma in Pharmacy with rich experience in Computer Programming
- Responsible for execution of business strategies and planning
- In-charge of all key business functions



Vijay Advani
Whole Time Director

- Bachelor of Commerce from Mumbai University, with over 32 years of experience
- Expertise lies in business planning, execution and key account management
- Over three decades' experience in Value Added Distributors Industry, including companies like General Electronics



Abhijit Kanvinde
Chief Financial Officer

- Chartered Accountant with over 20 years of strong and multi-industry experience
- Worked in companies like Garnier India, Novartis Consumer Health, Shringar Cinemas, etc
- Was CFO of listed company for over 8 years, also successfully completed IPO 2x in his career



Upendra Singh
National Sales Head

- Bachelor of Commerce from Ranchi University, with nearly 30 years experience in Sales & Marketing
- Expertise lies in vendor management, sales generation & market penetration With over 11 years' experience in IT hardware industry, he drives national channel & corporate sales



Amol Patil
National Product Head

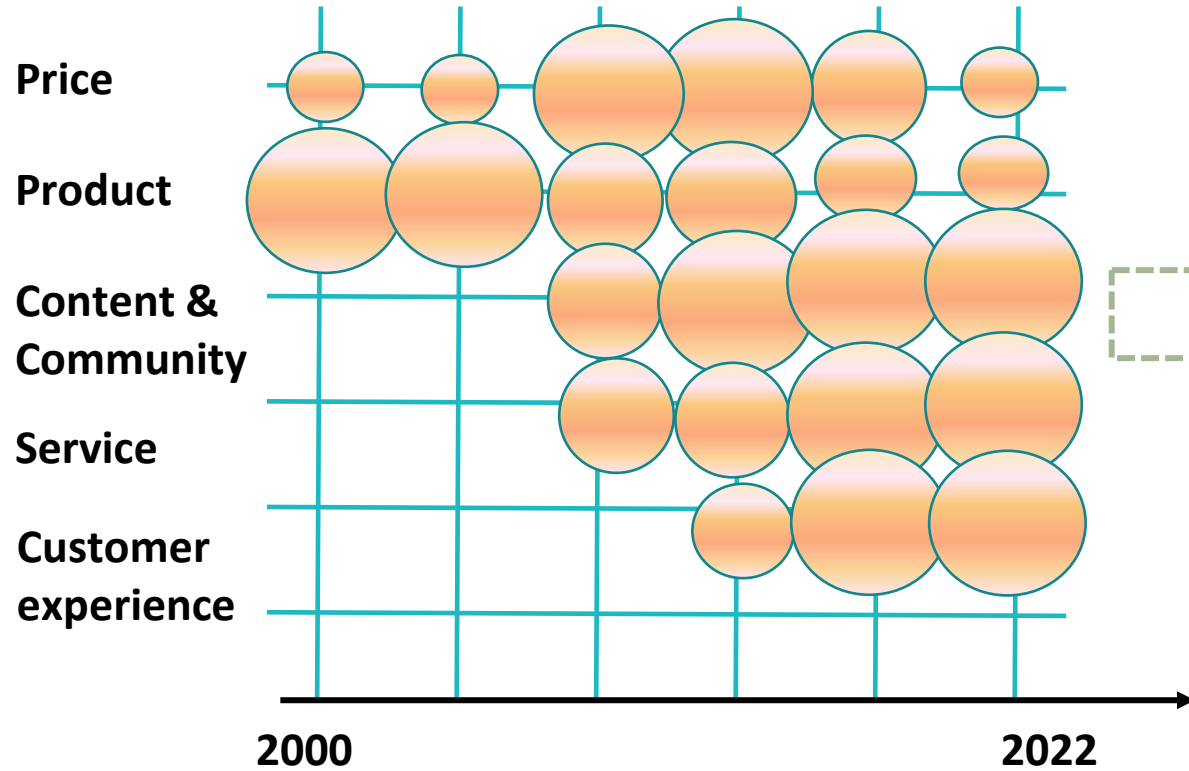
- MBA in Marketing with Engineering in Electronics and Telecom, with over 20 years' experience in IT industry
- Expertise lies in identifying latest market opportunities with excellent team management and execution skills. He is responsible for profitable management of products portfolio

A central diagram consisting of a white rounded rectangle with a black border. A thick green arrow points left from the left side of the rectangle, and a thick blue arrow points right from the right side. Each arrow has a circular arrowhead at its end, indicating a cycle or feedback loop. The text 'Business Overview' is centered within the rectangle.

Business Overview

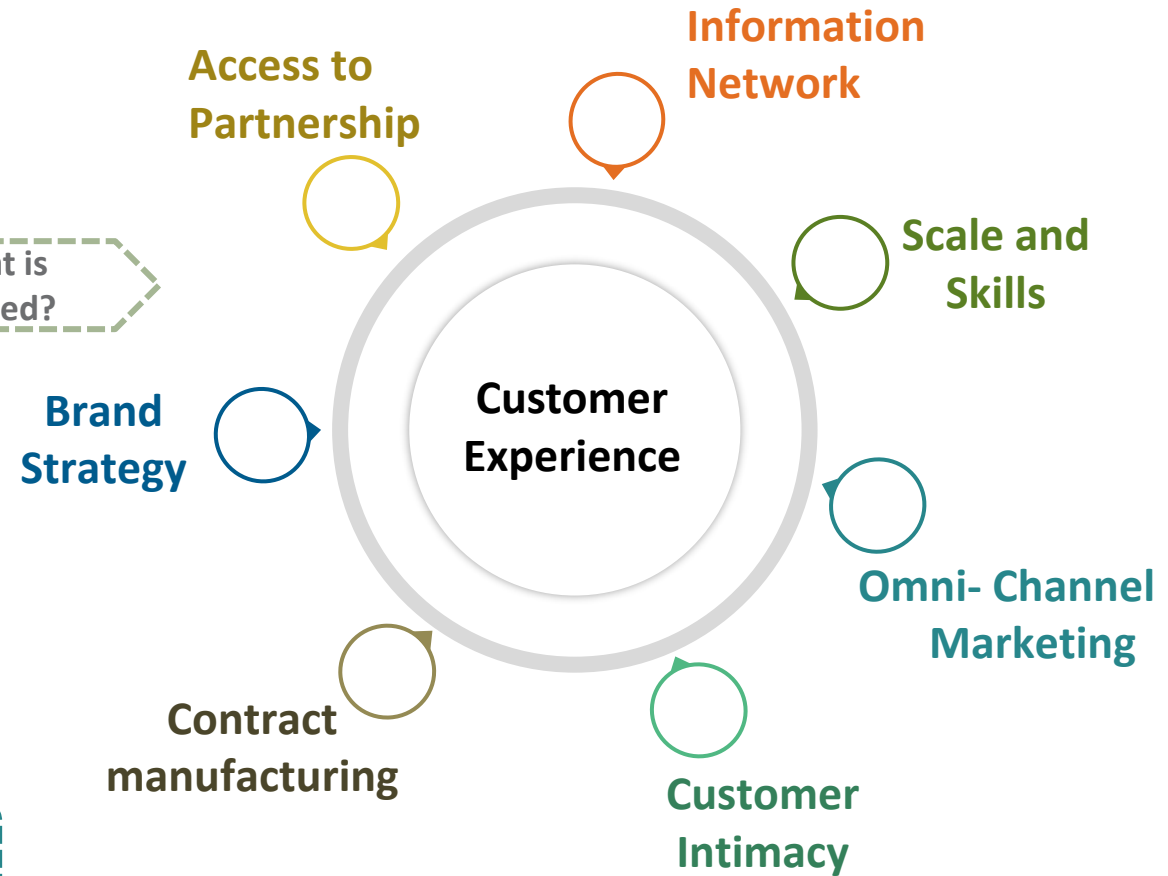


Driving digital transformation...



By 2022, **Customer Experience** would overtake **Price & Product** as the key brand differentiator

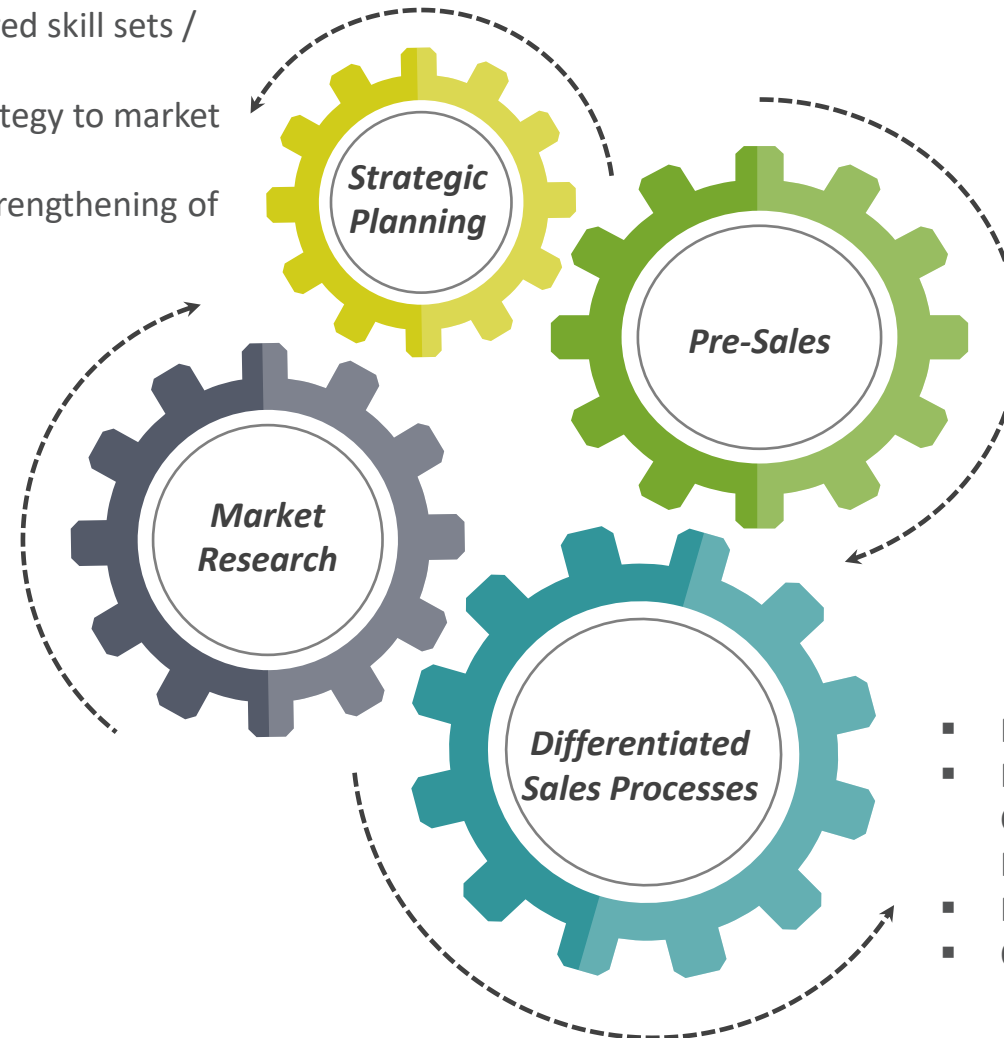
Our Value Addition





Integrated Business Model

- Identification of ideal distribution channel
- Identify and acquire required skill sets / man power
- Regional planning and strategy to market brand
- Resource allocation and strengthening of operations



- On-field research and in-house usage and checking
- Location-wise market demand analysis
- Price waterfall analysis
- Detailed product comparison
- Competition Analysis

- Executing marketing strategy
- Creating brand awareness
- Training and events
- Customer Engagement
- Digital Cataloguing

- Point-of-sales (POS) activity
- Relationships with channel partners : E-Commerce, Large Format and Specialized Retailers
- Reseller workshop & demos
- Online-to-Offline channel



Integrated Business Model contd...



Creative Peripherals



- **Product to product comparison with similar products from peer brands in industry** – for competitive benchmarking
- **On-field research & in-house usage & checking** – Checking product's usability, viability and features internally as well as in real-world scenario across markets. Conducting brainstorming sessions and Price Waterfall analysis.
- **Location-wise market demand** – Gaining insight on consumer trends & demand of various demographics for product
- **Market analysis** – Research to support ramp-up of brands in multiple countries with cost effective scalable process
- **Competition Analysis** – Ascertain products and strategy of peer brands, and vetting overall technology landscape



- **Identification of ideal distribution channel** for specific product/brand, based on the target market Channels - mix of online & offline modes
- **Identify and acquire required skill sets / man power** – Conducting necessary training to equip personnel with required knowledge and skills to perform demo's etc. at POS
- **Regional planning and strategy including target-setting** – formulating strategy specific to region, product and channel
- Strategy to market brand
- Resource allocation and strengthening of operations





Integrated Business Model contd...



Pre-Sales

- Executing marketing strategy
- Creating brand awareness
- Training and events
- Customer Engagement
- Digital Cataloguing
- POP Displays
- **100+** Trained, professional sales staff
- **1,200+** Trainings conducted at shop level annually

Differentiated Sales Processes

- Point-of-sales (POS) activity
- Relationships with channel partners : E-Commerce, large format and specialized retailers
- Reseller workshop & demos
- Online-to-offline channel
- 20 branches across India





Brand Licensing & Contract manufacturing - Honeywell

End to end services from factory to consumer

Honeywell : Fortune 50 multinational conglomerate offers various commercial and consumer products, engineering services and aerospace systems. Active across **aerospace, automation & control systems** and **performance materials** & technologies.

Our Involvement: Started association in September 2016 to capitalize opportunities seen in Indian market. Creative has been crucial support and channel for Honeywell to expand their product distribution in India, and eventually across other Asian markets, and recreate **“Power of Connect”** among consumers





Market specialists for Niche & Experiential Products



Information Technology

Thermaltake

NZXT PHILIPS PNY

COOLER MASTER ASRock

Transcend

Net Protector NP AV Total Internet Security PRINTRONIX

raPOO

Honeywell AOC

ViewSonic See the difference™ SAMSUNG



Imaging

NATIONAL GEOGRAPHIC

GITZO

GoPro Manfrotto Imagine More

OLYMPUS ZEISS



Lifestyle & Security

MEPL DAEWOO

BaByliss

Panasonic SHARP

SENNHEISER InVue



Case Study – Go Pro

Market entry, Brand awareness, Consumer engagement



Creative Peripherals

GoPro : Global brand offering broad range of imaging devices and accessories for professional as well as amateur users

Our Involvement: Started association in 2016-17 to enter Indian market. Creative has been a key enabler for brand to penetrate market and establish its presence here. GoPro has grown from barely-known foreign brand to a well-recognized premium imaging brand in urban India

Marketing Strategy

- Market research & expertise to formulate customized, ideal marketing strategy
- Launched 'GoPro Hero' two days prior to global release, to make it available in time for Diwali sales in 2016
- Arrange and manage POP setups and kiosks for the brand at various malls
- Specialized training to 1,200 on-ground staff (ISD – In-Store-Demonstrators)

Exclusive Distribution

- Exclusive distribution rights across India
- Leverage strong nation-wide network
- From introduction of 'GoPro Hero' in 2016-17, current portfolio spans several new variants of cameras, e.g. "GoPro 7"

On-Field Activities

- Brand awareness & promotion
- Content creation & influencers
- Over ~36 events and workshop per year – e.g. 7th India HOG Rally by Harley Davidson at Goa, Times Green Wheels bike festival
- Pre-sales activities

Scalability

- Witnessed growing sales in India: Share of revenue grew from \$1 mn in FY2016-17 to \$14 mn in FY2018-19
- India offers high growth potential among Asian markets, compared to mature markets like Japan and China



www.gopro.com



Digital Platform: Ckart



Creative Peripherals

Ckart is Creative Peripherals' own online digital B2B eCommerce platform

Salient Features



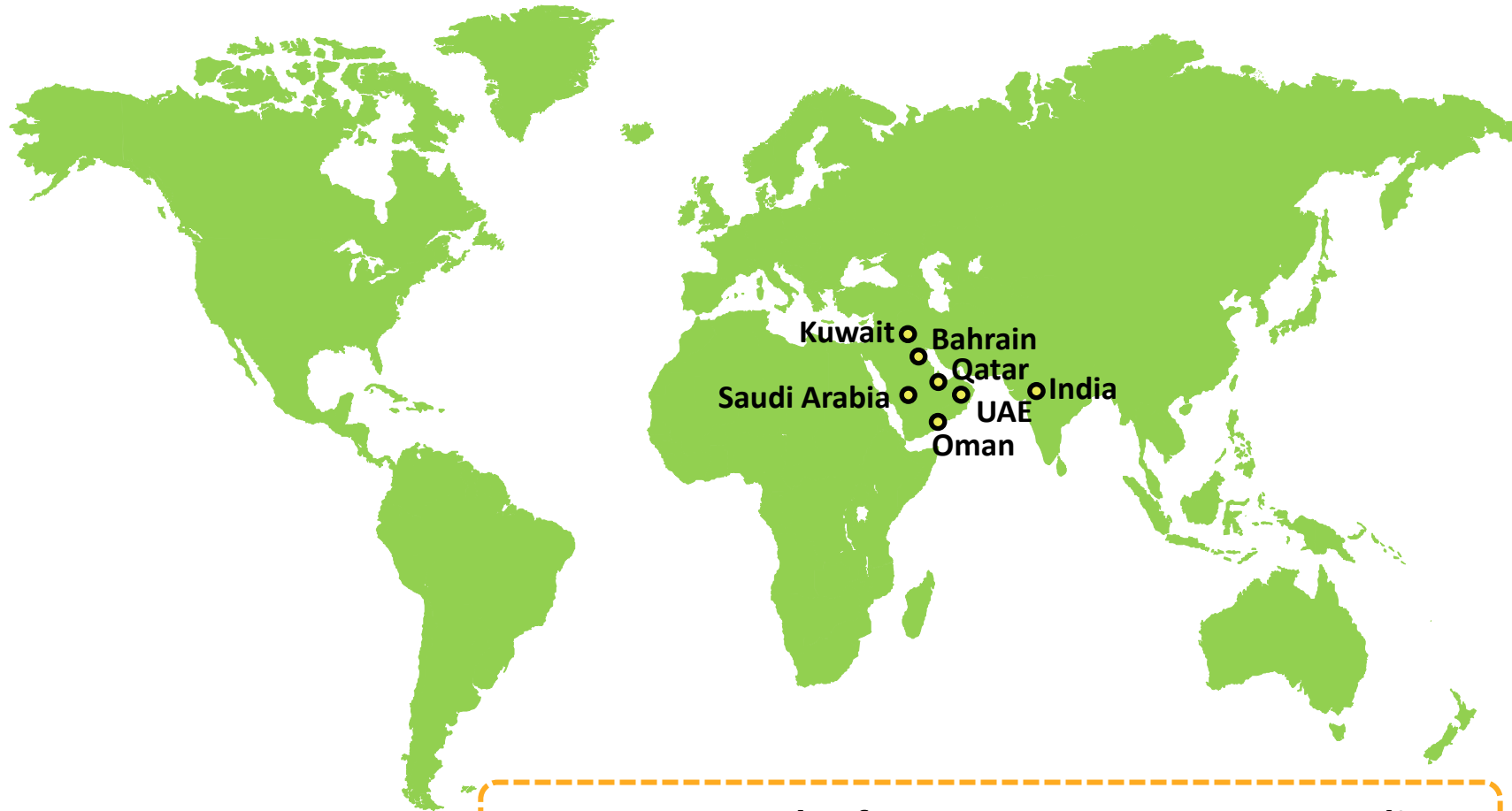
Key Benefits

- Ckart hosts all existing and new customers and is integrated with Company's ERP system
- Platform enables customers to **discover, share and transact** their products amongst each other
- Value added services include **drop-shipment** and **invoicing** capabilities
- Customers can also choose to have their own micro-site hosted
- Developed in-house by dynamic and dedicated team
- Swift navigation and flow, and offers user-friendly experience

- Ckart is a **one-stop-shop** for all customers' requirements
- It will **grow customer-base** without additional manpower or cost
- Platform will increase ease of doing business and **enhance customer experience**
- Expected to expand product domain and enhance working capital cycle



Geographical Presence



Strong network of 5,000+ partners across India

Domestic

- Pan India presence
- 20 branches across India
- Over 150-strong highly skilled workforce across India – mix of young and experienced talent

International

- Strong distribution tie-up in Middle East
- Expanding network across SAARC & Southeast Asia countries



Smart Sourcing Capabilities



Creative Peripherals

Central Warehouse @ Bhiwandi, Maharashtra

Dispatch all over India from Central warehouse

- Warehousing and Transportation services
- 40,000 Sq. ft. area
- Semi-automatic warehousing
- Advanced systems for inward & outward, packing and stock keeping (Bar Code system for outward)
- Technology enabled supply chain
- Transactions handled: 3,500 tonnes per annum

Key features

- State-of-art inventory management and warehousing equipment
- Fast and on-time delivery
- Can arrange dispatch from single unit to container
- Tie-ups with reputed logistics service providers
- Trained and experienced staff





**Chairman's Message & Key
Developments**



Management Comment



Creative Peripherals



Commenting on the Company performance, Mr. Ketan Patel, Chairman & Managing Director of Creative Peripherals & Distribution said:

Despite the overall economic headwinds, we reported an 18.54% year-on-year growth in topline, while our EBITDA and net profit grew 10.37% and 3.51% year-on-year to Rs. 4.11 cr and Rs. 2.06 cr, respectively, in Q2 FY21. This reflects our Company's resilience and operational agility in the face of market adversities. Growth was primarily driven by our growing product portfolio, with demand for existing and new brands in IT, gaming and Imaging, such as Samsung, Cooler Master, PNY and GoPro. We have witnessed unprecedented demand for Cooler Master products as well as for the newly launched GoPro Hero 9.

While the lockdown due to the COVID pandemic impacted our business significantly, especially in the first quarter, we are gradually recovering from the setback and are regaining momentum. Driven even more so, by the digitization trend that this lockdown has triggered, we expect a strong uptake in demand for most of our products.

During this quarter, we have seen a growth in new orders on Ckart, our new unique B2B eCommerce platform, from existing as well as new customers. We expect Ckart to gain popularity and translate into improved operational efficiency for our Company. We also refreshed our portfolio with several new brands, including ZEISS and Edelkrone, and some new products such as air purifiers from Honeywell. These new additions further expand and diversify our offering and give us more depth into the lifestyle and other high-margin segments. Most of these brands are niche market-leaders in their category and it makes us proud to be their partner of choice.

Our strategy and roadmap remain clear and we are poised to withstand market cycles. We strive to be the go-to market entry specialist for experiential brands seeking entry into the Indian markets, as well as be the one-stop-shop for all customers through Ckart. I would like to thank our team and all our stakeholders for their invaluable support and belief in us which drives us to set & achieve higher benchmarks."



Recent Key Developments

➤ **Honeywell:**

- Signed licensing agreement for Honeywell **air purifiers** across 10 countries worldwide
 - Expanded Honeywell distribution agreement to include **29 countries across APAC & Middle East**
 - Added range **audio products** to Honeywell product portfolio
 - Expanded distribution agreement with Honeywell to include **networking passive cabling solutions**, used in smart buildings, Wi-Fi applications, networking, surveillance and CCTVs
- Signed agreement with **ZEISS** to distribute a range of nature observation products like binoculars & monoculars
- Temporary Suspension in Operations – Company had temporarily shut down all operations as per the Government directive, in light of outbreak of Covid-19 pandemic during March-April 2020. After due approvals and permissions from the authorities, partial operations were resumed from 20th April 2020
- Signed agreement with **Panasonic** to distribute range of audio products such as wired and wireless earphones etc.



Launch of Ckart



- Launched Ckart – new **online digital B2B eCommerce platform** for customers
- Ckart launched online on 5th August 2020 in a grand event attended by 712 participants across India
- First order placed online during event, showcasing fast and user-friendly experience
- Royalty points for customers who order via Ckart
- Ckart hosts all existing and new customers – integrated with Company's ERP system
- Value added services include **drop-shipment** and **invoicing** capabilities
- Developed in-house by dynamic and dedicated team
- Will increase ease of doing business and **enhance customer experience**



Launched B-Safe – Medical Products Portfolio

B-Safe

Launched range of personal **medical products** for consumers under **own brand – B-Safe**

- Personal health care product portfolio includes infrared thermometers, thermal scanners, pulse oximeters and masks
- Cater to growing demand during and after the COVID-19 pandemic
- High-precision instruments (thermometers and oximeter) for personal and organizational usage, as well as range of N-95 masks with and without respirators

MEDICAL ESSENTIALS

- MASK WITH RESPIRATOR
- WALL MOUNT THERMOMETER
- PULSE OXIMETER
- THERMOMETER
- MASK N-95

COVID-19 BULK SUPPLIER

Product supplied may differ in appearance than shown.

K7 INFRARED FOREHEAD THERMOMETER

Advantages:

- 0.5s Quick Measurement
- ±0.2 High Accuracy
- 72°C Max. Temperature
- CE, FCC, RoHS, ISO9001

COVID-19 BULK SUPPLIER

Product supplied may differ in appearance than shown.

Infrared Forehead Thermometer

COVID-19 BULK SUPPLIER

Product supplied may differ in appearance than shown.



PULSE OXIMETER

BLOOD OXYGEN AND HEART RATE MEASUREMENT

- Small And Convenient
- Low Power Consumption
- Blood Oxygen Testing
- 10 Seconds Automatic Shutdown
- Weak Perfusion Measurement
- One-click Operation
- Pulse Intensity
- 4 Seconds Quick Detection

- Micro Oxygen Testing
- Low Power Consumption
- One-Click Operation
- 10 sec. Automatic Shutdown
- 4 sec. Click Detection
- 7 bit Intensity

COVID-19 BULK SUPPLIER

Product supplied may differ in appearance than shown.

B-Safe MASK WITH RESPIRATOR

N-95 MASK WITH RESPIRATOR

COVID-19 BULK SUPPLIER

Product supplied may differ in appearance than shown.



Consolidated Financial Highlights



Quarterly Performance Highlights – Q2 FY21

18.54% ↑

Total Income Rs 114.45 Cr

10.37% ↑

EBITDA Rs 4.11 Cr

3.51% ↑

Net Profit Rs 2.06 Cr

4.07% ↑

Basic EPS Rs 1.79



Key Quarterly Financial Highlights

Rs. Cr	Q2 FY21	Q2 FY20	YoY%	Q1 FY21
Revenue from Operations	113.79	95.73		64.45
Other Income	0.66	0.81		0.08
Total Income	114.45	96.54	18.54%	64.53
Raw material	102.75	84.83		57.69
Employee Cost	1.77	2.28		1.63
Operating Expenses	5.82	5.72		3.31
Total Expenditure	110.34	92.82		62.63
EBITDA	4.11	3.72	10.37%	1.90
EBITDA Margin (%)	3.59%	3.85%	(26 bps)	2.94%
Interest	0.97	1.09		0.93
Depreciation	0.27	0.24		0.20
Profit Before Tax	2.86	2.39		0.77
Tax	0.80	0.36		0.19
PAT	2.06	2.03	1.64%	0.58
Share of P/L in Associates	0.00	0.00		0.00
Other Comprehensive Income	0.00	(0.04)		0.00
Net Profit	2.06	1.99	3.51%	0.58
Net Profit Margin (%)	1.80%	2.06%	(26 bps)	0.89%
Basic EPS in Rs.	1.79	1.72	4.07%	0.45

- Strong demand uptake for brands like Samsung, Cooler Master, PNY & GoPro spurred revenue growth
- Cost reduction exercises partially offset by rise in raw material and other expenses, affecting EBITDA margin
- Business regaining momentum gradually after muted first quarter due to lockdown



Half Yearly Financial Highlights

Rs. Cr	H1 FY21	H1 FY20	YoY%
Revenue from Operations	178.24	200.19	
Other Income	0.74	1.15	
Total Income	178.98	201.34	(11.11%)
Raw material	160.45	179.33	
Employee Cost	3.40	4.25	
Operating Expenses	9.13	9.74	
Total Expenditure	172.98	193.32	
EBITDA	6.00	8.02	(25.14%)
EBITDA Margin (%)	3.35%	3.98%	(63 bps)
Interest	1.90	2.20	
Depreciation	0.47	0.37	
Profit Before Tax	3.63	5.45	
Tax	1.00	1.43	
PAT	2.64	4.02	(34.42%)
Share of P/L in Associates	0.00	0.00	
Other Comprehensive Income	0.00	(0.04)	
Net Profit	2.64	3.98	(33.82%)
Net Profit Margin (%)	1.47%	1.98%	(51 bps)
Basic EPS in Rs.	2.24	3.43	(34.69%)

- Revenue impacted by nationwide lockdown, offsetting demand for Imaging and IT/gaming brands – GoPro, Cooler Master & Samsung
- Continued employee and fixed expenses adversely impacted EBITDA margin
- Change in product mix with addition of Honeywell passive cabling and new brands



Balance Sheet Highlights – As on 30th September

Rs. Cr	As on 30 th September 2020	As on 31 st March 2020
Equity	54.93	41.24
Equity Share capital	11.60	11.60
Other Equity	43.55	29.75
Minority Interest	-0.22	-0.11
Share Application Money Pending Allotment	0.00	10.60
Non-current liabilities	5.92	5.49
Long term borrowings	5.18	4.81
Other Long term liabilities	0.00	0.00
Other Long term provisions	0.74	0.69
Current liabilities	94.59	97.54
Short Term Borrowings	24.71	27.07
Trade Payables	30.85	29.30
Other Financial liabilities	26.95	25.06
Other Current liabilities	10.59	15.35
Short-term provisions	0.12	0.12
Current Tax liabilities (Net)	1.37	0.63
Total Equities & Liabilities	155.44	154.88

Rs. Cr	As on 30 th September 2020	As on 31 st March 2020
Non-current assets	10.18	10.07
Property, Plant and Equipment	9.01	8.89
Non-current Investments	1.05	1.06
Net Deferred Tax Asset	0.11	0.12
Long-term loans & advances	0.00	0.00
Other non-current assets	0.00	0.01
Current assets	145.26	144.80
Inventories	44.89	60.29
Trade receivables	50.03	38.58
Cash & Cash equivalents	0.85	0.52
Bank Balances other than above	3.61	3.36
Other Financial assets	0.03	0.02
Other Current Assets	45.85	42.03
Total Assets	155.44	154.88



Annual Performance Highlights – FY20

23.83% ↑

Total Income Rs 459.06 Cr

26.28% ↑

EBITDA Rs 16.82 Cr

33.49% ↑

Net Profit Rs 7.76 Cr

35.33% ↑

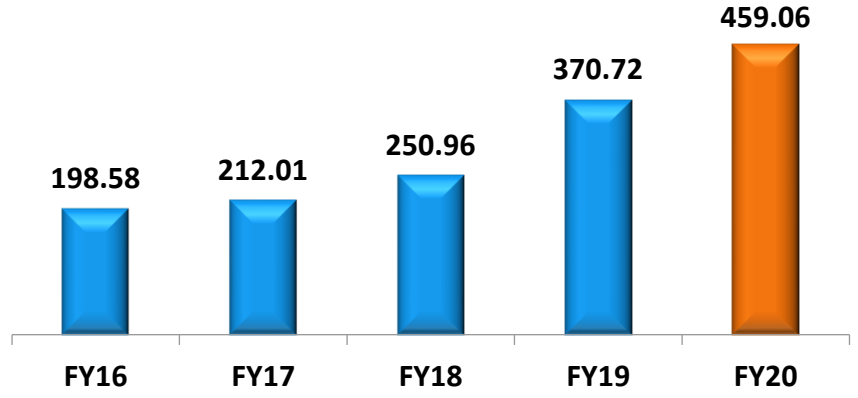
Basic EPS Rs 6.78

Dividend declared at 5%

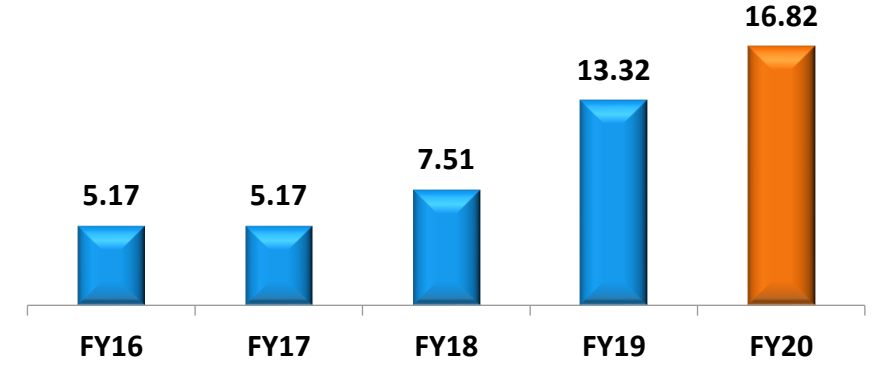


Annual Financial Highlights

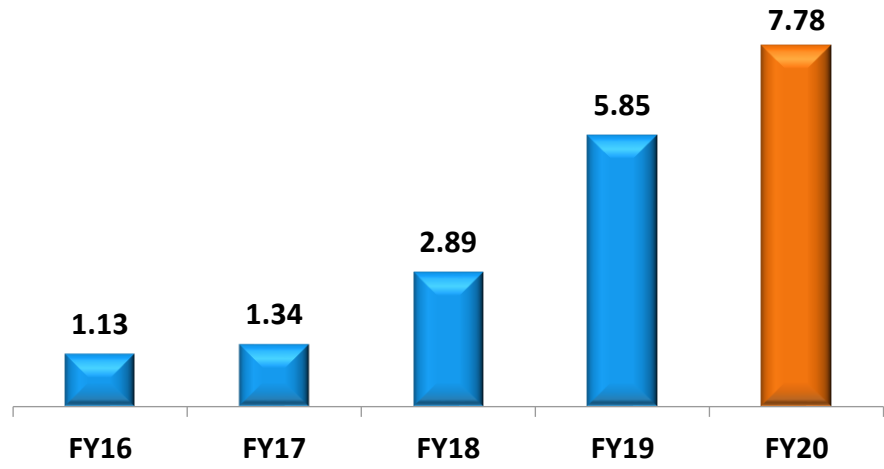
Revenue (Rs. Cr)



EBITDA (Rs. Cr)



PAT (Rs. Cr)





Annual Financial Highlights

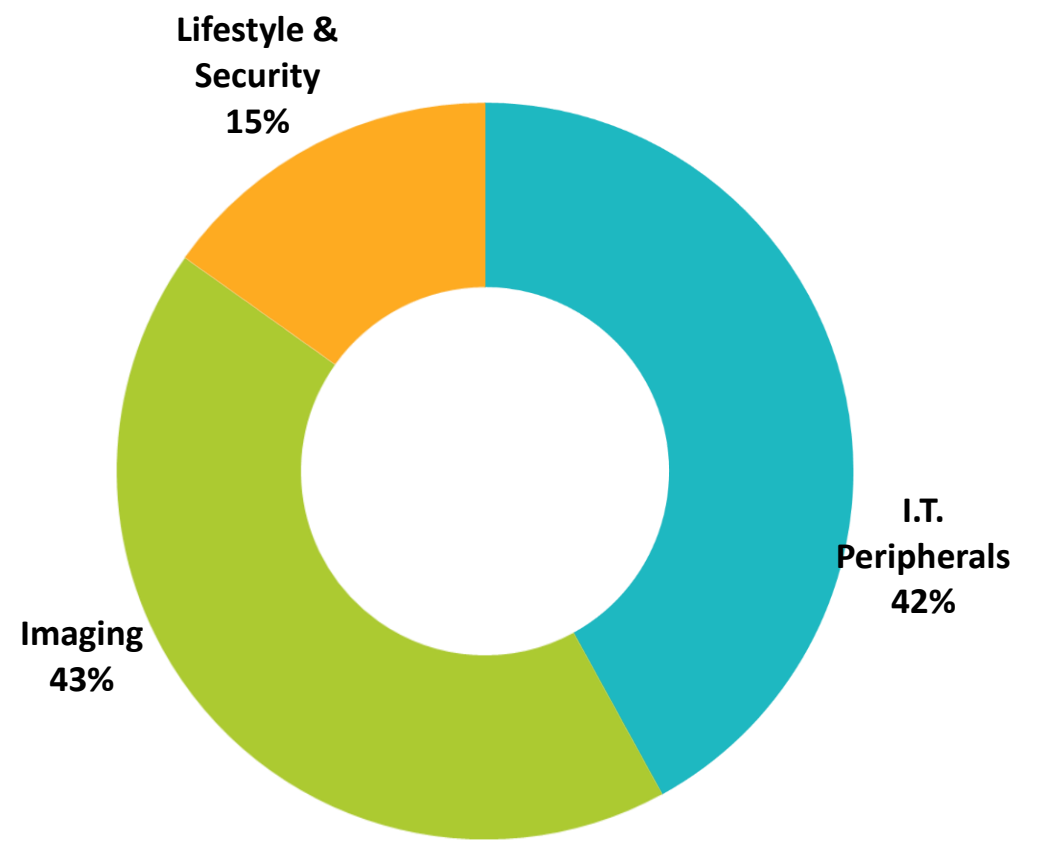
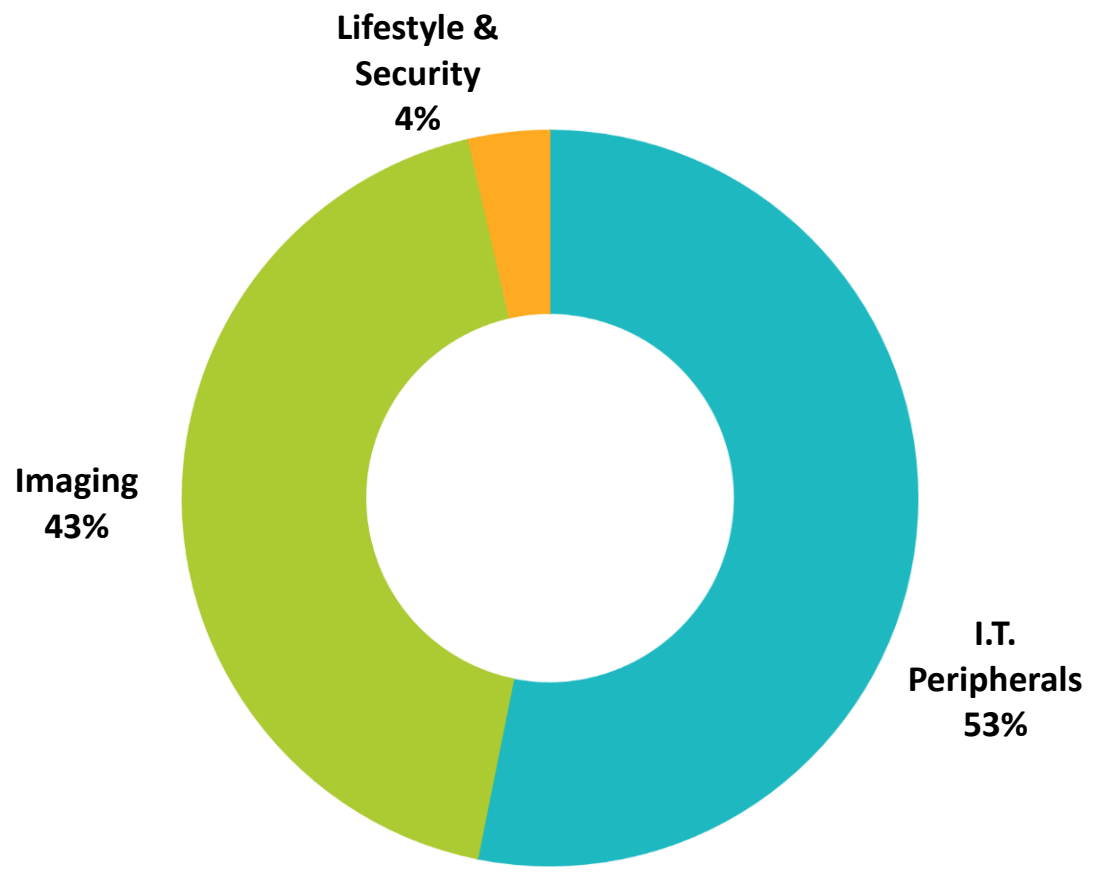
Rs. Cr	FY20	FY19	YoY%
Income from Operations	457.72	367.65	
Other Operating Income	1.34	3.06	
Total Income from Operations	459.06	370.72	23.83%
Raw material	407.03	335.66	
Employee Cost	8.99	6.96	
Operating Cost	26.22	14.77	
Total Expenditure	442.24	357.40	
EBITDA	16.82	13.32	26.28%
EBITDA Margin%	3.66%	3.59%	7 bps
Interest	4.80	4.52	
Depreciation	0.86	0.53	
Other Income	0.00	0.00	
Exceptional Item	0.00	0.00	
Profit Before Tax	11.16	8.27	
Tax	3.39	2.43	
PAT	7.78	5.85	32.97%
PAT Margin%	1.69%	1.58%	11 bps
EPS in Rs.	6.78	5.01	35.33%



Revenue Contribution – Business category

FY2019

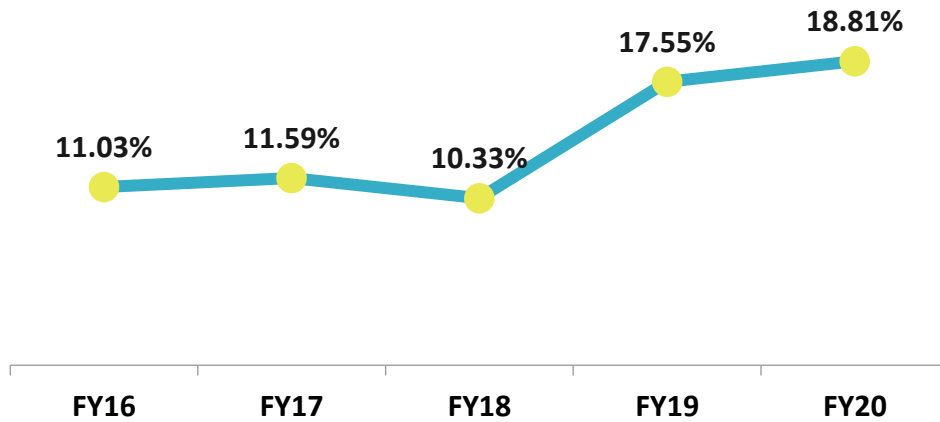
FY2020



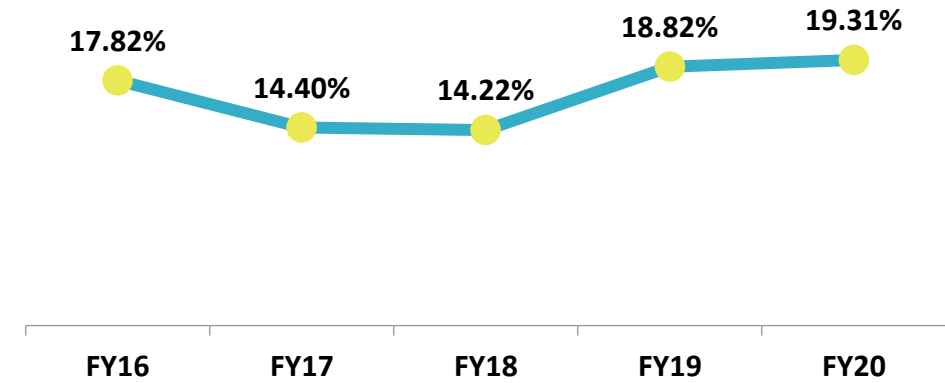


Consolidated Key Return Ratios

RoE(%)



RoCE(%)



Focus on improving RoCE and long term value creation

A central diagram consisting of a white rounded rectangle with a black border. Inside the rectangle, the text "Way Forward" is written in a bold, blue, sans-serif font. To the left of the rectangle, a thick green arrow points left, with a green circular arrow looping back to the right side of the rectangle. To the right of the rectangle, a thick blue arrow points right, with a blue circular arrow looping back to the left side of the rectangle. The background features large, light gray, abstract, swirling shapes on the left and right sides.

Way Forward



Future-ready business growth

New markets

01 Expansion in new markets

- **Domestic market:** Smart Cities and Make in India boosting demand from OEMs & service providers; Smart Homes, Vehicles; Big Data and Analytics, Intelligent technology & hardware to drive future growth
- **International market:** Expanding in Middle East and APAC (SAARC & other Countries)

Future-ready business model with focus on Digital Trends

02 Digital Platform for enhanced customer experience

- Utilize **Ckart** to expand customer and product-base and improve working capital
- **Internet of Things & Artificial Intelligence:** High investment projected in APAC; smart connected machines, augmented reality, cloud connectivity in enterprise markets. Expanding market for robotics, wearables
- **Experiential products** focused on the younger demographic – bring niche brands into India
- Focus on **high margin & high-value** brands such as GoPro, Honeywell, Cooler Master
- Expand **omni-channel network** covering **online, retail and general trade**

High growth from key business categories

03 Key growth drivers

- **Honeywell:** High-margin products for connectivity, which are secure and energy-efficient
- **GoPro Cameras:** Next-gen technology, premium pricing, target high-end users
- **Lifestyle Products / Consumer Durables:** Expected to rise 22% as smartphone market grows
- **Gaming segment:** Gaining momentum in India with adoption of high-end equipment from niche brands like Cooler Master
- **Security Products:** Estimated market size over \$350 bn; exclusive distribution of premium brands



Thank You



For further information, please contact:

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Thank you!