

**10<sup>th</sup> April 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 Cricut**

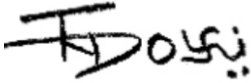
Dear Sir,

We are pleased to enclose a copy of press release regarding Company's distribution agreement with Cricut, for a range of their 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 – 10<sup>th</sup> April 2023**




**Place – Mumbai**

**Creative Newtech Limited to Distribute Cricut Products Range in India**



**Mumbai, 10 April 2023:** Creative Newtech Limited (NSE: CREATIVE), a specialist company which provides experiential products in IT, Gaming, Imaging and Lifestyle domains with a presence across India, announced a strategic tie-up with Cricut to distribute their range of products in India. This association strengthens Creative’s FMMSG product segment and caters to the young creators, social media driven demographic in India, which is a high growth market segment.

Cricut, Inc. engages in the design and marketing of a creativity platform that enables users to turn ideas into professional-looking handmade goods. The company offers connected machines, design apps, and accessories and materials for users. Creative Newtech will distribute Cricut’s Product Portfolio –

Product	Description
	<p>With <b>Cricut Joy™</b>, it's a snap to create custom cards, pro-looking labels, and personalized decals. With Bluetooth® built in, it's effortless to get your Cricut Joy machine connected to your mobile phone to use the Cricut Joy app. The Cricut Joy app experience guides you along as you create something fun or functional in 15 minutes or less.</p>
	<p>Now smarter and faster than ever, <b>Cricut Explore® 3</b> smart cutting machine places the power of handmade into the hands of anyone. See your creativity skyrocket with 6 simple tools for Cricut Explore 3. Cut, write, score, Foil &amp; more.</p>
	<p><b>Cricut Maker® 3</b> is the most powerful smart cutting machine we've ever made — for every craft, and every crafter. Cricut Maker 3 quickly and accurately cuts 300+ materials, from the most delicate paper and fabric to the tougher stuff like matboard, leather and balsa wood and offers the widest range of tools for cutting, scoring, writing &amp; adding decorative effects.</p>

**Pleased at the development, Mr. Ketan Patel, Chairman & Managing Director, Creative Newtech Limited** said, "We are delighted to add a well-known brand like Cricut to our product portfolio. Cricut's exhaustive -geographical reach and operations across the world gives us a leverage in the growing FMSG market. This strategic move aligns well with our growth strategy,"

*Creative Newtech is a perfect partner to build Cricut's business in India. They have the experience of introducing new brands into the market and teams share our passion and commitment to helping people lead creative lives,"* **said Nikshep Shetty, Head of Asia at Cricut.**

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### 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.

**For more details please visit:** [www.creativenewtech.com](http://www.creativenewtech.com)

### Creative Newtech Limited

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