



Creative Peripherals

Date: 06th August, 2020

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

Sub: Successful Launch event of Digital Platform

Dear Sir,

We are pleased to enclose a copy of the intimation of the successful launch of the Company's new B2B digital e-commerce platform – **Ckart**

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: 06th 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



Creative Peripherals

Successful Launch of Ckart – innovative B2B Digital eCommerce Platform

712 participants attended the event

Massive Participation in Live Launch Event on Zoom video conference

First Order Already Placed Online smoothly and efficiently during the event



Mumbai, 6th 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 the successful launch of its new innovative B2B digital eCommerce platform, 'Ckart'.

The launch event, hosted on Zoom Video Conference, was attended by 712 participants including customers (retailers, sub-distributors and consumers) and interested parties across the supply chain all over India, making it a grand success.

The event included a thorough description of Ckart, its various features and benefits. The Company will offer loyalty points to all customers who buy through Ckart, and is also offering a 'launch offer' to early customers.

A customer was walked through their first order placement that was placed on Ckart during the launch event online, smoothly & efficiently. This was followed by an open Q&A session where many customers expressed interest and queries were resolved.

You can visit the portal at www.ckartonline.com

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



Creative Peripherals

Management Comment:

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

“We are very happy to have successfully launched Ckart, our unique and innovative B2B digital eCommerce platform. The live event, hosted on Zoom Video Conference, witnessed significant participation from a variety of customers from the length and breadth of the country. It is humbling to see such interest and participation, and we feel responsible to drive the mutual growth of our partners – that is the direction in which Ckart is aimed.

We also demonstrated the first online order placement during the event for one of our customers, thereby giving the platform a grand kickstart that everyone could witness. Ckart is a secure, user-friendly and fast platform that can be used anytime and from any machine. Our team is always just a call or email away to answer any queries regarding the platform.

We, at Creative Peripherals, see this as a game-changer in our industry and a strong growth opportunity, beneficial for all participants. We are excited to see the benefits it will bring for us and our partner-family. I would like to thank all our employees and stakeholders who worked hard for this and for their continued support in our growth.”

For more details please visit: www.ecreativeindia.com

For further information please contact:

Company Contact: Abhijit Kanvinde Chief Financial Officer Creative Peripherals and Distribution Limited E-mail: abhijit@ecreativeindia.com	Investor Relations: Bridge Investor Relations Pvt. Ltd. Rahul Trivedi / Anviksha Konnure E-mail: rahul@bridge-ir.com / anviksha@bridge-ir.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.*

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