

Date: 14th November 2022

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

Sub: Creative Newtech Ltd. (formerly known as Creative Peripherals and Distribution Ltd.)
announces the un-audited **consolidated** financial results for Q2 & H1 FY23

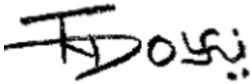
Dear Sir,

Please find attached Media Release regarding announcement of un-audited **consolidated**
financial results for Q2 & H1 FY23.

Thanking you,

For Creative Newtech Limited

(Formerly known as Creative Peripherals and Distribution Limited)



Tejas Doshi
Chief Compliance Officer & Company Secretary
ACS - 30828



Date - 14th November 2022

Place - Mumbai

Media Release – Consolidated

51.24% YoY growth in H1 FY23 Total income at Rs. 570.31 Cr. – driven by demand for IT & other products like Samsung, Cooler Master & Honeywell

H1 FY23 EBIDTA at Rs. 20.94 Cr., YoY growth of 63.78% mainly driven by higher sales

H1 FY23 Net Profit at Rs. 13.13 Cr.

EPS Reported at Rs. 8.83

Mumbai, 14th November 2021: Creative Newtech Limited (NSE: CREATIVE), market specialists for experiential products in Fast Moving Social-Media Gadgets (FMSG), Fast Moving Consumer Technology (FMCT), Fast Moving Electronics Goods (FMEG), and Enterprise Business (EB) domains with a pan-India presence, announced its un-audited consolidated financial results for the second quarter and half year ended September 30th, 2022.

Key Consolidated Financials (Rs. Cr.):

Particulars	Q2 FY23	Q2 FY22	YoY%	H1 FY23	H1 FY22	YoY%
Total Income	326.27	241.21	35.26%	570.31	377.09	51.24%
EBIDTA (Incl. Other Income)	13.47	8.67	53.10%	20.94	12.78	63.78%
EBITDA Margin	4.07%	3.59%	48bps	3.67%	3.39%	28bps
Net Profit	9.10	5.84	55.79%	13.13	7.07	85.77%
Net Profit Margin	2.79%	2.42%	37bps	2.30%	1.87%	43bps
Basic EPS (in Rs.)	5.75	4.24		8.83	5.66	

Performance Highlights for the quarter ended September 30th, 2022:

- **Total Income** for the quarter was **Rs. 326.27 crore** in Q2 FY23, a **YoY increase of 35.26%**. Strong demand for brands such as Samsung, Cooler Master and Honeywell also supported growth.
- **EBITDA** is at **Rs. 13.47 crore** in Q2 FY23, **YoY increase of 53.10%**. **EBITDA Margin** is maintained at **4.07%** in Q2 FY22. Higher revenue coupled with export incentives have helped reach higher EBITDA Margin.
- **Net Profit** is **Rs. 9.10 crore** in Q2 FY23 compared to Rs. 5.84 crore in Q2 FY22, while **Net Profit Margin** stood at **2.79%**

Performance Highlights for the half year ended September 30th, 2022:

- **Total Income** for the period was **Rs. 570.31 crore** in H1 FY23, a **YoY increase of 51.24%**. Strong demand for brands such as Samsung, Cooler Master and Honeywell also supported growth.
- **EBITDA** is at **Rs. 20.94 crore** in H1 FY23, **YoY increase of 63.78%**. **EBITDA Margin** is **3.67%**, vis-à-vis **3.39%** in H1 FY22. Higher revenue coupled with export incentives have helped reach higher EBITDA Margin.
- **Net Profit** is **Rs. 13.13 crore** in H1 FY23 compared to Rs. 7.07 crore in H1 FY22, while **Net Profit Margin** stood at **2.30%**

Recent Key Developments:

- Creative signed distribution agreement with **Hyperice Inc.** (amongst a leading health & fitness brand) to offer range of muscle recovery and massage products across India
- **Ckart** gaining strong momentum and wide acceptance among new and existing partners – recently launched seller module in the platform
- Creative tied up with **Reliance Retail** to distribute a range of audio and home appliance products branded under Disney and Marvel labels, as well as lights, bulbs, fans and small domestic appliances by BPL
- Creative expanded its licensing agreement with **Honeywell** to include **audio products** and **air purifiers**

Management Comment:

Commenting on the performance, **Mr. Ketan Patel, Chairman & Managing Director of Creative Newtech Limited** said:

“As we were about to overcome uncertainties related to COVID-19, the Russia- Ukraine crisis escalated. Despite the macro shocks, we believe that India’s economic fundamentals are strong and keeping aside these turbulences, the impact on the long-term outlook will be marginal.

In Consolidated performance for the quarter ended September 2022, we reported a 35.26% YoY growth in total income at Rs. 326.27 Cr., with EBITDA and net profit growing 53.10% and 55.79 % YoY at Rs. 13.27 Cr. and Rs. 9.10 Cr., respectively. This growth was primarily supported by demand for new and existing products from brands like Samsung, Honeywell, Cooler Master and ViewSonic along with higher overseas sales.

In the first quarter, we bagged distribution rights for Lexar across India. Lexar being a global leading brand in providing memory solutions would strengthen our FMSG product segment. We are pleased to announce that we are now licensee for Honeywell across 38 countries. With the addition of the new geographies and the synergies from the Honeywell portfolio will help us scale up the business and will help us grow.

We have also expanded the Category in Samsung brand by adding their Samsung Flash Memory products into our existing arrangement with them.

As consumer sentiment and market scenario improves, we are well positioned to cater to the markets while keeping a lean and efficient business model, ensuring long-term, sustainable growth for all stakeholders.

I would like to thank the entire team for their dedication and hard work which pushes the Company forward.”

Company Overview

Established in 1992, Creative Newtech Ltd (formerly known as Creative Peripherals and Distribution Ltd) 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 Newtech 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 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.

Creative 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 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 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 centers, among others. Such expertise and superior quality of service has led to increased confidence of brands, many of which have chosen Creative 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.creativenewtech.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.*