



Creative Peripherals

Creative Peripherals and Distribution Limited

Result Update Presentation
Q4 & FY21



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A central diagram consisting of a white rounded rectangle with a 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...



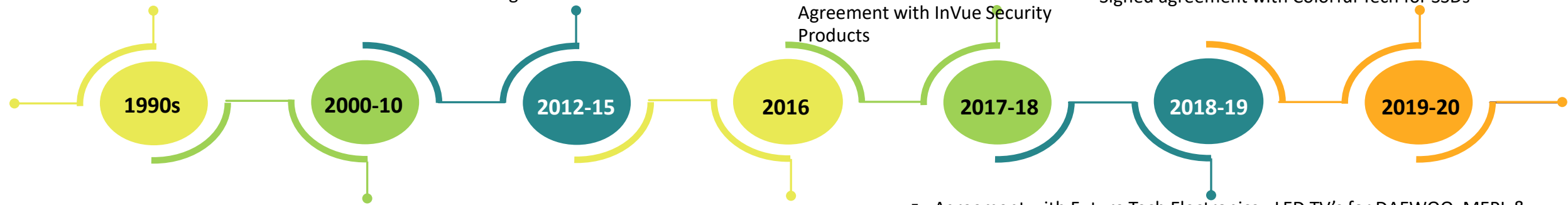
Creative Peripherals

- 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
- Geographically expanded Honeywell licensing agreement to Middle East countries & added new products
- Forayed into Retail Security segment - Signed Exclusive Agreement with InVue Security Products

- Expanded agreement with Honeywell for Passive Cabling
- 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
- Signed agreement with ZEISS for distribution of binoculars & monoculars
- Licensing agreement with Honeywell for air purifiers in 10 countries
- Agreement with Edelkrone for videography accessories
- Tie-up with Reliance Retail for Disney & Marvel branded products
- Distribution agreement with MSi for mini-computers
- Signed agreement with Colorful Tech for SSDs



- 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

- 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
- Migrated to NSE Main Board
- Expanded IT, Gaming & Lifestyle segments with PNY, Cooler Master & BaByliss
- Distribution agreement with Panasonic for audio products



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

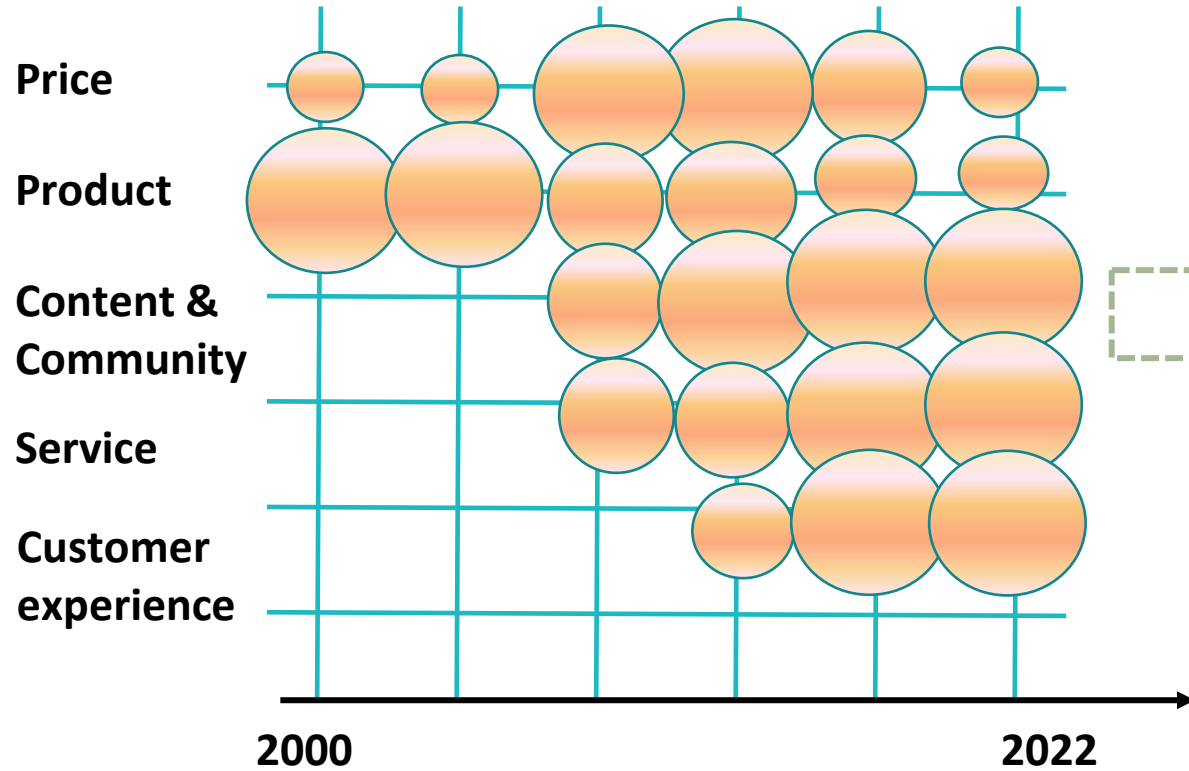
- MBA in Marketing with Engineering in Electronics and Telecom, with over 20 years' experience in IT industry
- Expertise lies in identifying latest market opportunities with excellent team management and execution skills. He is responsible for profitable management of products portfolio

A central diagram consisting of a white rounded rectangle with a black border. A thick green arrow points 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, suggesting a continuous or cyclical process. The text 'Business Overview' is centered within the rectangle.

Business Overview



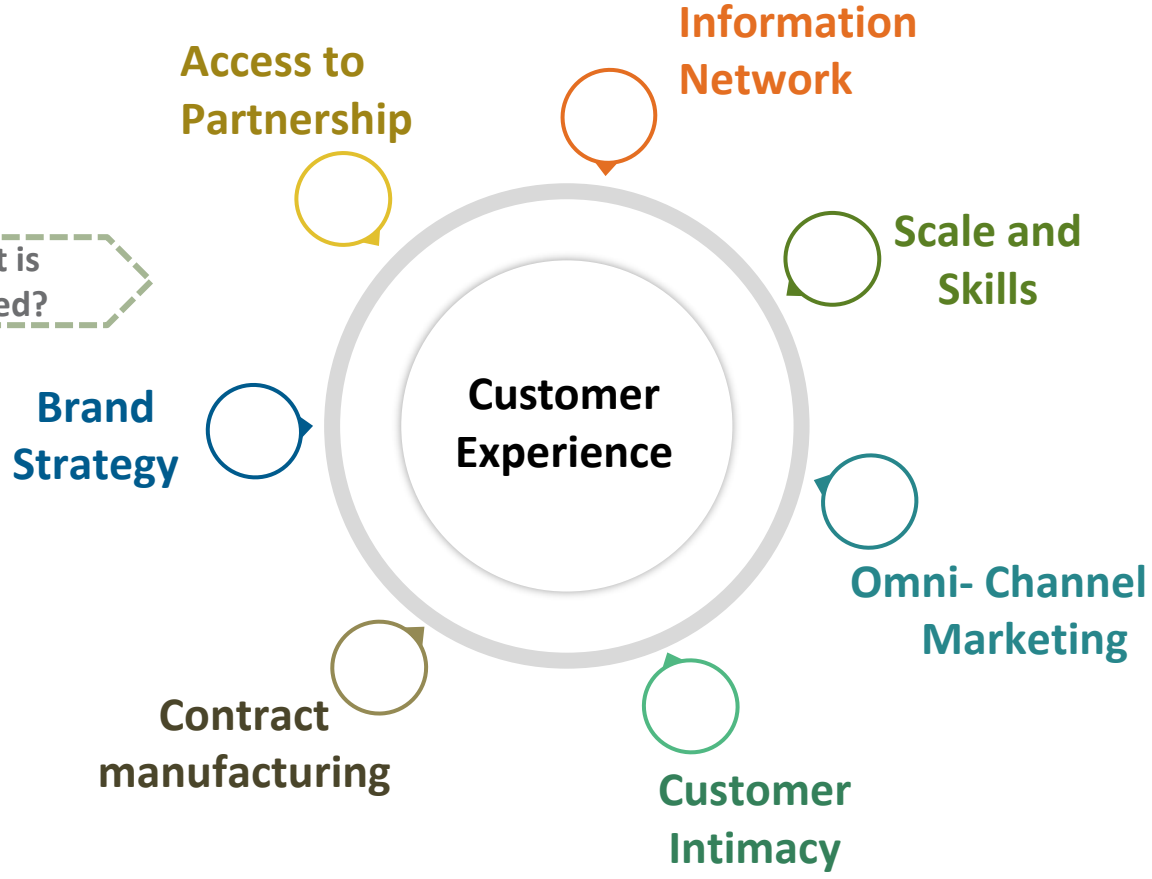
Driving digital transformation...



What is needed?

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

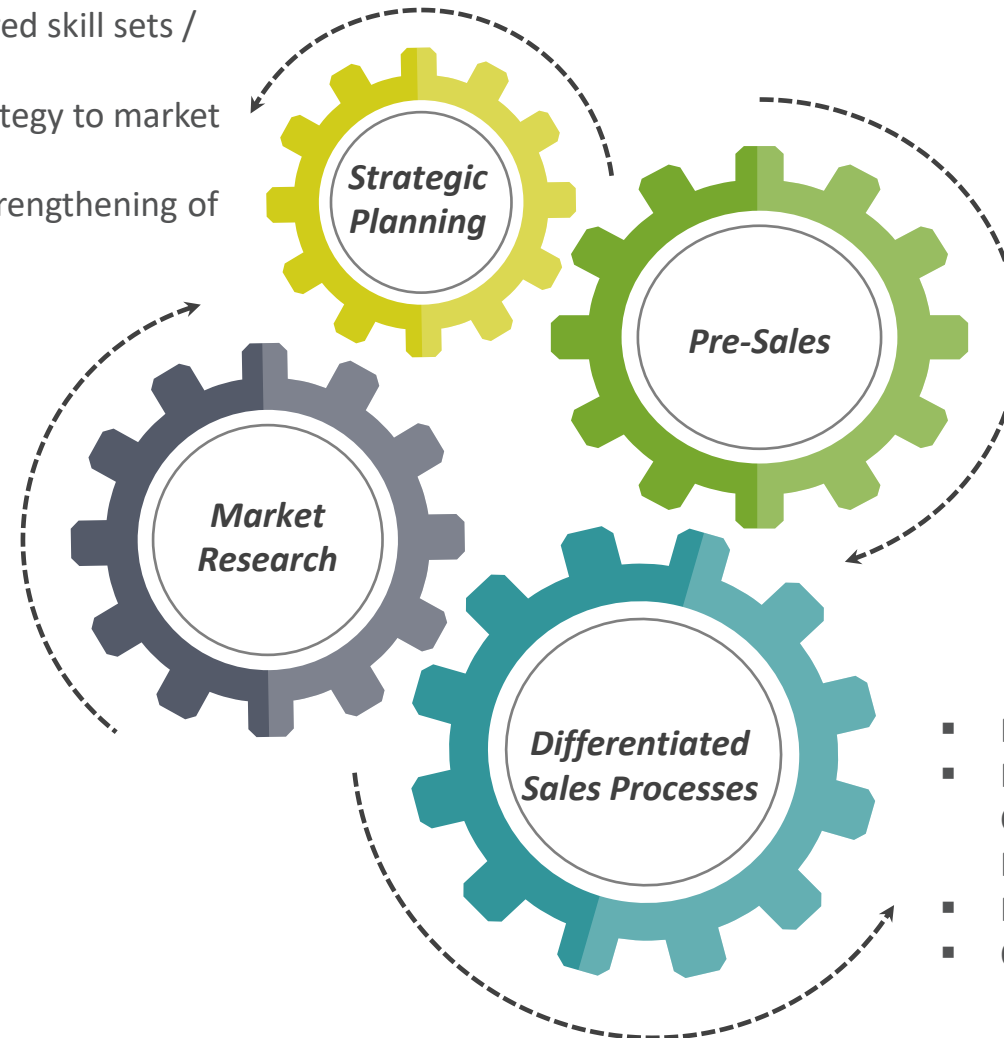
Our Value Addition





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

PHILIPS Thermaltake
 COOLER MASTER PNY
 Transcend NZXT
 Net Protector NP AV PRINTRONIX
 Honeywell AOC
 ViewSonic See the difference™ SAMSUNG

msi
 ASRock
 DgFlick
 rapoo



Imaging

NATIONAL GEOGRAPHIC
 GoPro
 OLYMPUS

GITZO
 Manfrotto Imagine More
 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

Ckart is Creative Peripherals' own online digital B2B eCommerce platform

Salient Features



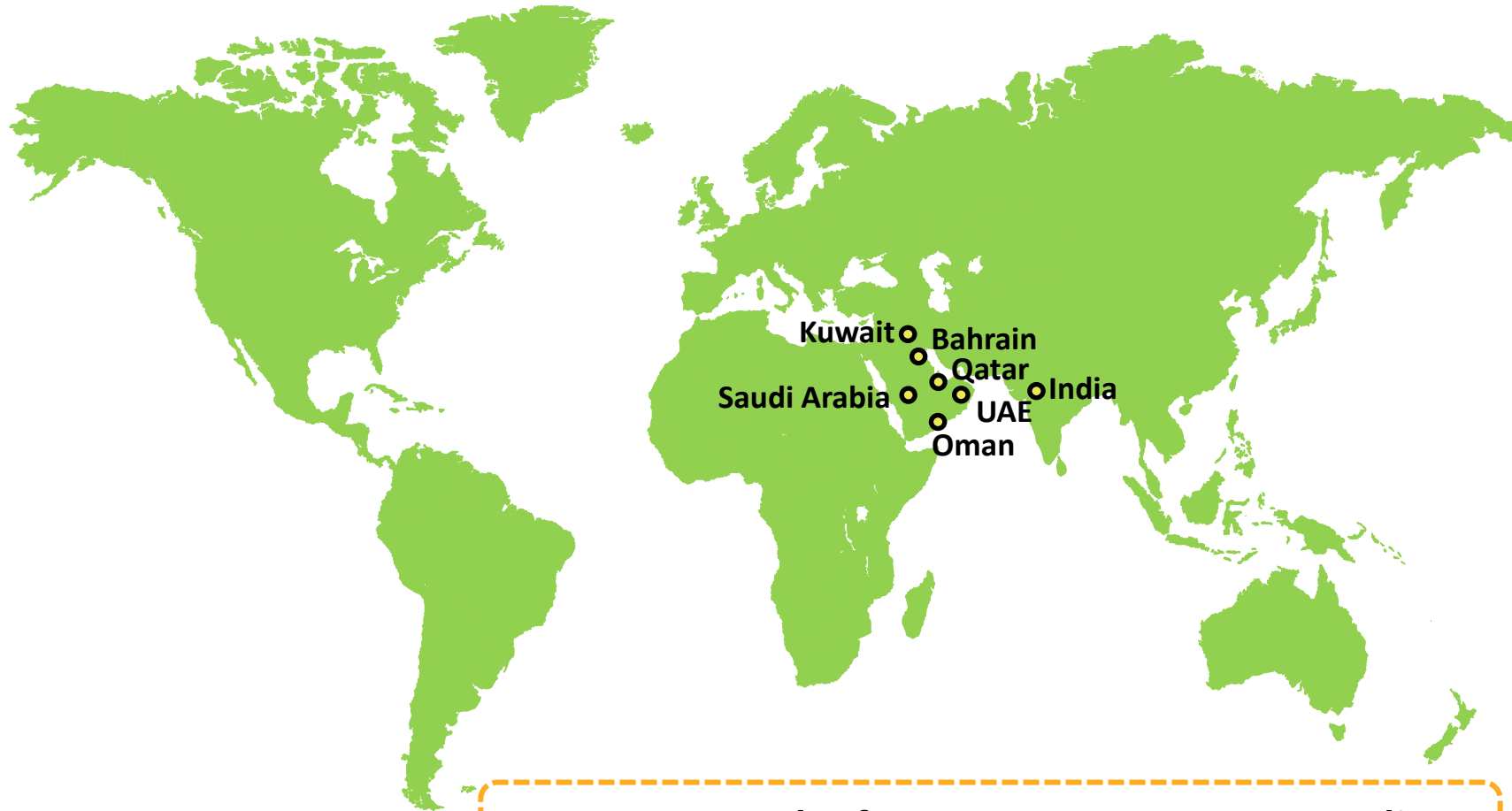
Key Benefits

- 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 and seller module
- 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:

“The past fiscal year was troubled with COVID-19 hampering personal lives and business operations across industries in India and globally. After starting on a slow note, businesses recovered gradually as lockdowns in several regions eased up. However, there are still logistics and other impediments in some regions where there are partial lockdowns in India, as the second wave wreaks havoc.

Despite this, the Company sustained well through these headwinds and registered a growth in topline for the year. In FY21, we reported a 13.92% YoY rise in revenue at Rs. 515.47 cr. EBITDA and net profit for the year stood at Rs. 20.06 cr and Rs. 10.78 cr, having grown 11.08% and 19.41%, respectively. Growth was driven by more demand for brands such as Samsung, Cooler Master and GoPro, among others. Our full year performance practically represents nine months of business, since there were almost no operations in the first quarter due to the COVID-related lockdowns. Overall, the Company has shown strong resilience in surpassing last year’s performance, despite the unprecedented market scenario during the year.

On a more positive note, Ckart is making good strides in the market, with many existing and new customers joining the platform. The benefits that the platform offers encourages many new partners to do business via Ckart, thereby generating more volume of transactions. We are adding more functionality to the platform, with the ‘seller module’ and facility to host a partner’s self-branded store on our platform. Based on the ongoing momentum, we expect our partner-base to grow significantly through Ckart. We also expanded our tie-up with Reliance to include lights, bulbs, fans and other home appliances by BPL. The addition of such an established household brand to our portfolio will give us access to a huge new target market, and boost top line.

While the consumer sentiment is still cautious as the second wave of the pandemic continues, the Company is well positioned to cater to the domestic as well as international markets while keeping a lean and efficient business model, thereby ensuring long-term, sustainable growth for all stakeholders.

I would like to thank the entire team for their dedication and for coming together during such uncertain times.”



Key Developments



- Tied up with **Colorful Technology** to distribute SSDs
- Signed distribution agreement with **MSi** to supply mini-PCs and desktop range
- Tied up with **Reliance Retail** to distribute range of Disney and Marvel branded products in home appliances and audio product segments
- **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
- Signed agreement with **Edelkrone** to distribute range of videography and photography accessories
- Signed agreement with **ZEISS** to distribute a range of nature observation products like binoculars & monoculars
- Signed agreement with **Panasonic** to distribute range of audio products such as wired and wireless earphones
- Company had temporarily shut operations as per the Government directive, in light of outbreak of Covid-19 pandemic during March-April 2020. After due approvals from the authorities, partial operations were resumed from 20th April 2020



New Business Initiative: 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 more than 700 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
- Adding seller module and partner-specific e-store option
- 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
- Non-Contact
- CE/FDA

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.

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 box, and a thick blue arrow points right from the right side of the box. Each arrow has a circular loop at its connection point to the box, with a small arrowhead indicating a clockwise direction. The background features large, light gray, abstract, swirling shapes on the left and right sides.

Financial Highlights



Standalone Annual Performance Highlights – FY21

13.92% ↑

Total Income Rs 515.47 Cr

11.08% ↑

EBITDA Rs 20.06 Cr

19.41% ↑

Net Profit Rs 10.78 Cr

17.99% ↑

Basic EPS Rs 9.18



Key Quarterly Financial Highlights – Standalone

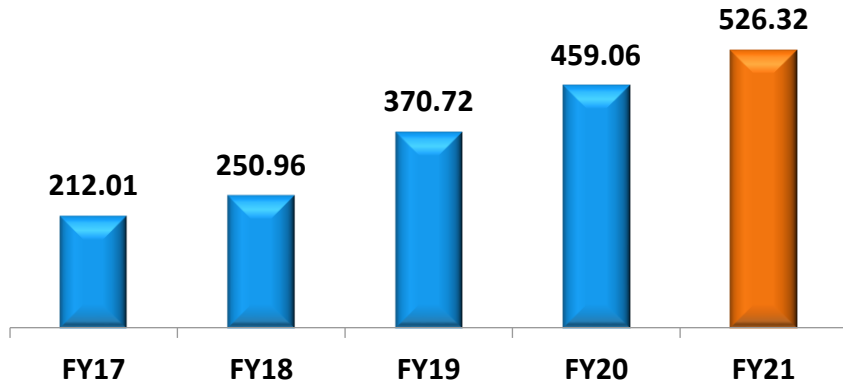
Rs. Cr	Q4 FY21	Q4 FY20	YoY%	Q3 FY21	Q4 FY21 (Consol.)
Revenue from Operations	175.47	128.17		158.24	177.19
Other Income	1.68	0.18		3.76	1.68
Total Income	177.15	128.35	38.02%	161.99	178.87
Raw material	160.76	114.26		147.25	160.82
Employee Cost	2.69	2.47		2.51	2.64
Operating Expenses	6.47	8.48		5.73	7.85
Total Expenditure	169.91	125.21		155.48	171.31
EBITDA	7.24	3.13	130.98%	6.51	7.56
EBITDA Margin (%)	4.09%	2.44%	165 bps	4.02%	4.22%
Interest	1.52	1.20		1.24	1.54
Depreciation	0.30	0.27		0.25	0.30
Profit Before Tax	5.41	1.66		5.02	5.72
Tax	1.39	0.74		1.25	1.40
PAT	4.02	0.93	334.48%	3.77	4.32
Other Comprehensive Income	0.07	0.01		(0.04)	0.07
Net Profit	4.09	0.94	337.68%	3.73	4.39
Net Profit Margin (%)	2.31%	0.73%	158 bps	2.30%	2.45%
Basic EPS in Rs.	3.42	0.81	322.22%	3.21	3.84

- Strong demand for brands like Samsung, Cooler Master & GoPro led to revenue growth
- Higher revenues and lower marketing expenses boosted EBITDA margins
- Ckart gaining traction across domestic market with new and existing partners

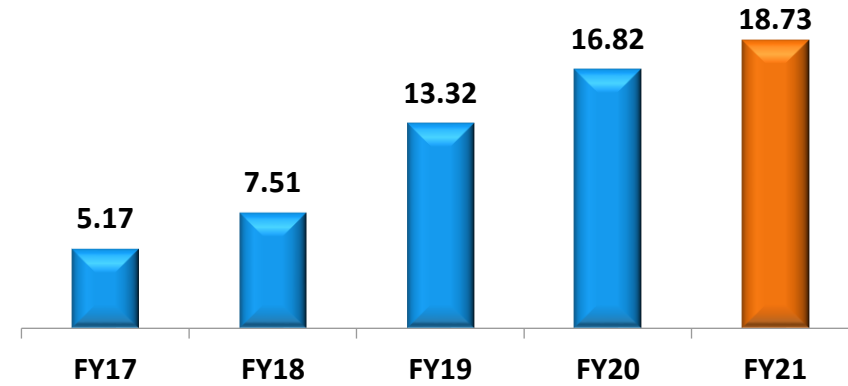


Annual Financial Highlights – Consolidated

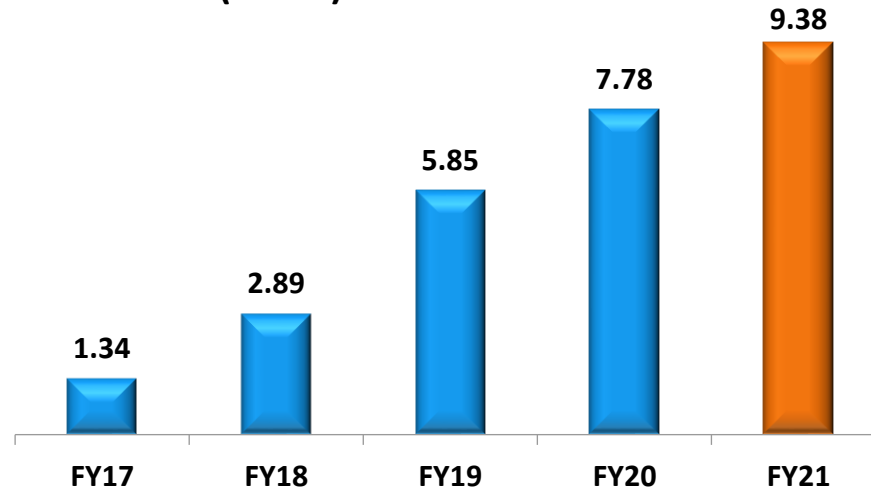
Revenue (Rs. Cr)



EBITDA (Rs. Cr)



PAT (Rs. Cr)





Annual Financial Highlights – Standalone & Consolidated

Rs. Cr	FY21	FY20	YoY%	FY21 (Consol.)
Income from Operations	509.30	451.17		520.15
Other Operating Income	6.17	1.31		6.17
Total Income from Operations	515.47	452.48	13.92%	526.32
Raw material	467.52	401.61		475.01
Employee Cost	8.60	8.99		8.60
Operating Cost	19.30	23.83		23.98
Total Expenditure	495.42	434.43		507.59
EBITDA	20.06	18.06	11.08%	18.73
EBITDA Margin%	3.89%	3.99%	(10 bps)	3.56%
Interest	4.65	4.76		4.69
Depreciation	1.02	0.86		1.02
Profit Before Tax	14.39	12.43		13.02
Tax	3.64	3.39		3.64
PAT	10.75	9.04	18.86%	9.38
Other Comprehensive Income	0.03	(0.02)		0.03
Net Profit	10.78	9.03	19.41%	9.41
Net Profit Margin (%)	2.09%	2.00%	9 bps	1.79%
Basic EPS in Rs.	9.18	7.78	17.99%	8.26



Consolidated Balance Sheet Highlights – As on 31st March



Creative Peripherals

Rs. Cr	As on 31 st March 2021	As on 31 st March 2020
Equity	61.68	41.24
Equity Share capital	11.60	11.60
Other Equity	47.04	29.75
Minority Interest	3.04	(0.11)
Share Application Money Pending Allotment	0.00	10.60
Non-current liabilities	4.22	5.49
Long term borrowings	3.43	4.81
Other Long term liabilities	0.00	0.00
Other Long term provisions	0.79	0.69
Current liabilities	125.87	97.54
Short Term Borrowings	39.50	27.07
Trade Payables	38.32	29.30
Other Financial liabilities	29.56	25.06
Other Current liabilities	16.98	15.35
Short-term provisions	0.14	0.12
Current Tax liabilities (Net)	1.36	0.63
Total Equities & Liabilities	191.78	154.88

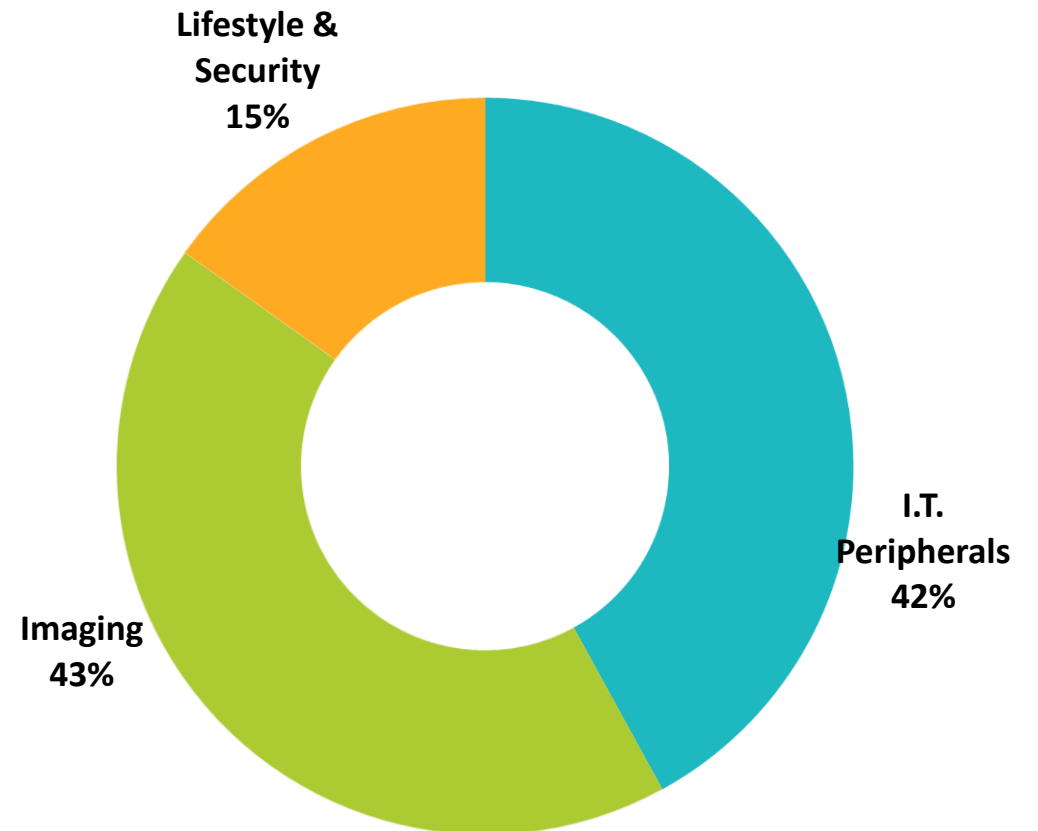
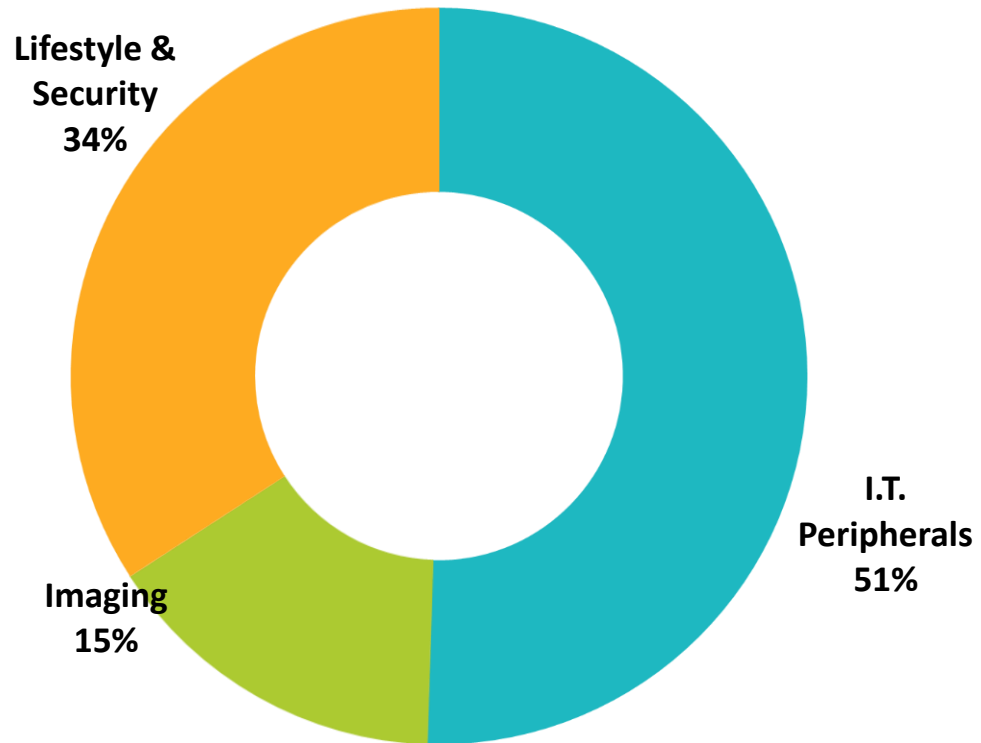
Rs. Cr	As on 31 st March 2021	As on 31 st March 2020
Non-current assets	10.16	10.07
Property, Plant and Equipment	9.85	8.89
Intangible Assets	0.22	0.00
Non-current Investments	0.00	1.06
Net Deferred Tax Asset	0.09	0.12
Long-term loans & advances	0.00	0.00
Other non-current assets	0.00	0.01
Current assets	181.61	144.80
Inventories	59.79	60.29
Trade receivables	55.95	38.58
Cash & Cash equivalents	2.25	0.52
Bank Balances other than above	3.99	3.36
Other Financial assets	0.04	0.02
Other Current Assets	59.59	42.03
Total Assets	191.78	154.88



Consolidated Revenue Contribution – Business category

FY2021

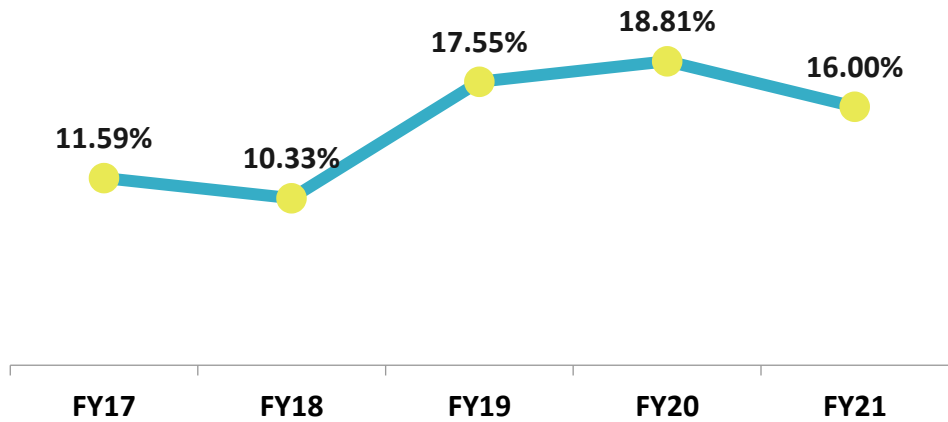
FY2020



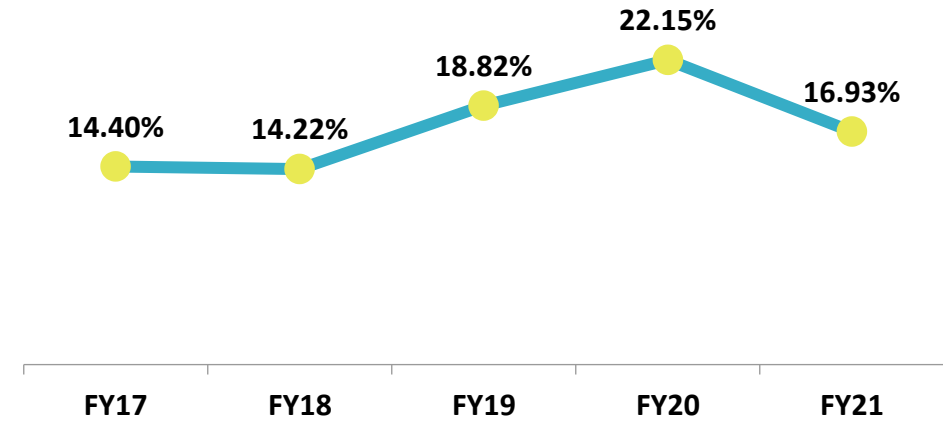


Consolidated Key Return Ratios

RoE(%)



RoCE(%)



Focus on improving RoCE and long term value creation

A central diagram with a white rounded rectangle containing the text "Way Forward". A green arrow points left from the left side of the rectangle, and a blue arrow points right from the right side. Both arrows have circular loops at their tails. The background features large, light gray abstract 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



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Thank you!