



Result Update Presentation Q2 & H1 FY24

Creative Newtech Limited
(Formerly known as Creative Peripherals and Distribution Limited)

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Company at a Glance

Diversified Products Portfolio

1. Licensee of **Honeywell** Inc.
2. **25+ Brands** under said segments (FMSG+FMCT+FMEG+EB)
3. **8000+** Trusted partners

Total **20+** branches in India

Over **300** skilled workforce across India

25+
Brands

3,200+
Products

1992
Started
Journey

783.5 Cr^{*}
Market Cap

8,000+
Happy Channel
Partners

^{*}Market Cap as on 3-11-2023



Business Overview

Brand Licensing (like Jubilant food – Dominos Pizza & Page Industries – Jockey Comfort wear)		FMSG + FMCT + FMEG + EB	CKart
About	<ul style="list-style-type: none"> Currently Honeywell License Holder and offers a vast suite of products spanning consumer to enterprise segments -from Enhancement products for laptops, smartphones & TVs, to Audio products to Air Purifiers to enterprise class infrastructure through our Structured cabling systems offerings More products to be added to the Honeywell portfolio Looking to expand more categories and geography 	<ul style="list-style-type: none"> FMSG: Niche Products that appeal to the younger demographics, driven by social media penetration FMCT: This segment includes established and fast-moving consumer products that cater to personal as well as organizational demands EB: Products supplied to enterprise in higher volumes FMEG: Offers Electronics Goods 	<ul style="list-style-type: none"> Online digital B2B eCommerce platform Captive marketplace for subscribed business partners. Boosts customer-base without additional manpower
Brands	Honeywell	Samsung, Cooler Master, Insta360, Fujifilm, Hyperice, PNY, BaByliss, Olympus, Zeiss, Transcend, Samsung CE, iBall, ViewSonic, BPL, Printronix among others	

- **Exclusive** trademark license from **Honeywell** covers 38 countries spanning South East Asia, South Asia, Middle East Asia and Africa
- A Market entry **specialist for niche brands**
- **Offering experiential products** and enabling niche global brands to enter and establish newer markets



ABOUT HONEYWELL



~\$36 BILLION
in sales for 2022

53%
of sales outside U.S.

~1,300 Sites, ~70 Countries

More Than 129,000 Employees

Charlotte, N.C. Headquarters

Fortune 100

NYSE: HON



AEROSPACE



PERFORMANCE
MATERIALS AND
TECHNOLOGIES



SAFETY AND
PRODUCTIVITY
SOLUTIONS



BUILDING
TECHNOLOGIES

WHO IS HONEYWELL?

Business Overview



Aerospace

\$11.8 Billion



Building technologies

\$6.0 Billion



Performance materials and technologies

\$10.7 Billion



Safety and productivity solutions

\$6.9 Billion

Great Positions In Good Industries



Honeywell developed the first autopilot flight controller (1914), first commercial weather radar system (1954), first business jet turbofan engine (1975), and is still the leader in developing revolutionary technology for aerospace today



Honeywell began the Smart Homes project to combine heating, cooling, security, lighting, and appliances into one easily controlled system. They continued the trend in 1987 by releasing new security systems, and fire and radon detectors



Honeywell is the leader in gas detection, fire systems, personal protective equipment, building controls, home comfort and security and scanning and mobility



Honeywell's technology is used to produce 40% of the world's liquefied natural gas, 60% of the world's gasoline, 70% of the world's polyester, and 90% of the world's biodegradable detergents

Highly Diversified, Technology-Driven Industrial Company

GREAT POSITIONS IN DIVERSE INDUSTRIES



Aviation



Automotive & Transportation



Buildings, Construction & Maintenance



Chemicals, Speciality Materials & Fertilizers



Consumer & Home



Defence & Space



Efficiency, Energy & Utilities



Fire Protection & First Responder



Healthcare & Medical



Industrial Process Control



Natural Gas, Refining Petrochemicals & Biofuels



Safety & Security

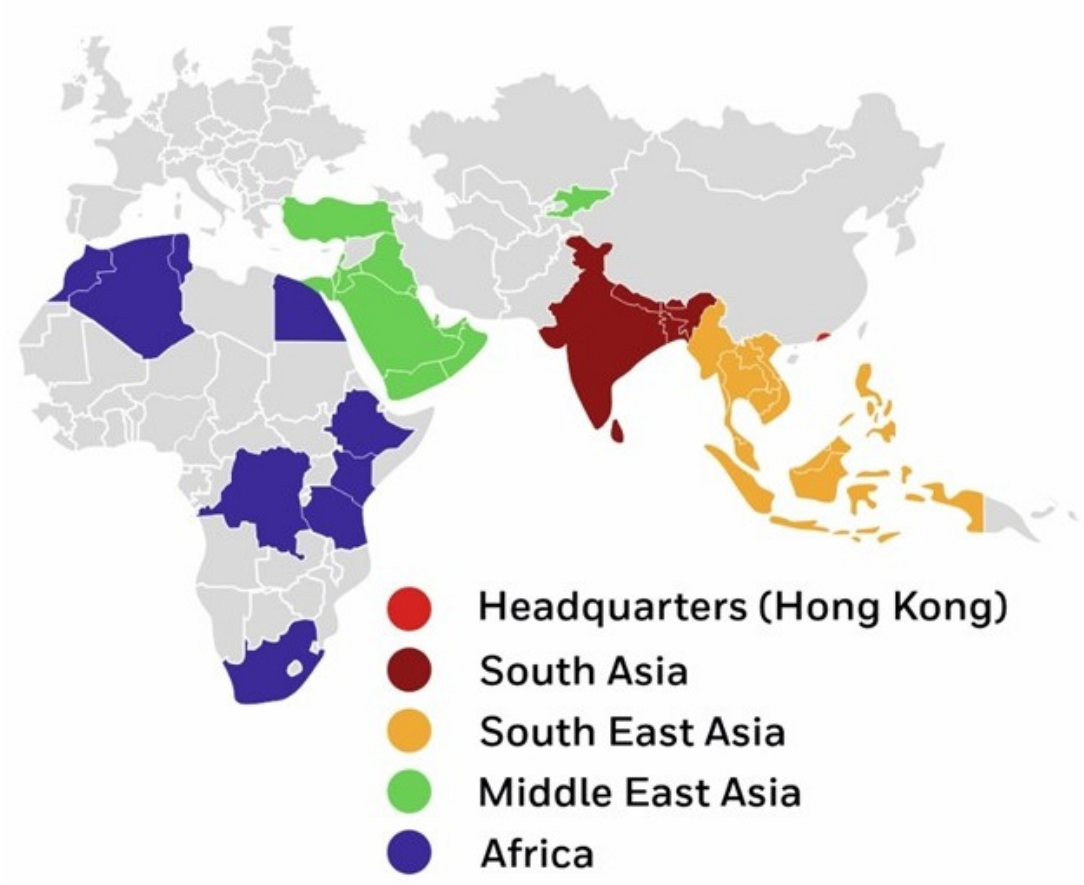


Scanning & Mobile Productivity

Energy Efficiency, Clean Energy Generation, Safety & Security. Expanding Global Wealth Per Capital, and Customer Productivity

Honeywell

Exclusive rights to sell across 38 countries



Honeywell

Tough Entry Barrier & Hyper Growth Ahead

Entry Barrier

The biggest entry barrier to breakthrough in Honeywell is the long-drawn compliance process and product approval including certifications.

Approval Process

The process of getting approval for each product is time consuming and expensive.

Launch of Products

We have spent last 4-5 years in getting the approvals for the products and now we are ready to launch several new products in coming months.



*above certifications are approved



Our Partners



Fast Moving Social-
Media Gadgets

Honeywell

COLORFUL



PNY

instax
FUJIFILM

OLYMPUS

Lexar

cricut



RAZER



Fast Moving Consumer
Technology



SAMSUNG

ViewSonic
See the difference™

rapoo

msi

Transcend



Fast Moving Electronics
Goods



POLYCARB



Enterprise Business

AOC

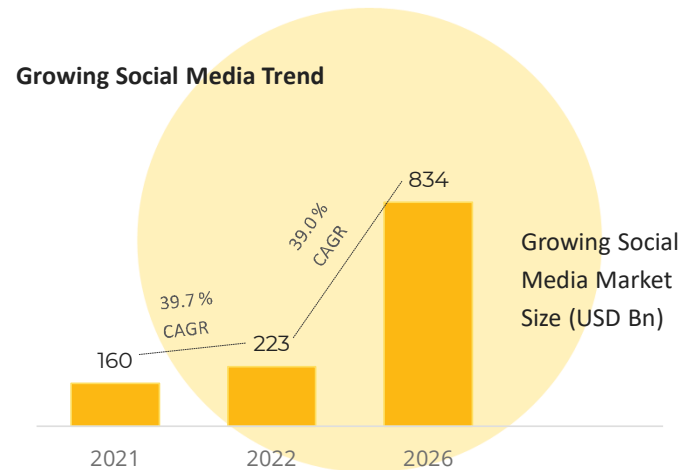
PHILIPS



Target addressable Market

FMSG – Key Drivers for Growth

- The trend to capture every moment of social life and post live events has led to a multi-fold growth in personal-use, Internet connected devices
- Every millennial tends to follow **multiple hobbies** which has led to growth in pursuing trekking, wildlife photography/tours, sports, cooking, music etc and this has made this segment one of the fastest growing segments across globe.
- The consistent increase in sedentary work and increased health and beauty consciousness has led to an exponential increase in demand for home recovery equipment (**HYPERICE**), home grooming products (**BABYLISS**) and Gaming accessories (**Cooler Master**)



Global Fitness Equipment Market

Industry has been growing substantially worldwide in recent years and mainly driven by

- Stress and sedentary lifestyle among urban population
- Rising awareness regarding fitness

\$10.97 Bn

The market size was estimated \$10.97 Bn in 2021

\$15.25 Bn

Expected to reach \$15.25 Bn by 2026

Global Gaming Industry

The growth in global gaming sector has been fuelled by

- increasing trends of online/digital gaming, urbanisation and faster network infrastructure
- The robust growth in smartphone penetration

\$300 Bn

Gaming industry presently exceeds \$300 Bn

400 Mn

Over 400 Mn new gamers are likely to join by 2023

\$2.7 Bn

Currently there are 2.7 Bn people in the gaming sector

CAGR 11.9%

The sector is expected to grow at a CAGR of 11.9% between 2020-26

Q2 FY24 Financial Highlights – Standalone & Consolidated

INR Crore	Standalone			Consolidated		
	Q2 FY24	Q2 FY23	YoY %	Q2 FY24	Q2 FY23	YoY %
Revenue from Operations	414.56	306.02		429.83	319.14	
Other Operation Income	2.98	7.14		2.98	7.14	
Total Income	417.54	313.16	33.33%	432.81	326.27	32.65%
Total Raw Material	396.30	293.10		400.28	297.42	
Employee Cost	3.43	3.55		3.73	3.55	
Other Expenses	7.94	7.21		13.82	12.03	
Total Expenditure	407.67	303.85		417.83	313.00	
EBIDTA	9.86	9.31	6.00%	14.99	13.27	12.90%
EBIDTA Margin %	2.36%	2.97%		3.46%	4.07%	
Interest	2.30	2.05		2.33	2.08	
Depreciation	0.34	0.43		0.34	0.43	
Exceptional Items	0.00	0.00		0.00	0.00	
Profit Before Tax	7.23	6.82		12.32	10.76	
Tax	1.86	1.66		1.86	1.66	
PAT	5.37	5.16	4.16%	10.46	9.10	14.98%
PAT Margin	1.29%	1.65%		2.42%	2.79%	

- Strong sales growth driven by FMSG and EB product segments
- High demand for brands such as Samsung, Viewsonic, Cooler Master and Honeywell
- Change in product mix impacted margins



H1 FY24 Financial Highlights – Standalone & Consolidated

INR Crore	Standalone			Consolidated		
	H1 FY24	H1 FY23	YoY %	H1 FY24	H1 FY23	YoY %
Revenue from Operations	870.65	533.97		898.16	557.84	
Other Operational Income	5.99	12.46		5.99	12.46	
Total Income	876.64	546.44	60.43%	904.15	570.31	58.54%
Total Raw Materials	836.84	508.14		846.42	519.76	
Employee Cost	7.36	7.05		7.66	7.05	
Other Expenses	14.46	14.62		25.18	22.56	
Total Expenditure	858.66	529.81		879.26	549.37	
EBIDTA	17.98	16.62	8.15%	24.89	20.93	18.93%
EBIDTA Margin %	2.05%	3.04%		2.75%	3.67%	
Interest	4.70	4.10		4.76	4.14	
Depreciation	0.65	0.79		0.65	0.79	
Exceptional Items	0.00	0.00		0.00	0.00	
Profit Before Tax	12.63	11.74		19.48	16.00	
Tax	3.14	2.87		3.14	2.87	
PAT	9.49	8.87	7.01%	16.34	13.13	24.50%
PAT Margin	1.08%	1.62%		1.81%	2.30%	

- Strong sales growth driven by EB and FMMSG segments
- High demand for brands such as Samsung, Cooler Master, Honeywell & ViewSonic among others
- Operational efficiencies offset by change in product mix, denting margins



Consolidated Balance Sheet Highlights as on 30th September 2023

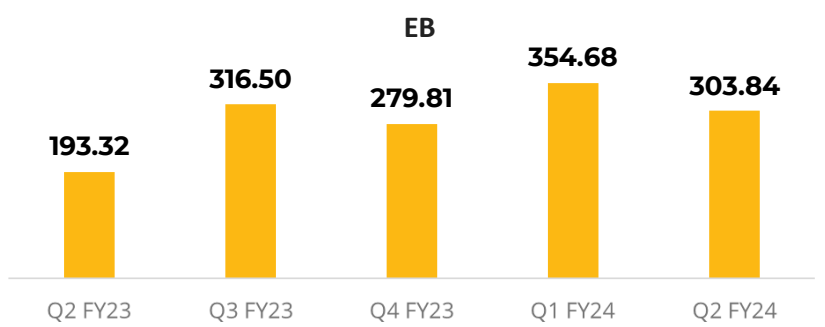
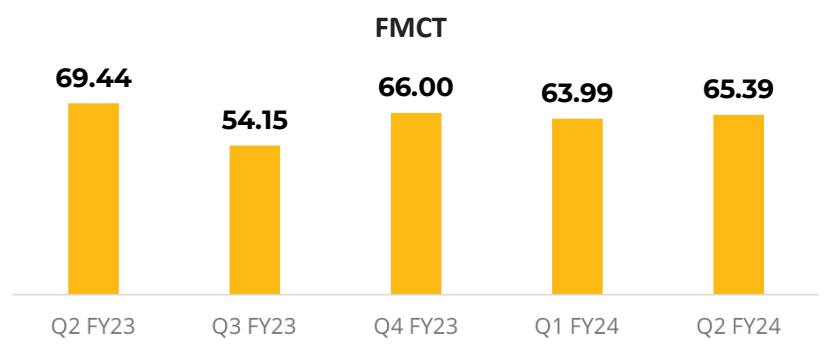
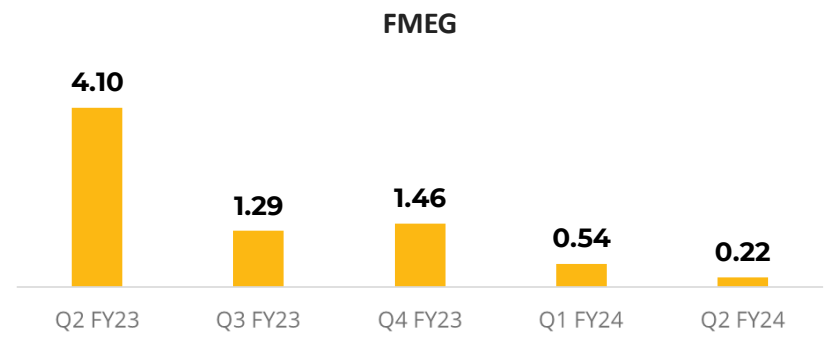
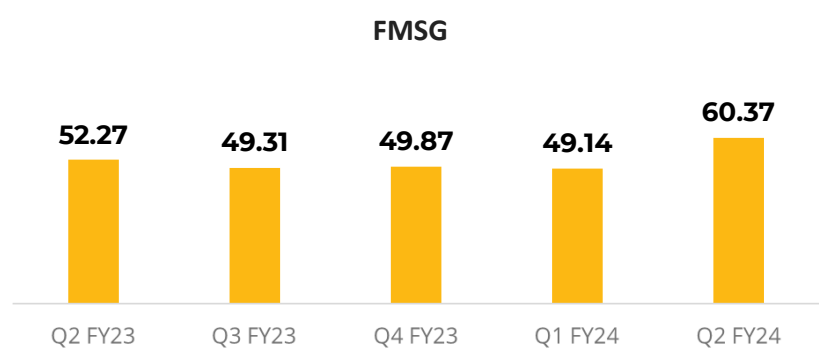
INR Crore	As on 31 st March 2023	As on 30 th Sept 2023
Equity	126.16	193.10
Equity Share Capital	12.60	14.05
Other Equity	104.80	157.71
Money Received Against Share Warrant	0.00	10.19
Minority Interest	8.76	11.15
Non-Current Liabilities	10.04	9.15
Long Term Borrowings	9.13	8.12
Other Long Term Liabilities	0.00	0.00
Other Long Term Provisions	0.91	1.02
Current Liabilities	151.78	126.71
Short Term Borrowings	79.80	61.50
Trade Payables	46.88	49.81
Other Financial Liabilities	13.75	8.93
Other Current Liabilities	10.67	5.94
Short Term Provisions	0.35	0.35
Current Tax Liabilities (Net)	0.33	0.18
Total Equities & Liabilities	287.98	328.96

INR Crore	As on 31 st March 2023	As on 30 th Sept 2023
Non-Current Assets	9.97	9.76
Property, Plant & Equipment	9.57	9.34
Intangible Assets	0.14	0.12
Non-Current Investments	0.00	0.00
Net Deferred Tax Asset	0.25	0.30
Long Term Loans & Advances	0.00	0.00
Other Non Current Assets	0.00	0.00
Current Assets	278.01	319.19
Inventories	81.26	95.51
Trade Receivables	92.19	134.72
Cash & Cash Equivalents	2.59	14.22
Bank Balances other than above	6.60	9.82
Other Financial Assets	0.09	0.17
Other Current Assets	95.28	64.76
Total Assets	287.98	328.96



Segmental Revenue

*Sales in Crore

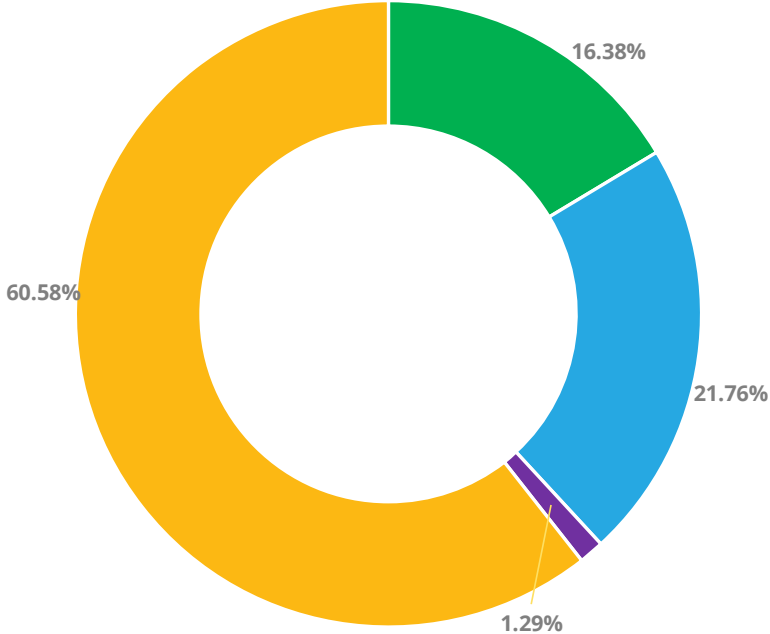


FMSG : Fast Moving Social-Media Gadgets FMCT: Fast Moving Consumer Technology FMEG: Fast Moving Electronics Goods EB: Enterprise Business

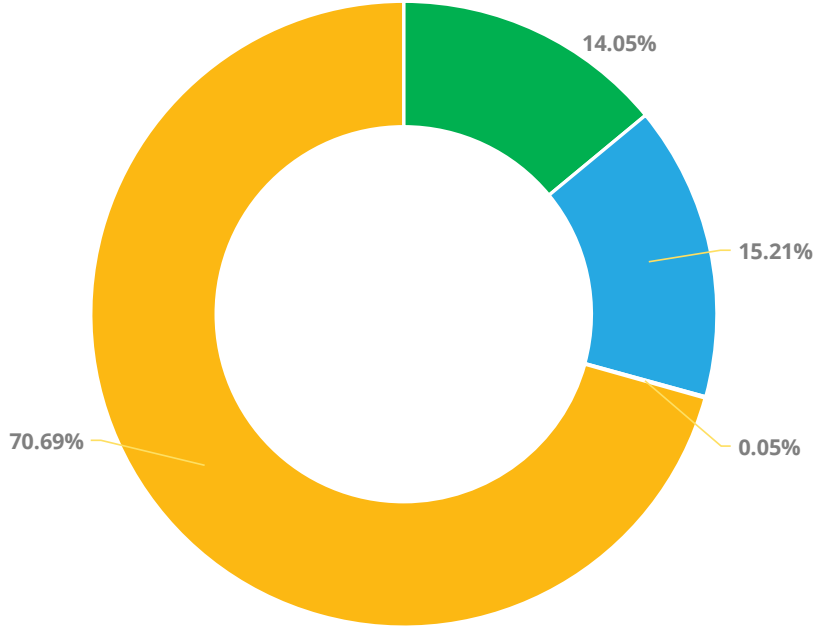


High Growth, High Margin and Small Working Capital cycle - the Criteria

Q2 FY23



Q2 FY24



FMSG

FMCT

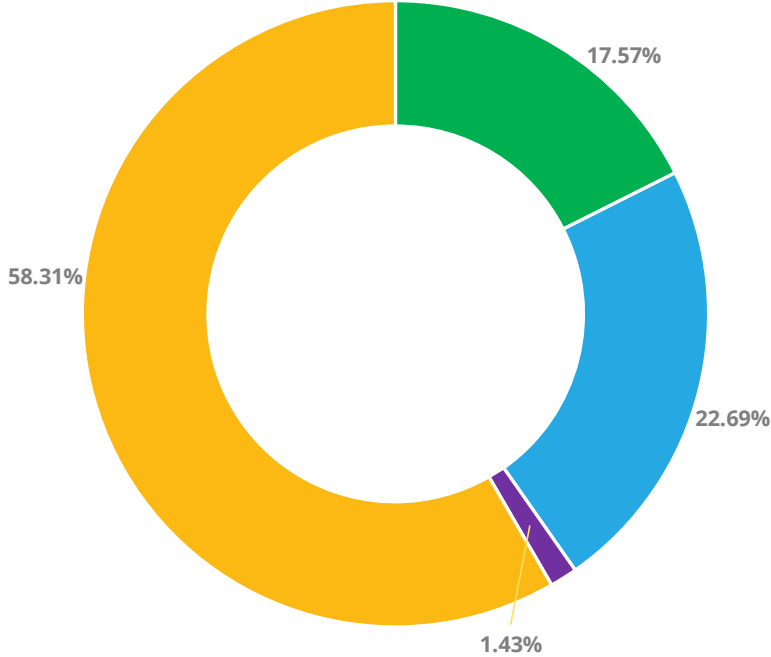
FMEG

EB

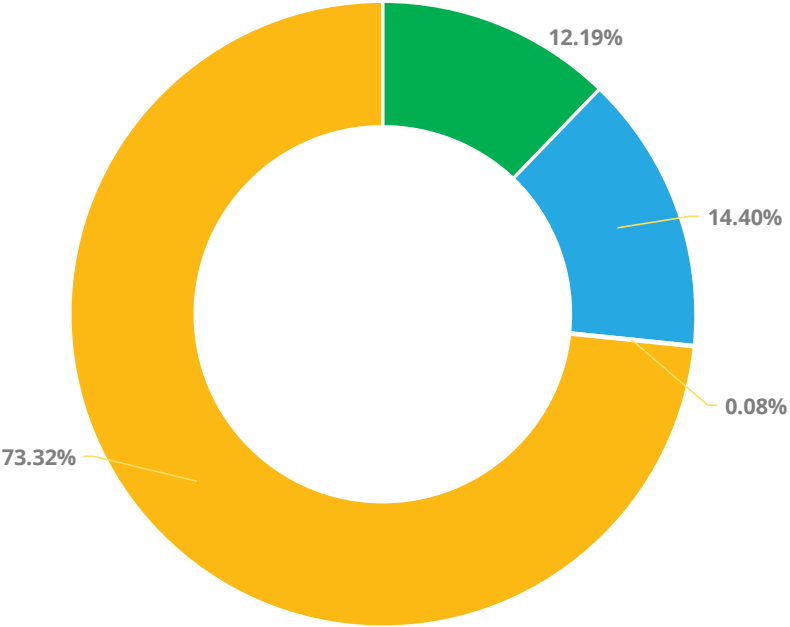


Segmental Revenue H1 FY23 vs H1 FY24

H1 FY23



H1 FY24



FMMSG

FMCT

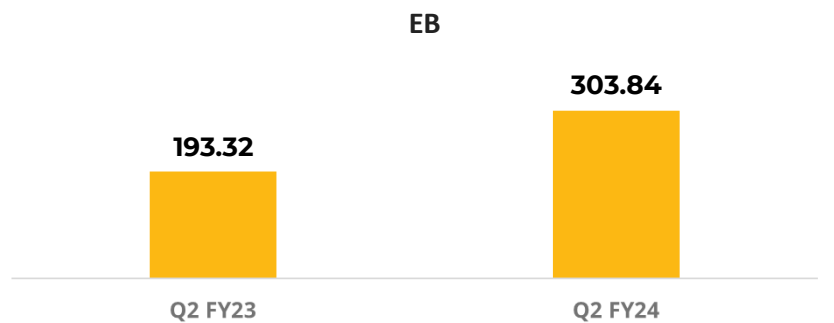
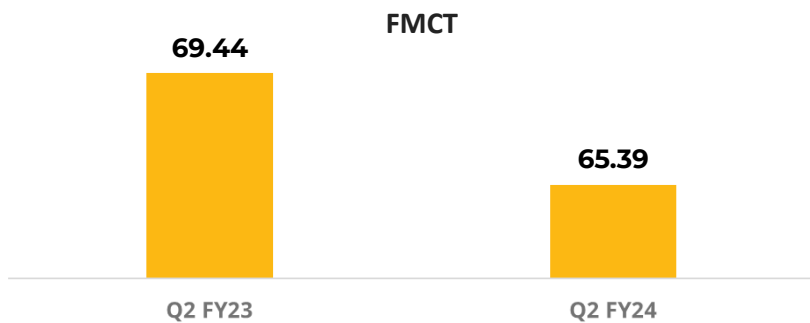
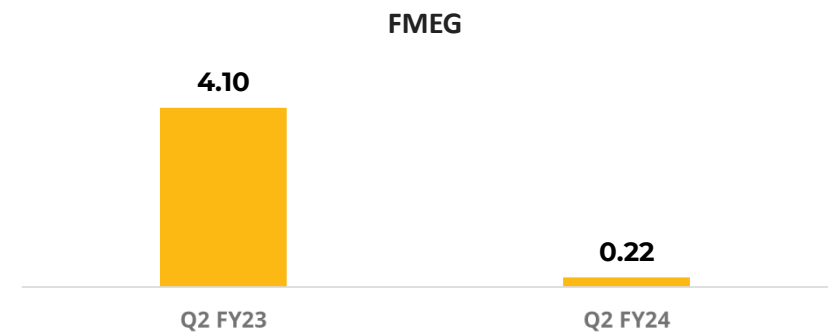
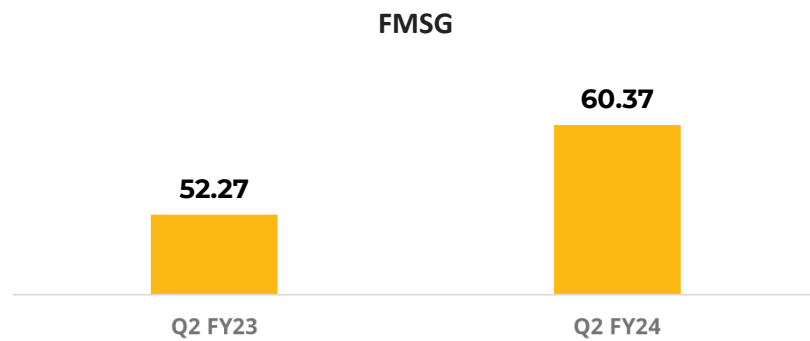
FMEG

EB



Quarterly Segmental Revenue YOY

*Sales in Crore



FMSG : Fast Moving Social-Media Gadgets

FMCT: Fast Moving Consumer Technology

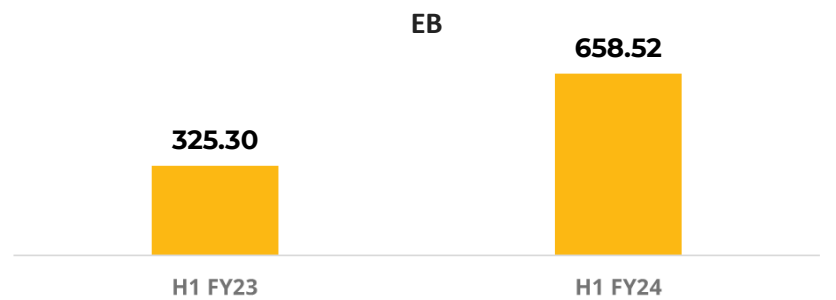
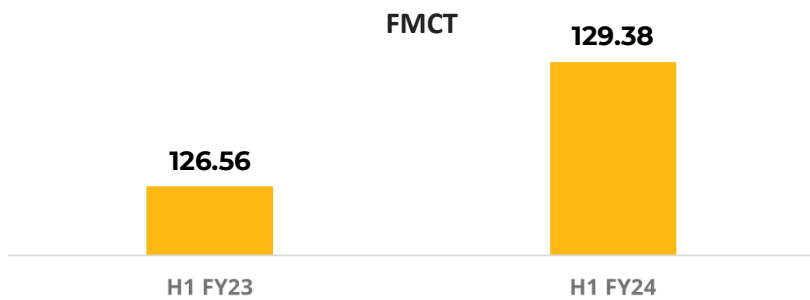
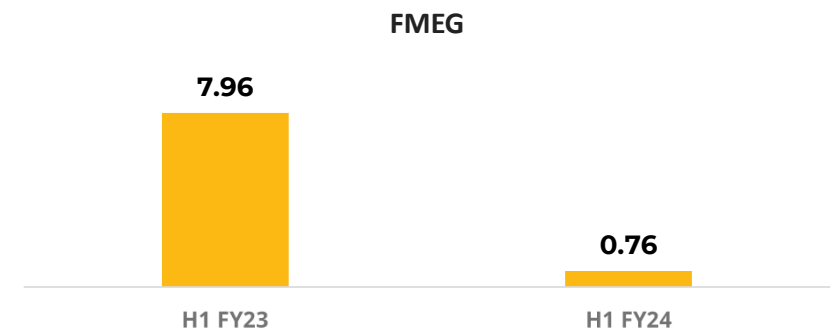
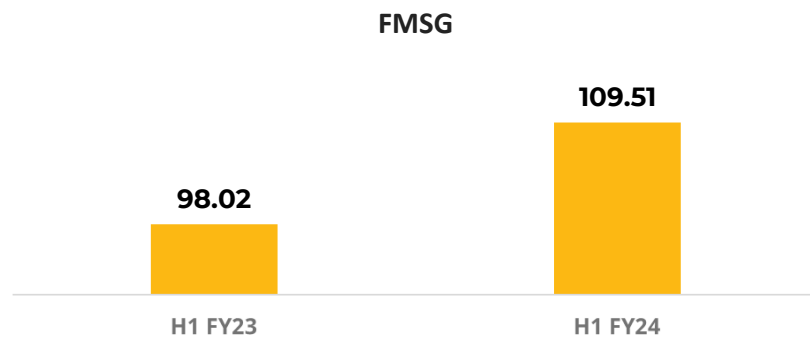
FMEG: Fast Moving Electronics Goods

EB: Enterprise Business



Half Yearly Segmental Revenue YOY

*Sales in Crore



FMSG : Fast Moving Social-Media Gadgets

FMCT: Fast Moving Consumer Technology

FMEG: Fast Moving Electronics Goods

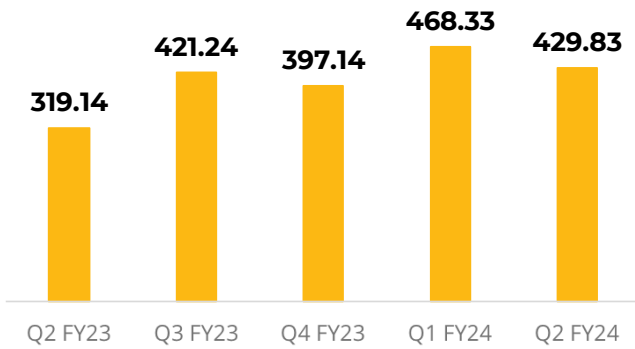
EB: Enterprise Business



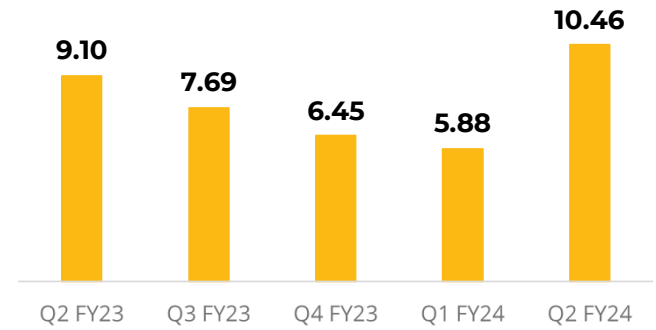
Q2 FY24 Consolidated Financial Highlights in Charts

Sales in Crore

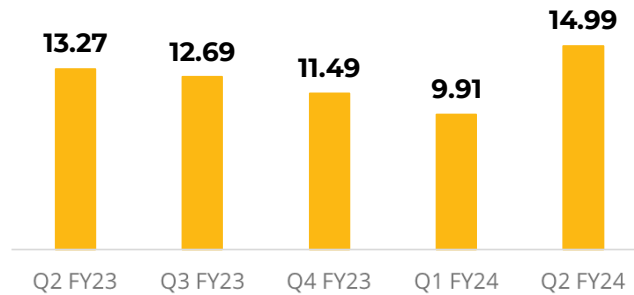
Revenue from Operations (in Cr)



PAT (in Cr)

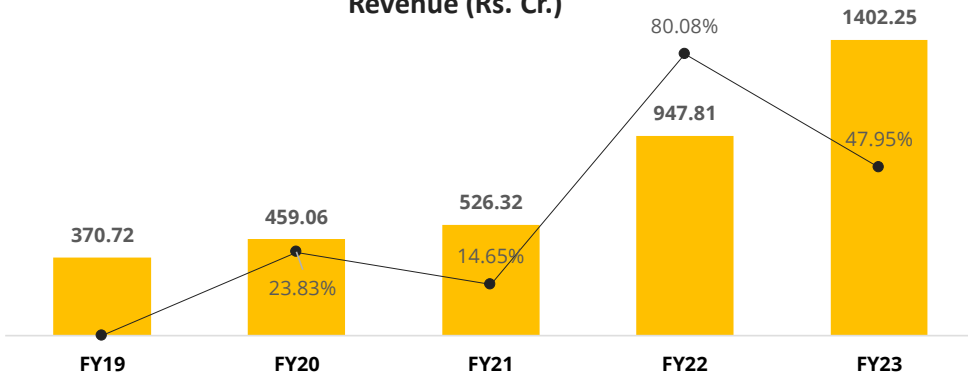


EBITDA (in Cr)

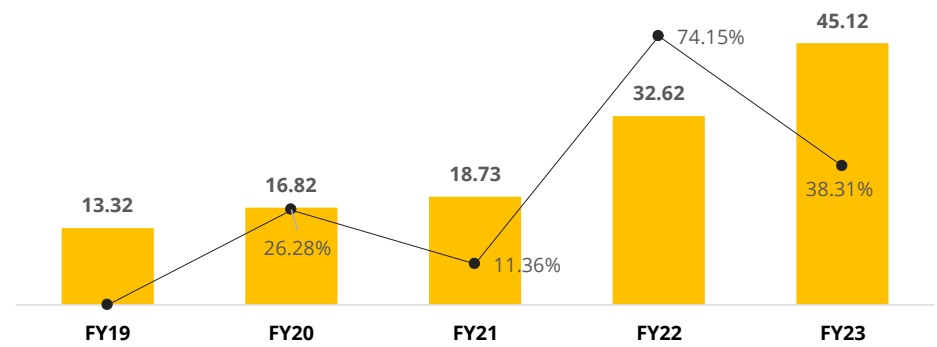


Annual Consolidated Financial Highlights FY23

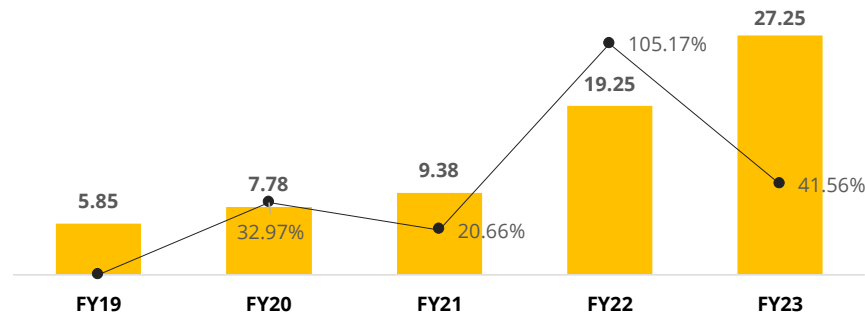
Revenue (Rs. Cr.)



EBITDA (Rs. Cr.)

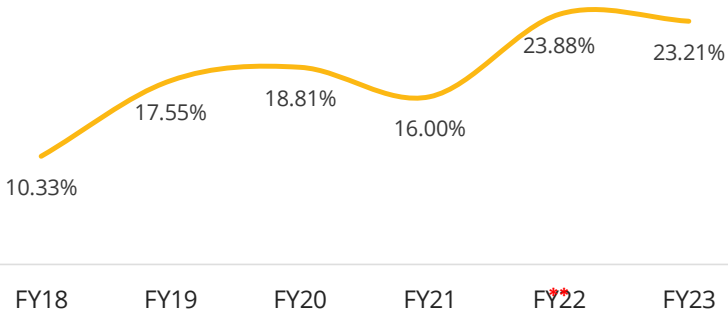


PAT (Rs. Cr.)

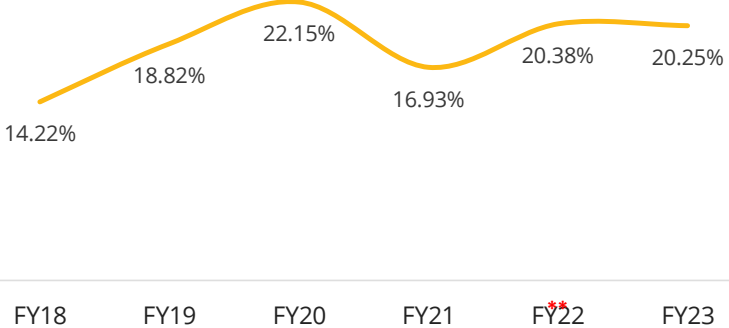


Consolidated Key Return Ratios

RoE %



RoCE %



Focus on improving RoCE and long-term value creation

*RoE = Net Profit/Net Worth | RoCE = EBIT/(Shareholders Fund + Long-term Borrowing + Short-term Borrowing-Non-Current Investment)

** FY21 Covid Year



Future Ready Business Growth



#1 Brand Licensing & Geographical Expansion

- Growing brand licensing line of business with long-standing association with Honeywell with extensive product portfolio
- Expanding geographically in new countries across Middle East & APAC with required approvals & certifications in place



#2 Diversifying product portfolio across new high-potential verticals

- Bringing diverse product ranges across various consumer verticals such as gaming & lifestyle, to stay ahead of trends
- Focus on fast moving high-margin brands such as Cooler Master, Hyperice etc.
- Utilize & expand omni-channel network to capitalize on maximum reach across India



#3 Ckart to boost profitability & working capital

- Online B2B eCommerce platform to help expand customer-base substantially without additional manpower
- Seller module making the platform a virtually open marketplace for all supply chain partners
- With addition of new channel partners on the platform, working capital cycle to improve



Investment Rationale

Industry experience of ~30 years

Addresses niche growing market across segments

Exclusive licensee for Honeywell

Expecting significant growth from increased volumes in Honeywell Consumer products portfolio, for which it is the exclusive licensee in 29 countries spanning SAARC, the Middle East and APAC

Strong return ratios

Creative Newtech has an ROCE of 20.38% and it outpaces the average of 10% earned by companies in a similar industry

Associated with well-known brands

Partner with Samsung, Cooler Master, BPL, Olympus, Fujifilm Instax, Hyperice, Philips, Rapoo, Insta 360, Transcend, ViewSonic, Printronix, Zeiss, BaByliss, Colorful, Edelkrone, InVue, MSI, EPSON etc.

One of India's leading Brand Licensee and Market Entry Specialist

It is one of the few national players in the space to provide end-to-end solution from contract manufacturing to retail distribution and brand licensing

Good entry point for well-known foreign brands

Provide strategic intel to foreign players to enter into Indian market

An Omni-channel network that spans Online, offline and retail trade channels

It offers 25+ brands, 3,200+ products, 8,000+ happy channel partners and 50,000+ metric tons (across its product range) of monthly import and export



Annexure

Management Comment



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

"I am glad to say that we have continued our growth momentum into the second quarter of this fiscal year. While global markets continue to recover from macro-economic volatility and geo-political tensions, demand for several products has continued to grow. The shift towards digital technologies continues to drive demand. Our agile business model, selective strategies and niche portfolio help us remain at the forefront of our industry.

In the quarter ended September 2023, our consolidated total income grew 32.65% YoY to Rs. 432.81 cr. EBITDA and PAT increased 12.90% and 14.98% YoY to Rs. 14.99 cr and Rs. 10.46 cr, respectively. This growth was mainly driven by demand for products from brands like Samsung, Honeywell, Cooler Master and View Sonic, among others. A change in the product mix had a bearing on the margins.

We are selectively focusing on key niche brands where we see scope for growth while leveraging our widespread network. Our EB segment performed well this quarter as well, with revenue growing substantially. During the quarter, we added Ruark, a UK-based premium audio entertainment brand. We shall bring their range of products to the Indian market, where there substantial scope for growth, especially among the music enthusiasts and professionals.

We are also increasing our focus on our Honeywell portfolio which is really picking up pace. Overall, we have entered the third quarter with an optimistic outlook. Our focus remains on keeping a lean business model and ensuring long-term, sustainable growth for all stakeholders.

I would like to thank the entire team for their dedication, which drives the Company forward."



Management Team



Ketan Patel
Founder and CMD

A technologist with a humble background and an experience 30+ of years. With capital not an option, he had to choose a long gestation period for success. He firmly believes that in the technology business, operating leverage is substantial but always back ended.



Purvi Patel
Co-Founder and
Whole Time Director

A woman with exceptional foresight, Purvi Patel manages Logistics, HR, Marketing, Operations and Administrative functions to enable smooth functioning of the business.



Vijay Advani
Whole Time Director

Mr. Advani is a seasoned Professional with 30+ years of experience since 1998 in Product, Sales & Operations. He looks after the complete sales of the organization and all major B2B relationships with an ease and competence like no other.



Mohit Anand
Co-Founder and
CEO - Secure Connection

As the CEO of Secure Connection, he is responsible for all facets of the business including, Sales, Marketing, Finance & Operations. He is currently building and scaling out Honeywell licensing business in over 29 countries. Ex-Microsoft, Ex-Belkin



Management Team



Abhijit Kanvinde
Chief Financial Officer

Chartered Accountant with over 25 years of strong and multi-industry experience. Worked in companies like Garnier India, Novartis Consumer Health, Shringar Cinemas, etc. He was the CFO of a listed company for over 8 years, also successfully completed two IPOs in his career.



Amol Patil
Vice President - Product

MBA in Marketing with Engineering in Electronics and Telecom, with over 20 years of experience in IT industry. Mr. Patil's prowess lies in identifying latest market opportunities. With his excellent team management and execution skills, he is responsible for profitable management of products portfolio



Upendra Singh
Vice President - Sales

Bachelor of Commerce from Ranchi University, with nearly 30 years experience in Sales & Marketing. His expertise lies in vendor management, sales generation & market penetration. He has been in the IT hardware industry for over 11 years and he drives the national channel & corporate sales.



Our Business - Quadrant Segmentation

We have ranked our products into Quadrants based on returns and working capital turns.

QUADRANT 1 HIGH MARGINS AND QUICK CYCLE	QUADRANT 2 HIGH MARGINS AND MEDIUM CYCLE
QUADRANT 3 LOW MARGINS AND MEDIUM CYCLE	QUADRANT 4 LOW MARGINS AND LONGER CYCLE

We are focussing on Quadrant 1 by dedicating our best resources towards the same. At the same time, we are also maintaining our existing business which falls between Quadrant 2 and Quadrant 4 as it gives us visibility and foot in the door to large brands and distributors.



Primarily Focus - Quadrant 1

For Sustainability we have adopted this strategy that we will not disrupt our current business, at the same time we are focussing primarily on Quadrant 1 business with step-by-step diverting all our incremental resources towards the same

The Quadrant 1 business are primarily FMSG and Enterprise Businesses like –

Honeywell, Cooler Master, ViewSonic, Fujifilm Instax, Invue, MSI, Rapoo, iBall, Insta360 etc. to name a few...

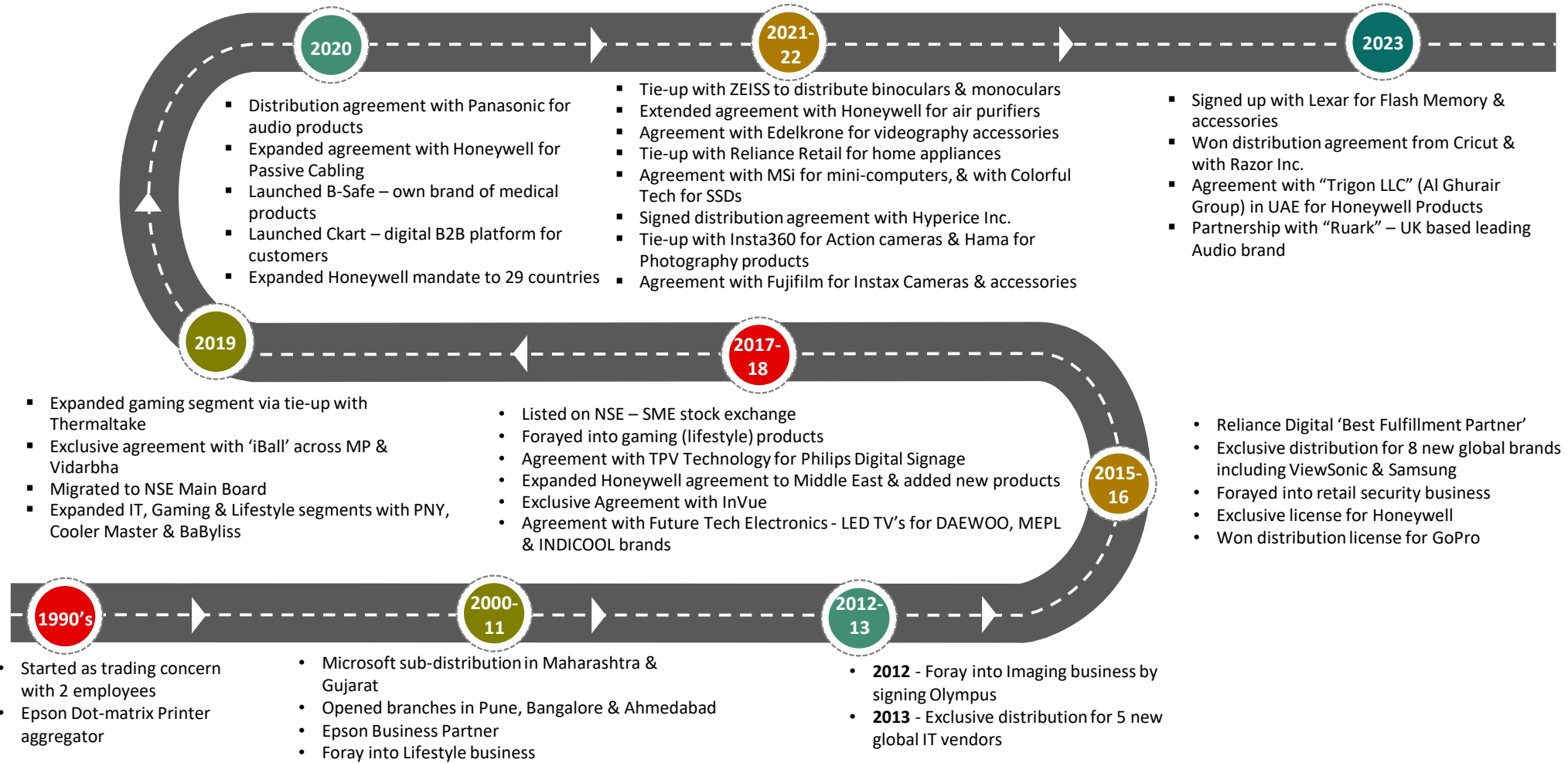


Key Focus and Strategy Ahead

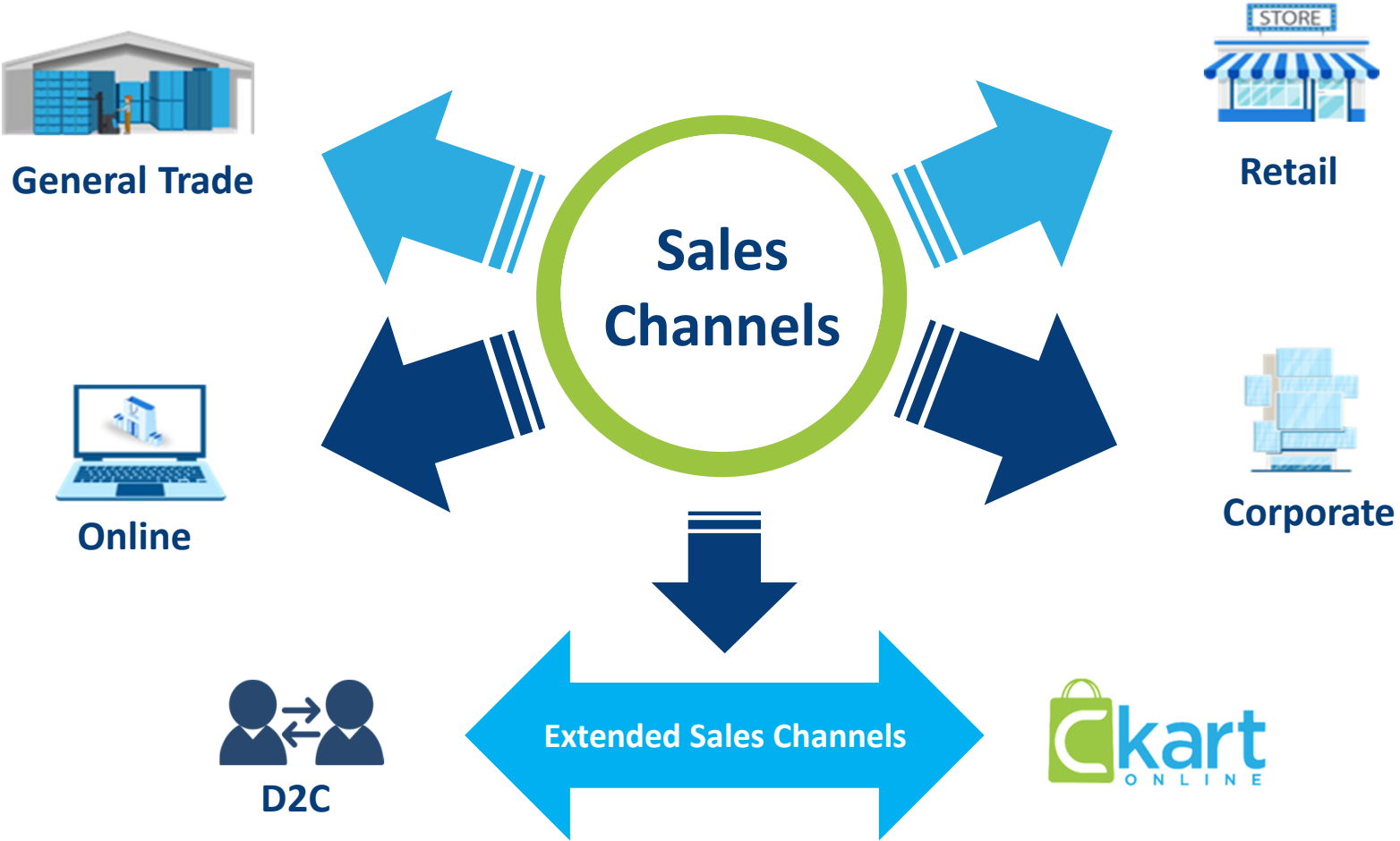
- Our business model is primarily of optimizing working capital. The success of our business depends on achieving higher growth through higher margin products and quick working capital cycle
- In the last few quarters we have continuously shifted our resources towards higher profit products (Honeywell, Cooler Master, Hyperice, Samsung etc.) with faster sales cycle and agile team
- We gauge every opportunity through below key lenses:
 - Return on Investment
 - Return on Management time
 - Whether it's a Experiential Brand



Journey so far...



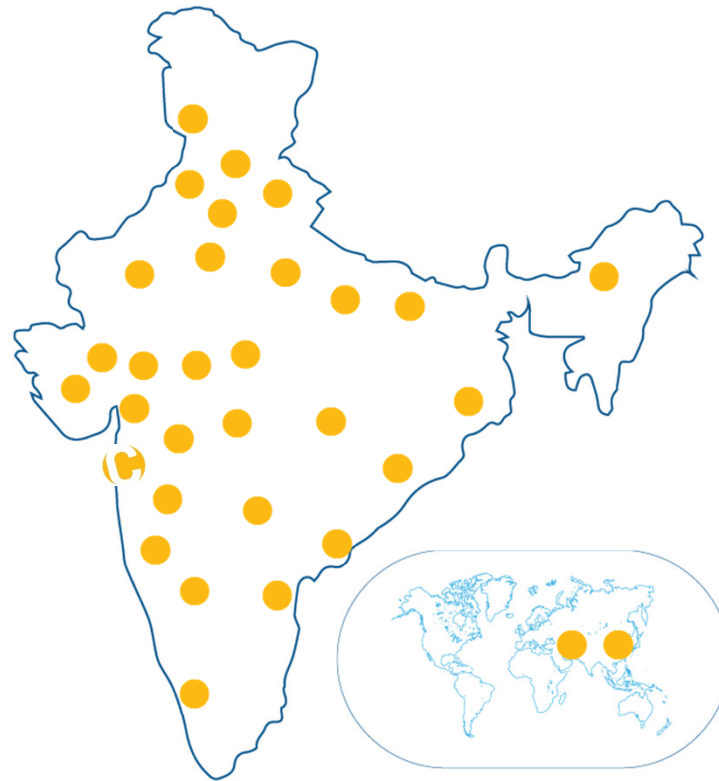
Omni-Channel Sales



Geographical Presence

Our Network

We are present at following Locations



Domestic

- Pan India presence.
- 31 branches across India.
- Over 320-strong highly skilled workforce across India – mix of young and experienced talent.

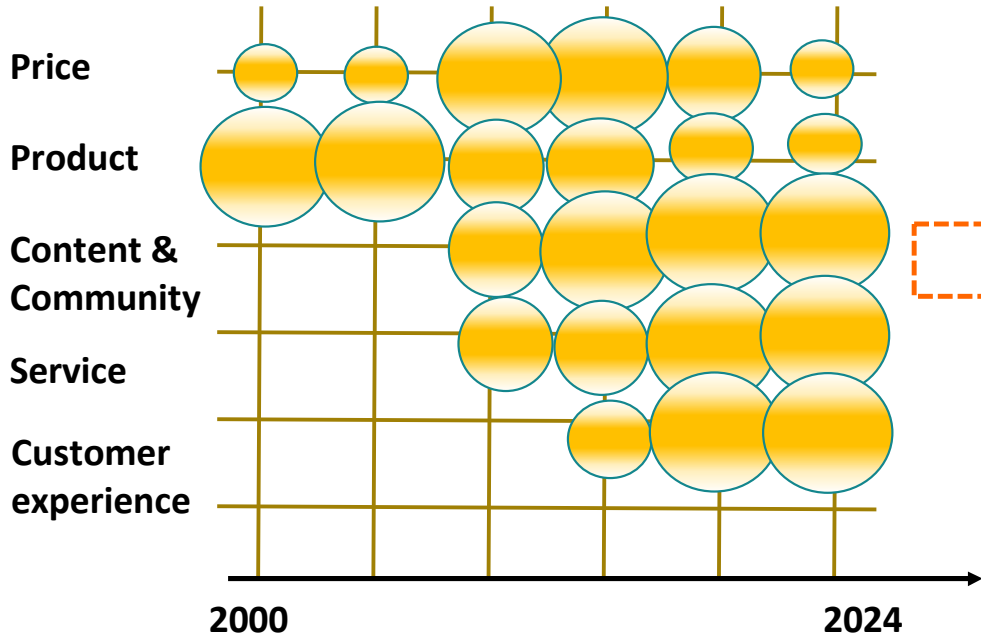
International

- Subsidiary in Hong Kong.
- Strong distribution tie-up in Middle East.
- Expanding network across SAARC countries.

Strong network of 8,000+ partners across India

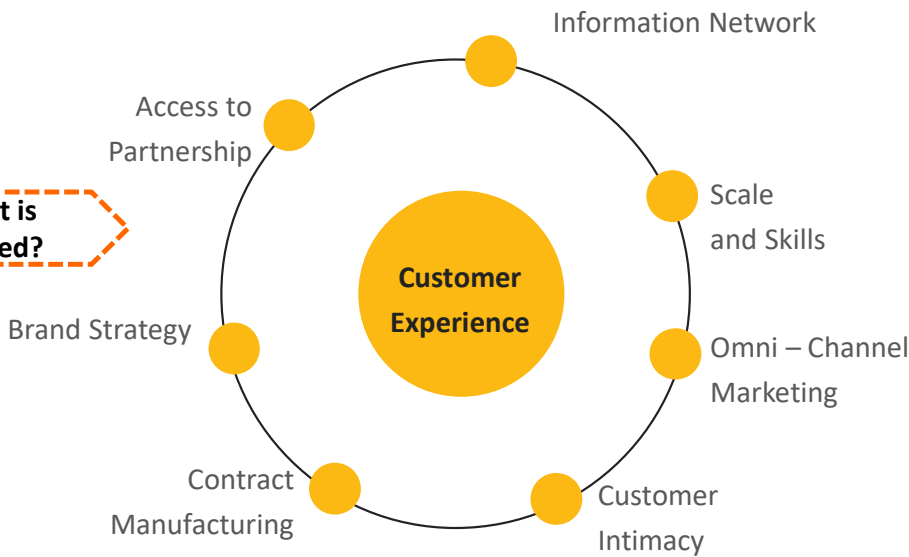
Corporate Office Branches

Driving Social Media Transformation through Digital Offerings



What is needed?

Our Value Edition



By 2024, **Customer Experience** will overtake **Price & Product** as the key brand differentiator, a shift that is already in progress.



Who we are



Brand Licensing

#1

Licensed by Honeywell for contract manufacturing

#2

Rights on many product designs/casts

#3

Can manufacture and sell Honeywell branded products in many APAC countries

#4

Aiming to get more international brands under the licensing and also expand Honeywell business line

#5


Maintain Asset light model while expanding the business



Who we are



A great business idea



A great business idea



A great business idea



A great business idea

FMSG + FMCT + FMEG + EB

- #1 Specialist in end-to-end solutions of FMSG for global brands in India
- #2 Well positioned in a fast growing country like India with an aspirational young population and established network and market reach
- #3 Portfolio of 25+ world renowned brands, most of which are market leaders in their categories
- #4 Command niche value in market
- #5 Continually enhancing portfolio with high-margin, high growth-potential products
- #6 Multi channel network

FMSG: Fast Moving Social-Media Gadgets FMCT: Fast Moving Consumer Technology FMEG: Fast Moving Electronics Goods EB: Enterprise Business



Who we are



www.ckartonline.com

Ckart

- #1 Online digital B2B eCommerce platform
- #2 Captive marketplace for subscribed business partners
- #3 Expands the Company's product domain
- #4 Boosts customer-base without additional manpower
- #5 With growing digitization in industry, CKart paves the way for a future-ready growth



Key Developments

Fund Raise Activity

In July 2023, Creative raised Rs. 80.10 cr through preferential allotment of warrants to members of the promoter and non-promoter group, including some employees of the Company.

Honeywell

- Signed licensing agreement for Honeywell **Air Purifiers** across 10 countries worldwide
- Expanded Honeywell distribution agreement to include **38 countries across APAC, Middle East and Africa**
- Added range **Home Audio products** to Honeywell product portfolio

Geographical Expansion

Other than our presence in existing regions we are now also available at Varanasi, Dehradun, Chandigarh and Jammu to cater demand for fast growing Eastern UP, Uttarakhand, Himachal and Jammu & Kashmir. We have spread our wings to these new Geographies in the recent past

Recent Brand Agreements

- Signed agreement with **Hyperice** Inc. to distribute massage & muscle recovery products
- Tied up with **Insta360** to distribute range of cameras
- Signed distribution agreement with **Hama Gulf** to distribute their range of photography products
- Tied up with **Colorful Technology** to distribute SSDs
- Signed distribution agreement with **MSI** to supply mini-PCs and desktop range
- Signed Distribution Agreement with **Fujifilm** for their **Instax** range of Cameras and its accessories
- Signed Distribution Agreement with **Lexar** for Flash Memory and relevant accessories
- Expanded the Category in **Samsung** brand by adding their Samsung Flash Memory products into our existing arrangement with them
- Won distribution agreement with **Cricut** to offer their range of craft and cutting products in India
- Tied up with **Razor** Inc., a leading global gaming brand, to distribute its products in India
- Tied up with **Ruark** to bring premium audio products to India





THANK YOU!

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