

Date: 12th August 2024

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

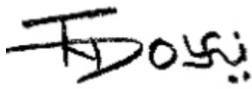
Sub: Creative Newtech Limited (formerly known as Creative Peripherals and Distribution Limited) announces the un-audited consolidated financial results for Q1 FY25

Dear Sir,

Please find attached Media Release regarding announcement of un-audited consolidated financial results for Q1 FY25.

Thanking you,
Yours Faithfully

For Creative Newtech Limited



Tejas Doshi
Chief Compliance Officer and Company Secretary
ACS - 30828



Date: 12th August 2024
Place: Mumbai

Media Release – Consolidated

Q1 FY25 Total Income at Rs. 305.49 Crores

Q1 FY25 EBIDTA at Rs. 12.51 Crores, YoY growth of 26.29%, on the back of relatively higher sales of high-margin products

Q1 FY25 PAT at Rs. 9.09 Crores, YoY growth of 54.55%

Mumbai, 12th August 2024: Creative Newtech Limited (NSE: CREATIVE), market specialists for experiential products in IT, Imaging, Lifestyle, and Security domains with a pan-India presence, announced its un-audited Consolidated financial results for the quarter ended June 30th, 2024.

Key Consolidated Financials:

Particulars (Rs. Cr.)	Q1 FY25	Q1 FY24	YoY%	Q4 FY24
Total Income	305.49	471.34	(35.19%)	320.44
EBIDTA (Incl. Other Income)	12.51	9.91	26.29%	28.05
EBITDA Margin	4.10%	2.10%	200 bps	8.75%
PAT	9.09	5.88	54.55%	20.36
PAT Margin	2.97%	1.25%	172 bps	6.35%

Performance Highlights for the quarter ended June 30th, 2024:

- **Total Income** for the quarter was **Rs. 305.49 crore** in Q1 FY25, a **YoY decline of 35.19%**. Growth in FMSG segment was offset by lower sales in FMCT and EB segments.
- **EBITDA** was at **Rs. 12.51 crore** in Q1 FY25, **YoY increase of 26.29%**. **EBITDA Margin** was at **4.10%** in Q1 FY25, up by **200 bps**. Higher contribution from Honeywell and other operational efficiencies helped improve margins.
- **PAT** was **Rs. 9.09 crore** in Q1 FY25 compared to Rs. 5.88 crore in Q1 FY24, while **PAT Margin** stood at **2.97%**, higher by **172 bps**

Recent Key Developments:

- Creative signed a brand licensing agreement with Cyberpower Inc. for their brand CyberpowerPC. Under this, the Company would offer a wide range of gaming computers and accessories under the CyberpowerPC brand.

Management Comment:

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

“The first quarter of this fiscal witnessed temporary sluggishness in demand for some product segments. Despite this, we have demonstrated resilience and improved our profit margins year-on-year.

In the quarter ended June 2024, our consolidated total income stood at Rs. 305.49 cr. Whereas, EBITDA and PAT increased 26.29% and 54.55% YoY to Rs. 12.51 cr and Rs. 9.09 cr, respectively. Operational efficiencies and higher contribution from Honeywell helped improve margins.

Our other recent brand additions, such as pTron and CyberpowerPC continue to gain traction in the market, while contribution from Honeywell also continues to grow.

Overall, we are building a robust gaming and licensing portfolio. 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.”

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 centres, 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:

Creative Newtech Limited

Mr. Tejas Doshi

Chief Compliance Officer & Company Secretary

cs@creativenewtech.com

Mr. Abhijit Kanvinde

Chief Financial Officer

abhijit@creativenewtech.com

AdFactors PR

Investor Relations

Ms. Savli Mangle

savli.mangle@adfactorspr.com

Mr. Rahul Trivedi

rahul.trivedi@adfactorspr.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.*