

Date: 12<sup>th</sup> 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 & Distribution Limited) announces the un-audited Standalone financial results for Q1 FY25**

Dear Sir,

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

Thanking you,

**For Creative Newtech Limited**



**Tejas Doshi**  
**Chief Compliance Officer and Company Secretary**  
**ACS - 30828**



Date: 12<sup>th</sup> August 2024

Place: Mumbai

## Media Release – Standalone

**Q1 FY25 Total income at Rs. 281.75 Crores**

**Q1 FY25 EBIDTA at Rs. 8.51 Crores, YoY growth of 4.82%**

**Q1 FY25 PAT at Rs. 5.11 Crores, YoY growth of 24.24%**

**Mumbai, 12<sup>th</sup> 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 Standalone financial results for the quarter ended June 30<sup>th</sup>, 2024.

### Key Standalone Financials:

Particulars (Rs. Cr.)	Q1 FY25	Q1 FY24	YoY%	Q4 FY24
Total Income	281.75	459.10	(38.63%)	294.01
EBIDTA	8.51	8.11	4.82%	23.07
EBITDA Margin	3.02%	1.77%	125 bps	7.85%
PAT	5.11	4.12	24.24%	15.45
PAT Margin	1.81%	0.90%	91 bps	5.25%

### Performance Highlights for the quarter ended 30<sup>th</sup> June, 2024:

- **Total Income** for the quarter was **Rs. 281.75 crore** in Q1 FY25, a YoY decline of 38.63%
- **EBITDA** stood at **Rs. 8.51 crore** in Q1 FY25, while **EBITDA Margin** was **3.02%**, vis-à-vis 1.77% in Q1 FY24
- **PAT** was **Rs. 5.11 crore** in Q1 FY25, **YoY increase of 24.24%**. **PAT Margin** stood at **1.81%**, higher by **91 bps**

### Recent Key Developments:

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

## Management Comment:

Commenting on performance, **Mr. Ketan Patel, Chairman & Managing Director of Creative Newtech Ltd. 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 standalone total income came in at Rs. 281.75 cr. Whereas, EBITDA increased by 4.82% YoY to Rs. 8.51 cr and PAT grew by 24.24% YoY to Rs. 5.11 cr. Operational efficiencies and a change in product mix during the quarter 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 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 Newtech 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](http://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.*