

Date: 23rd August 2023

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

Sub: Entered into an agreement with “Trigon LLC” (Al Ghurair Group) in UAE for distribution of Honeywell products.

Dear Sir,

We are pleased to enclose a copy of press release regarding the agreement of the Company's Hong Kong based subsidiary, Secure Connection, with Trigon LLC (Al Ghurair Group) for distribution of Honeywell products in UAE.

Kindly take the same on record.

Thanking you.

For Creative Newtech Limited



Tejas Doshi
Chief Compliance Officer and Company Secretary
ACS - 30828



Date: 23rd August 2023
Place: Mumbai

Business Update Release

Creative Newtech enters into agreement with Trigon LLC (Al Ghurair Group) for distribution of Honeywell products in UAE through Hong Kong based subsidiary Secure Connection

Mumbai, 23rd August 2023: Creative Newtech Limited (NSE: CREATIVE) market specialists for experiential products in IT, Gaming, Imaging and Lifestyle domains with a pan-India presence, is pleased to announce that the Company's subsidiary Secure Connection Limited (SCL) has entered into an agreement with "Trigon LLC" (Al Ghurair Group) of UAE for distribution of Honeywell products in UAE. This agreement is expected to expand opportunities for the Company to grow in this emerging region.

Secure Connection Limited supplies computer and electronic products under the Honeywell brand name and grants Trigon LLC the right to sell and distribute such products, only within the territory of United Arab Emirates (UAE).

Through Secure Connection, Creative is an authorized trademark licensee for Honeywell International Inc., and will showcase Honeywell branded products and innovations from several product categories covering home and personal audio products, air purifiers, mobile & IT accessories, and structured cabling systems. The Company has exclusive rights to manufacture, market, sell and support a wide range of Honeywell branded products in the Middle East Asia, Africa, South Asia, and Southeast Asia.

Trigon LLC is in forefront of ICT distribution & solutions and distributes wide range of ICT products from Professional Displays, Desktop monitors, Notebooks & PCs, Networking Products, Printers, Storage products and much more across GCC with offices in 4 countries and Distribution network spanning 17 countries. Trigon is a part of prestigious Dubai, UAE, based Al Ghurair Group with a strength of 150+ sales, marketing and support staff.

Management Comment:

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

"We are pleased to announce our agreement with Trigon LLC, an esteemed member of the Al Ghurair Group in the UAE for distribution of Honeywell products in UAE.

This collaboration marks a significant milestone as we proudly announce Trigon LLC as the official distributor of Honeywell products within the United Arab Emirates. Honeywell, a name

synonymous with quality and innovation in computer and electronic products, will now reach even more people in the UAE through this strategic partnership.

Our valued associates at Secure Connection Limited have entrusted Trigon with an opportunity to showcase and deliver Honeywell products, solidifying our commitment to excellence.

As we stride forward into this exciting new endeavor, we remain committed to exploring fresh horizons and expanding our Honeywell footprint across new markets. I extend my heartfelt gratitude to our incredible team for its dedication and hard work."

Company Overview

Established in 1992, Creative Newtech Limited (Formerly known as Creative Peripherals and Distribution Limited) is a well-established company in India's Information and Communication Technology 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. Creative is one of the few large companies

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.*