



**Creative Peripherals**

**Date: 09<sup>th</sup> December 2020**

To,  
The Manager,  
Listing Department  
**National Securities Exchange of India Limited**  
Exchange Plaza  
Bandra Kurla Complex  
Bandra (East)  
Mumbai – 400 051

Sub: Announcement for tie-up with Reliance Retail Limited.

Dear Sir,

We are pleased to enclose a copy of press release regarding announcement of tie-up with Reliance Retail Limited to distribute Reconnect Disney | Marvel - Fan at Heart collection.

Kindly take the same on record.

Thanking you,

Yours Faithfully  
**For Creative Peripheral and Distribution Limited**

**Tejas Doshi**  
**Company Secretary & Compliance Officer**  
**ACS – 30828**

Date: 09<sup>th</sup> December 2020

Place: Mumbai

---

**Creative Peripherals and Distribution Limited**

**Registered Office:** 3<sup>rd</sup> and 4<sup>th</sup> Floor, Plot No 137AB, Kandivali Co Op Industrial Estate Limited, Charkop, Kandivali West, Mumbai – 400 067 | **Tel.:** 91-22-5061 2700 | **Email:** [cs@ecreativeindia.com](mailto:cs@ecreativeindia.com) |

**Website:** [www.ecreativeindia.com](http://www.ecreativeindia.com) | **CIN:** L52392MH2004PLC148754



Creative Peripherals

## Business Update Release

**Creative Peripherals ties-up with Reliance Retail Limited to distribute a wide range of audio, grooming and home appliance products**

*Company to distribute comprehensive range of Reconnect Disney | Marvel - Fan at Heart collection pan India*

**Mumbai, 09<sup>th</sup> December, 2020:** Creative Peripherals and Distribution Limited (NSE: CREATIVE), market specialists for experiential products in IT, Imaging, Lifestyle, and Security domains with a PAN-India presence, is pleased to announce its association with Reliance Retail Ltd to distribute Reconnect Disney | Marvel - Fan at Heart collection across India.



Pop-up Toaster



Creative Peripherals will distribute a range of Reconnect consumer products branded under Disney and Marvel characters. The product portfolio encompasses audio products like Bluetooth earphones and headphones, wired earphones, Bluetooth speakers; personal grooming products like hair dryers and straighteners, beard trimmers and grooming kits; and home appliances such as toaster, sandwich makers etc.



Hair Dryer  
Hair Straightener

Beard Trimmer  
Multi-grooming Kit



The collection will present a unique and exclusive range of products carrying designs, colours and patterns depicting the Disney and Marvel theme. For instance, the toasters and sandwich makers would even imprint a logo or character on the toast/sandwich, creating a novelty effect for the consumer.

---

### Creative Peripherals and Distribution Limited

**Registered Office:** 3<sup>rd</sup> and 4<sup>th</sup> Floor, Plot No 137AB, Kandivali Co Op Industrial Estate Limited, Charkop, Kandivali West, Mumbai – 400 067 | **Tel.:** 91-22-5061 2700 | **Email:** [cs@ecreativeindia.com](mailto:cs@ecreativeindia.com) | **Website:** [www.ecreativeindia.com](http://www.ecreativeindia.com) | **CIN:** L52392MH2004PLC148754



## Creative Peripherals



The entertainment product range is vast, comprising wired and wireless earphones, small to large sized Bluetooth speakers, power cords and cables, car and wall chargers, wireless chargers, mobile stands, power banks, e-slates, and other accessories.



### Creative Peripherals and Distribution Limited

**Registered Office:** 3<sup>rd</sup> and 4<sup>th</sup> Floor, Plot No 137AB, Kandivali Co Op Industrial Estate Limited, Charkop, Kandivali West, Mumbai – 400 067 | **Tel.:** 91-22-5061 2700 | **Email:** [cs@ecreativeindia.com](mailto:cs@ecreativeindia.com) | **Website:** [www.ecreativeindia.com](http://www.ecreativeindia.com) | **CIN:** L52392MH2004PLC148754



## Creative Peripherals

### Management Comment:

Commenting on the development, **Mr. Ketan Patel, Chairman & Managing Director of Creative Peripherals & Distribution Limited** said:

*“We are very excited to announce that our Company has tied up with Reliance Retail Ltd to distribute a vast range of Disney and Marvel branded products across India.*

*The portfolio covers a wide gamut of product verticals, ranging from personal grooming and home appliances, to audio products, connectivity and entertainment accessories. The entertainment product line-up comprises of a comprehensive gamut of Bluetooth and wired earphones, chargers, power banks, cables, Bluetooth speakers and mobile accessories. On the other hand, we are offering personal grooming products for men and women as well as home appliances like toasters.*

*All of these products are themed under various Disney and Marvel characters, making them attractive to not only youngsters and millennials but also older generations who are enthusiasts of these characters. These products combine utility along with a novelty factor, giving us a huge target market.*

*This development not only strengthens our audio products and personal grooming portfolios, but also opens up new avenues for us by expanding our product domain to new verticals. I would like to thank all our employees and stakeholders for their continued hard work and support in our growth.”*

### Company Overview

Established in 1992, Creative Peripherals and Distribution Limited 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 Peripherals specializes in market entry and penetration for global brands. The Company offers demographic intelligence and enables the formulation and execution of marketing

---

## Creative Peripherals and Distribution Limited

**Registered Office:** 3<sup>rd</sup> and 4<sup>th</sup> Floor, Plot No 137AB, Kandivali Co Op Industrial Estate Limited, Charkop, Kandivali West, Mumbai – 400 067 | **Tel.:** 91-22-5061 2700 | **Email:** [cs@ecreativeindia.com](mailto:cs@ecreativeindia.com) |

**Website:** [www.ecreativeindia.com](http://www.ecreativeindia.com) | **CIN:** L52392MH2004PLC148754



## Creative Peripherals

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 Peripherals 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 Peripherals 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 Peripherals 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 Peripherals 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 centers, among others. Such expertise and superior quality of service has led to increased confidence of brands, many of which have chosen Creative Peripherals as exclusive partners and have been with the Company since over five years. The Company focuses on higher operational efficiencies

---

### Creative Peripherals and Distribution Limited

**Registered Office:** 3<sup>rd</sup> and 4<sup>th</sup> Floor, Plot No 137AB, Kandivali Co Op Industrial Estate Limited, Charkop, Kandivali West, Mumbai – 400 067 | **Tel.:** 91-22-5061 2700 | **Email:** [cs@ecreativeindia.com](mailto:cs@ecreativeindia.com) | **Website:** [www.ecreativeindia.com](http://www.ecreativeindia.com) | **CIN:** L52392MH2004PLC148754



## Creative Peripherals

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.ecreativeindia.com](http://www.ecreativeindia.com)

*For further information please contact:*

<i>Company:</i> <b>Abhijit Kanvinde</b> Chief Financial Officer Creative Peripherals and Distribution Limited E-mail: <a href="mailto:abhijit@ecreativeindia.com">abhijit@ecreativeindia.com</a>	<i>Investor Relations:</i> <b>Savli Mangle / Rahul Trivedi</b> Bridge Investor Relations Pvt. Ltd. Email: <a href="mailto:savli@bridge-ir.com">savli@bridge-ir.com</a> / <a href="mailto:rahul@bridge-ir.com">rahul@bridge-ir.com</a>
--	---

**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.*

---

### Creative Peripherals and Distribution Limited

**Registered Office:** 3<sup>rd</sup> and 4<sup>th</sup> Floor, Plot No 137AB, Kandivali Co Op Industrial Estate Limited, Charkop, Kandivali West, Mumbai – 400 067 | **Tel.:** 91-22-5061 2700 | **Email:** [cs@ecreativeindia.com](mailto:cs@ecreativeindia.com) |

**Website:** [www.ecreativeindia.com](http://www.ecreativeindia.com) | **CIN:** L52392MH2004PLC148754