



**Creative Peripherals**

**Date: 02<sup>nd</sup> November 2020**

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

**Sub: Plan to Launch GoPro Hero 9 series.**

Dear Sir,

We are pleased to enclose a copy of press release regarding plans to launch of GoPro Hero 9 range of cameras.

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: 02<sup>nd</sup> November 2020

Place: Mumbai

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**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



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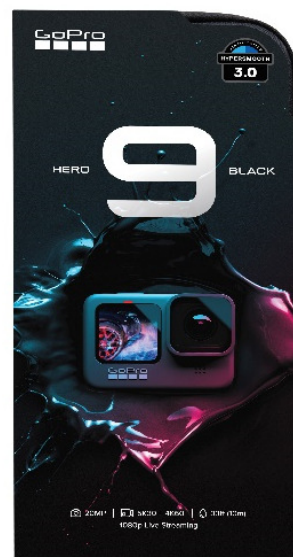
## Business Update Release

### Launching GoPro Hero 9 series cameras

### State-of-the-art camera with gamut of new features

**Mumbai, 02<sup>nd</sup> November 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 plans to launch GoPro Hero 9 series of cameras.

The Company will be the authorized distributor for the range of GoPro Hero 9 cameras across India. The new Hero 9 range further enhances the features of the GoPro Hero 8 series which was already an industry-leading product. The Company aims to build on the success of the GoPro range and cater to a wider consumer market with the Hero 9 range.



Some of the new key features of the Hero 9 camera include – new image sensor, 5K video capability, 20-megapixel photos, hyper smooth video stabilization, front-facing display, larger rear display, 30% more battery life, and various other software enhancements and features like HDR night lapse video etc.

The product can be complemented with a new Max Lens Mod accessory from GoPro.

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GoPro continues to be a niche industry leader in action cameras that allow users to capture and share their experiences real-time. The brand's community has been growing significantly in India and worldwide, and this new range will enhance this growth.



**GoPro Management Comment:**

On this new product launch, **the Founder and CEO of GoPro, Mr. Nicholas Woodman said:**

*“HERO9 Black reflects our commitment to delivering what our customers have been asking for, including more value for their money. HERO9 Black is a beast of a product. And, reducing as much plastic as possible from our business is a priority for us. We’re excited to package HERO9 Black in a high-value travel case instead of traditional wasteful packaging, and we’re committed to doing the same with the rest of our cameras by the end of 2021.”*

**Management Comment:**

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

*“We are happy to announce that we shall be launching the GoPro Hero 9 series of cameras in India. This is an all new advanced generation of the Hero series, loaded with latest cutting-edge features for professionals and enthusiasts in mind. The Hero 9 camera offers high-end options for videographers and photographers, including 5K video, improved video stabilization, larger displays and longer battery life. We are also offering a new Max Lens Mod accessory to further enhance the user experience with this product.*

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*We are witnessing a steadily rapidly growing market for such products in India as more and more camera enthusiasts are moving from amateur to professional usage. The proliferation of mobile Internet and community-based experiences are also spurring demand for such products which enable quick and easy social media access and sharing.*

*The urban consumers' demands are growing, and we are committed to lead the way with such new technologies and experiences for the digital India. Our association with GoPro continues to strengthen with this new launch, and this also testifies Creative's reputation as the preferred partner for such global brands to establish and grow in the Indian markets. 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 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.

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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 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:*

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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.*

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