



**Creative Peripherals**

**Date: 21<sup>st</sup> October 2020**

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

Sub: Announcement for tie-up with Edelkrone.

Dear Sir,

We are pleased to enclose a copy of press release regarding announcement of tie-up with Edelkrone to distribute photography and videography accessory products.

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: 21<sup>st</sup> October 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**

### **Agreement with Edelkrone to distribute a wide range of photography and videography accessories**

**Edelkrone a world-leading niche brand specializing in DSLR and cinema camera motion control systems, rigs and stabilizers**

**edelkrone®**

**Mumbai, 21<sup>st</sup> October 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 agreement with Edelkrone to distribute a wide range of movable holders and stands used in photography and videography.

The Company will be the exclusive distributor for a wide range of Edelkrone products including jibs, heads, sliders, dollies, tilt/pan kits, quick-release systems, focus-puller, wing, DSLR rigs, and monitor/EVF holders, among others. Many of these accessories are motorized and can be controlled remotely through a dedicated app; they are used in professional photography and videography applications.



Edelkrone is a world-leading specialist in niche, high-tech accessories for photography and videography, with a global footprint. The Company offers a comprehensive range of motorized and non-motorized accessories as well as apparel.

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### **Edelkrone's Management's Comment:**

On this association, the General Director of Edelkrone and President of Edelkrone USA Inc., Mr. Gorken Mimioglu said:

*"We are thrilled to have established our exclusive partnership with Creative Peripherals to distribute Edelkrone products in India. We have observed a significantly growing demand for our products from filmmakers in India over the years and I feel that the Edelkrone brand is now in the right hands to address that demand."*

*"With the help of Creative Peripherals, I am confident that especially the feature-packed Edelkrone motion control systems will become the go-to solutions of most videographers in India and I cannot wait to see the creativity they will achieve using our products."*

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### **Company's Management's Comment:**

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

*"We are happy and proud to announce that our Company has signed an agreement with Edelkrone to distribute a vast range of their products across India.*

*The agreement makes us the exclusive distributor for a broad spectrum of photography and videography accessories and further strengthens our Imaging products portfolio. Edelkrone is a globally reputed brand for niche, premium quality accessories such as movable stands, slides and stabilizers etc. for professional photography and videography. Many of these products are motorized and can be controlled remotely from a proprietary mobile app.*

*We see a huge and rapidly growing market for such products in India as professional camera applications are finding more and more users in the country. Such products are also gaining popularity among hobbyists and enthusiasts who are shifting from amateur to professional photography or videography.*

*Our association with Edelkrone is in line with our philosophy of taking niche, high quality brands under our umbrella and testifies Creative's reputation as the preferred partner for global brands to enter and establish 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.

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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 and adding higher-margin and value-added products to its existing product portfolio and such brand associations are a concrete step in that direction.

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**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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