

Date: 11<sup>th</sup> October 2023

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

**Sub: Entered into a partnership with “Ruark” – a UK-based leading audio brand.**

Dear Sir,

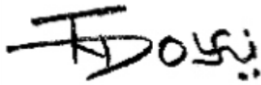
We are pleased to enclose a copy of press release regarding the distribution partnership of the Company with Ruark, a UK-based audio products brand.

Kindly take the same on record.

Thanking you,

Yours Faithfully

**For Creative Newtech Limited**



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



Place: Mumbai

## **Business Update Release**

### **Creative Newtech forges strategic alliance with Ruark UK**

#### **Company to bring high-end niche audio products to the Indian market**

**Mumbai, 11<sup>th</sup> October 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 has entered into an agreement with UK-based Company, Ruark, to introduce the brand's high-end audio products to the Indian market.

This strategic partnership marks a pivotal moment for both entities, opening doors to new possibilities in the dynamic Indian market. Ruark's globally acclaimed products like MR1 MK2, R2 MK4, R3S, R410, RS1 will now be available in India, targeted for the premium segment among music enthusiasts.

Creative has worked closely with Ruark to formulate the brand's market entry strategy for India, to capitalize on the growth potential that this region offers.





## About Ruark

Founded in 1985, Ruark Audio is a family-owned British company based in the south east coast of UK, founded on a shared love for fine audio products and varied inspiration drawn from their experiences. The niche brand specializes in premium audio entertainment products and is currently available in 25 countries.

## Management Comment:

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

*"We are thrilled to announce this significant milestone in Creative's journey as we proudly partner with Ruark, the esteemed UK-based audio brand.*

*Ruark's entry into India, facilitated by Creative Newtech, not only aligns with our commitment to curate a diverse and high-end portfolio but also underscores our role as market entry specialists. Ruark's premium audio offerings, tailored for discerning music lovers and design enthusiasts, perfectly complement our vision to introduce top-notch brands to the Indian audience.*

*We recognize the surging demand for high-quality audio experiences in the Indian market, especially among millennials, and this collaboration positions us to cater to this growing appetite.*

*We express our sincere gratitude to the Ruark team for entrusting Creative with this partnership, and we are confident that this association will be mutually beneficial, contributing to the success and growth of both brands.*

*As we look ahead, we are optimistic about the immense potential for success that this collaboration brings, and we anticipate a prosperous journey together with Ruark in the Indian premium audio marketplace.”*

## 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 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.*