



Creative Peripherals

Date: 01st February, 2019

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

Sub: Announcement of Agreement with Thermaltake Technology Co. Ltd. for selling and marketing of Thermaltake Brand of Products in India.

Dear Sir/Madam,

We are pleased to enclose a copy of press release regarding announcement of Agreement with Thermaltake Technology Co. Ltd. for selling and marketing of Thermaltake Brand of Products in India.

Kindly take the same on record.

Thanking you

**Yours Faithfully,
Creative Peripherals and Distribution Limited**

**Vijay Advani
Whole Time Director
DIN: 02009626**

**Date: 01st February, 2019
Place: Mumbai**

Creative Peripherals and Distribution Limited

Registered Office: 3rd & 4th Floor, Plot No 137AB, Kandivali Co Op Industrial Estate Limited, Charkop, Kandivali West, Mumbai – 400 067 | **Tel.:** 91-22-50612700 | **Email:** cs@ecreativeindia.com

Website: www.ecreativeindia.com



Media Release

Agreement with Thermaltake Technology Co. Ltd. - Authorized Distributor for West, North & South Regions of India

Distributing Thermaltake, Tt eSPORTS and LUXA2 brand products

01st February, 2019, Mumbai, India: Creative Peripherals and Distribution Limited (CDPL) (NSE-SME: CREATIVE), specialists in market penetration and distribution of IT, Imaging, Lifestyle, and Security products with a pan-India presence, has been awarded as authorized distributor by Thermaltake Technology Co. Ltd., Taiwan for selling and marketing of Thermaltake, Tt eSPORTS and LUXA2 brand products.



Thermaltake Brand, originally specialized in air cooling, successfully launched the world's first turbine cooler, the "Golden Orb". With the mission to "Deliver the perfect user experience", Thermaltake has since then become the leading brand in computer hardware and peripherals. Thermaltake's main products lines: case, power, cooler and case mod total solutions. Thermaltake's innovation has allowed the brand to create unique, aggressive, vivid, and stylish products.



Tt eSPORTS, a division of Thermaltake Gaming, is committed to bring the most personalized and high-quality gear for the most competitive cyber battles and advances the idea of products designed by gamers for gamers. Tt eSPORTS has continually taking to new heights eSports in the professional gaming industry; and has wide range of gaming gears - keyboards, headsets, mice and accessories.



LUXA2 is designed based on the principle of modern desire for more sophisticated mobile accessories. LUXA2's flagship products in audio, power, holder and accessories answers all needs in the minimalist style with the latest technology and is presented with a high standard in functionality and value. Presenting modern mobile accessories in a sleek, sporty, and street element fashioned design.

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PRODUCT LINES



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About Thermaltake Technology Co., Ltd.

Commenced operations in 1999, Thermaltake Technology Co., Ltd. is a world-famous international corporation providing computer hardware, gaming gear, and mobile accessories. Thermaltake have always been a pioneer in area of technology and always been at the forefront of “delivering the perfect user experience” to all clients and customers. Continually growing and expanding the brand spirit, the Company has three distinguished brands - Thermaltake, Thermaltake Gaming - Tt eSPORTS, Thermaltake Mobile - LUXA2, and Tt Buy online store under one umbrella.



Management Comment:

Commenting on this development, **Mr. Ketan Patel, Chairman & Managing Director of 'Creative Peripherals & Distribution Ltd.'** Said:

“We are pleased to announce that we have entered into an agreement with Thermaltake Technology Co. Ltd. for distribution and marketing of their brand products in computer hardware, gaming gear and mobile accessories. We will be authorized distributor of their flagship brands - Thermaltake, Tt eSPORTS and LUXA2 brand products in North, West and South regions of India. With the improving technology and to deliver best in class user experience, we expect to gain much from this association to fulfill the need for high end gaming gears and stylish-high quality accessories in India. This will further strengthen our lifestyle product portfolio.

I would to take this opportunity to thank our partner Thermaltake, for their confidence in us. I would also like to thank the 'Creative' team for their dedication and hard work in making this happen.”

Company Overview

Our Company started as a small proprietary trading concern, named as 'Creative Computers' with 10 employees back in 1992. Since then our consistent dedication and hard work along with support from our partners we have grown to a recognized player in the India's Information and Communication Technology distribution market. Our efforts have always been towards timely delivery, consistent, excellent quality, range of innovative products and sustained long-term relationship building with

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channel partners. These efforts have enabled us to garner accolades in the Industry as amongst the best distributors in India by leading brands. Some of these include:

- ***'Best Fulfillment Partner' (2014) - Reliance Digital***
- ***'Fastest Growing National Distributor' (2014-15) - Digital Terminal***
- ***'Best Fulfillment Partner' (2015) - Reliance Digital***
- ***'CEIF Photo Fair All India Photo Graphic Trade & Industry Association' (2015)***
- ***'Long Term Partnership Award (2017)' – Sennheiser***
- ***'Licensing Partner of the Year – 2017 award – Honeywell (2017)***
- ***'Best Trade Show Execution for seamless execution of Consumer Electronic Imaging Fair' – Vitec Group CEIF (2018).***

Our Company is associated with over 25 renowned brands globally. These brands help us cater to a wide range of customers both in the consumer and industrial businesses. We are also well-positioned to take advantage of the changes in trends in the technology industry currently and be a part of the digital transformation story of India.

Creative Peripherals has a unique value-added distribution model which is difficult to replicate. We provide end-to-end solutions, beginning from market research and competition analysis for brands and recommend viability in specific regions across India. This requires specialized skill sets and experience along with adequate market intelligence. We then prepare a strategic plan for market entry for the brands and their target segments. These plans are updated and monitored regularly. Further, we then also conduct pre-sales activities and marketing activities for the success of the brand as well as to enable our channel partners to leverage their expertise and bottom line. We are among the very few large distributors who conduct specialized training modules, events and promotional activities at the ground level with channel partners. This is possible due to the dedication of our people and our experienced team which constantly tracks latest market developments to build closer market connect.

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Our Company has a state-of-the-art sales process which works very closely across channels including Large Format Retail (LFRs), E-Commerce and Specialized retailers in all regions. We conduct regular workshops, demos for resellers with our dedicated corporate and retail sales teams.

Our Company's wide reach and superior logistics capabilities helps us provide end-to-end services to customers including warranty and post-warranty, high-level repair services, response centers among others.

Also, our strong focus on consistent and very high quality along with timely delivery has led to increased confidence of brands, many of which have chosen us as exclusive partners and have been with us since over five years. We have robust IT systems to manage network and follow prudent risk management practices across branches.

Creative Peripherals focus is on higher operational efficiencies and adding higher margin and value-added products to our existing product portfolio and this association is a concrete step towards that direction. We are confident that we will be able to grow stronger from here and continue to scale new heights.

For more details please visit: www.ecreativeindia.com

For further information please contact:

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|---|---|
| <p><i>Company:</i></p> <p>Abhijit Kanvinde Creative Peripherals and Distribution Ltd E-mail: abihijit@ecreativeindia.com</p> | <p><i>Investor Relations:</i></p> <p>Savli Mangle/ Harshit Gandhi Bridge Investor Relations Pvt. Ltd. Email: savli@bridge-ir.com harshit@bridge-ir.com</p> |
|---|---|

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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