



Creative Peripherals

Date: 7th May 2019

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

Sub: Announcement for receiving an Award.

Dear Sir/Madam,

We are pleased to enclose a copy of press release regarding announcement of Award of 'Distributor of the Year FY19' from Printronix.

Kindly take the same on record.

Thanking you

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

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

**Date: 7th May 2019
Place: Mumbai**

Creative Peripherals and Distribution Limited

Registered Office: 3rd and 4th 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

Website: www.ecreativeindia.com



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Media Release

Awarded 'Distributor of the Year FY19' by Printronix

Sole Authorized Distributor for Printronix across India - distributing all types of Line Matrix Printers

7th May 2019, Mumbai, India: Creative Peripherals and Distribution Limited (NSE-SME: CREATIVE), specialists in market penetration and distribution of IT, Imaging, Lifestyle, and Security products with a pan-India presence, has been awarded 'Distributor of the Year FY19' by Printronix - a leader in business-critical printing solutions. This award was given for the crossing the set annual target, efficient supply management and partner engagement.

Creative Peripherals is the sole authorized distributor of Printronix line matrix products, all across India.



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About Printronix

Commenced operations in 1974, Printronix headquartered in Irvine, California is a leader in business-critical printing solutions, offering the most-trusted selection of ultra-reliable printers, services, supplies and parts for environments demanding top reliability and low printing costs. Printronix is the most-trusted brand in industrial, back office and supply chain printing. Along with this, the Company is also well known in manufacturing, distribution, retail, banking, healthcare, government and other industries. The combined brand portfolio includes highest-quality line matrix printers, and service management solutions.

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 25 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 along with 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 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

For further information please contact:

<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/ Aesha Shah Bridge Investor Relations Pvt. Ltd. Email: savli@bridge-ir.com aesha@bridge-ir.com</p>
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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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P2P FY19

DISTRIBUTOR
OF THE YEAR
FY 19

Creative Peripherals
&
Distribution Ltd

PRINTRONIX®
WHEN RELIABILITY COUNTS



PATH TO PROFIT FY19

CERTIFICATE OF ACHIEVEMENT

DISTRIBUTOR OF THE YEAR – FY19

CREATIVE PERIPHERALS & DISTRIBUTION LTD.

MUMBAI

May 03, 2019

A blue ink signature of Ron Gillies.

Ron Gillies
VP Sales & Marketing,
Americas & Asia Pacific(X China)



A blue ink signature of Anand Kumar.

Anand Kumar
Country Director – India & South Asia