



Creative Peripherals

Date: 15th June 2021

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

Dear Sir,

Sub: Distribution agreement with Colorful Technology Co. Ltd. for SSDs and DRAMs.

We are pleased to enclose a copy of press release regarding distribution agreement with Colorful Technology for their SSDs & DRAM business in India.

Kindly take the same on record.

Thanking you,

Yours Faithfully
For Creative Peripherals & Distribution Limited

Tejas Doshi
Company Secretary and Compliance Officer
ICSI Membership No. - A 30828

Date: 15th June 2021

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@creativeindia.com | **Website:** www.ecreativeindia.com | **CIN:** L52392MH2004PLC148754



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Business Update Release

Signed agreement with Colorful Technology Co. Ltd. – niche brand in SSDs and Graphics cards

Pan-India distribution agreement for range of SSDs

COLORFUL[®]

Mumbai, 15th June 2021: 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 distribution agreement with Colorful Technology Co. Ltd.

Creative Peripherals would be the distributor for a range of Colorful's solid state drives (SSDs) and DRAM business across India. Colorful is a well-established brand in graphics cards and SSDs across the world and sees the India as a high potential growth market. The company's other products include graphics cards, cooling systems and similar components.

This association is a significant addition to the company's brand portfolio and would strengthen the high-performance computing product line-up that we already offer.



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Management Comment:

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

“We are pleased to announce our tie-up with Colorful Technology Co. Ltd. for the distribution of their SSDs and DRAM business across India.

With our pan-India network and online presence, we were identified as an ideal partner by Colorful to penetrate into the high-potential Indian market. This strengthens our high-performance computing product mix and would substantially expand our market presence in this vertical.

Colorful has a global footprint with its products being used in various applications worldwide. The brand also has a wide range of other products including graphics cards, cooling systems and cases etc. We are proud to be their partner of choice in India and hope to add more products from this brand under our portfolio in the future.

This development marks another positive turn amidst the current market scenario which is facing headwinds from the second wave of the pandemic. With an increasing number of people working from home and educational classes being held online, demand for such products is likely to grow.

We continue to strive towards being the best supply chain partner for global brands wishing to grow in India. I would like to thank all our employees and stakeholders for their continued hard work and support in our endeavors, and wish everyone good health and safety.”

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.

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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.

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

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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:

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| <i>Company:</i> Abhijit Kanvinde Chief Financial Officer Creative Peripherals and Distribution Limited E-mail: abhijit@ecreativeindia.com | <i>Investor Relations:</i> Savli Mangle / Rahul Trivedi Bridge Investor Relations Private Limited Email: savli@bridge-ir.com / rahul@bridge-ir.com |
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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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