



# Result Update Presentation Q4 & FY23

**Creative Newtech Limited**

(Formerly known as Creative Peripherals and Distribution Limited)

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# Company at a Glance

## Diversified Products Portfolio

1. Licensee of **Honeywell** Inc.
2. **25+ Brands** under said segments (FMSG+FMCT+FMEG+EB)
3. **8000+** Trusted partners

Total **20+** branches in India

Over **300** skilled workforce across India

**25+**  
Brands

**3200+**  
Products

**1992**  
Started  
Journey

**536.76 Cr\***  
Market  
Cap

**8000+**  
Happy  
Channel  
Partners

\*Market Cap as on 31-03-2023



# Business Overview

	Brand Licensing (like Jubilant food – Dominos Pizza & Page Industries – Jockey Comfort wear)	FMSG + FMCT + FMEG + EB	CKart
<b>About</b>	<ul style="list-style-type: none"> <li>• Currently Honeywell License Holder and offers a vast suite of products spanning consumer to enterprise segments -from Enhancement products for laptops, smartphones &amp; TVs, to Audio products to Air Purifiers to enterprise class infrastructure through our Structured cabling systems offerings</li> <li>• More products to be added to the Honeywell portfolio</li> <li>• Looking to expand more categories and geography</li> </ul>	<ul style="list-style-type: none"> <li>• FMSG: Niche Products that appeal to the younger demographics, driven by social media penetration</li> <li>• FMCT: This segment includes established and fast-moving consumer products that cater to personal as well as organizational demands</li> <li>• EB: Products supplied to enterprise in higher volumes</li> <li>• FMEG: Offers Electronics Goods</li> </ul>	<ul style="list-style-type: none"> <li>• Online digital B2B eCommerce platform</li> <li>• Captive marketplace for subscribed business partners.</li> <li>• Boosts customer-base without additional manpower</li> </ul>
<b>Brands</b>	Honeywell	Samsung, Cooler Master, Insta360, Fujifilm, Hyperice, PNY, BaByliss, Olympus, Zeiss, Transcend, Samsung CE, iBall, ViewSonic, BPL, Printronix among others	

- **Exclusive** trademark license from **Honeywell** covers 38 countries spanning South East Asia, South Asia, Middle East Asia and Africa
- A Market entry **specialist for niche brands**
- **Offering experiential products** and enabling niche global brands to enter and establish newer markets



# ABOUT HONEYWELL



**~\$36 BILLION**  
in sales for 2022

**53%**  
of sales outside U.S.

~1,300 Sites, ~70 Countries

More Than 129,000 Employees

Charlotte, N.C. Headquarters

Fortune 100

NYSE: HON



AEROSPACE



PERFORMANCE  
MATERIALS AND  
TECHNOLOGIES



SAFETY AND  
PRODUCTIVITY  
SOLUTIONS



BUILDING  
TECHNOLOGIES

# WHO IS HONEYWELL?

## Business Overview



### Aerospace

\$11.8 Billion



### Building technologies

\$6.0 Billion



### Performance materials and technologies

\$10.7Billion



### Safety and productivity solutions

\$6.9 Billion

## Great Positions In Good Industries



Honeywell developed the first autopilot flight controller (1914), first commercial weather radar system (1954), first business jet turbofan engine (1975), and is still the leader in developing revolutionary technology for aerospace today



Honeywell began the Smart Homes project to combine heating, cooling, security, lighting, and appliances into one easily controlled system. They continued the trend in 1987 by releasing new security systems, and fire and radon detectors.



Honeywell is the leader in gas detection, fire systems, personal protective equipment, building controls, home comfort and security and scanning and mobility



Honeywell's technology is used to produce 40% of the world's liquefied natural gas, 60% of the world's gasoline, 70% of the world's polyester, and 90% of the world's biodegradable detergents

**Highly Diversified, Technology-Driven Industrial Company**

# GREAT POSITIONS IN DIVERSE INDUSTRIES



Aviation



Automotive & Transportation



Buildings, Construction & Maintenance



Chemicals, Speciality Materials & Fertilizers



Consumer & Home



Defence & Space



Efficiency, Energy & Utilities



Fire Protection & First Responder



Healthcare & Medical



Industrial Process Control



Natural Gas, Refining Petrochemicals & Biofuels



Safety & Security

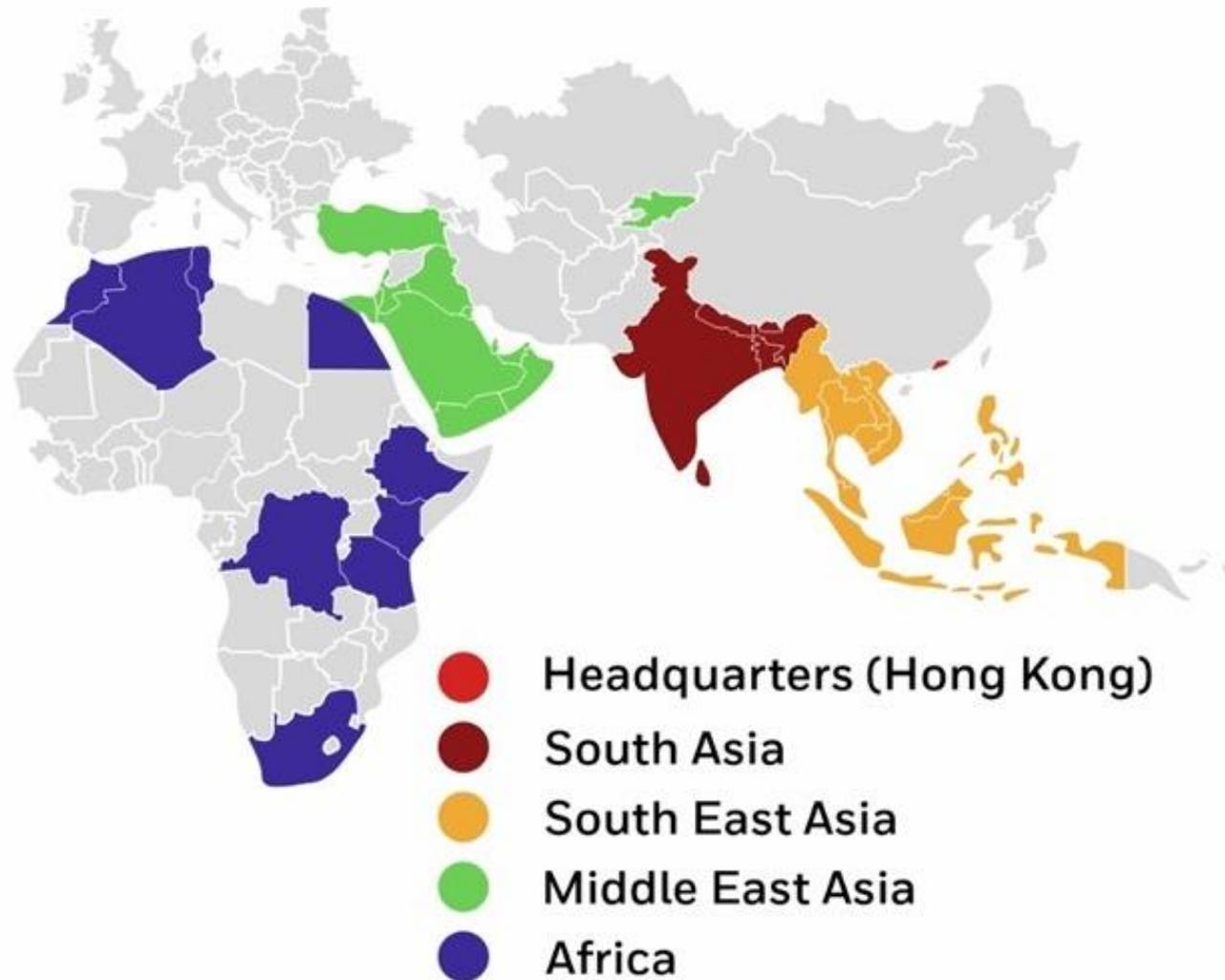


Scanning & Mobile Productivity

Energy Efficiency, Clean Energy Generation, Safety & Security. Expanding Global Wealth Per Capital, and Customer Productivity

# Honeywell

Exclusive rights to sell across 38 countries



# Honeywell

## Tough Entry Barrier & Hyper Growth Ahead

### Entry Barrier

The biggest entry barrier to breakthrough in Honeywell is the long-drawn compliance process and product approval including certifications.

### Approval Process

The process of getting approval for each product is time consuming and expensive.

### Launch of Products

We have spent last 4-5 years in getting the approvals for the products and now we are ready to launch several new products in coming months.



\*above certifications are approved



# Our Partners



Fast Moving Social-Media Gadgets

**Honeywell**



**PNY**

**OLYMPUS**

**COLORFUL**

**hama**

**instax**  
FUJIFILM

**Lexar**

**cricut**



Fast Moving Consumer Technology



**SAMSUNG**

**ViewSonic**  
See the difference™

**rapoo**

**msi**

**Transcend**



Fast Moving Electronics Goods



**POLYCARB**



Enterprise Business

**AOC**

**PHILIPS**



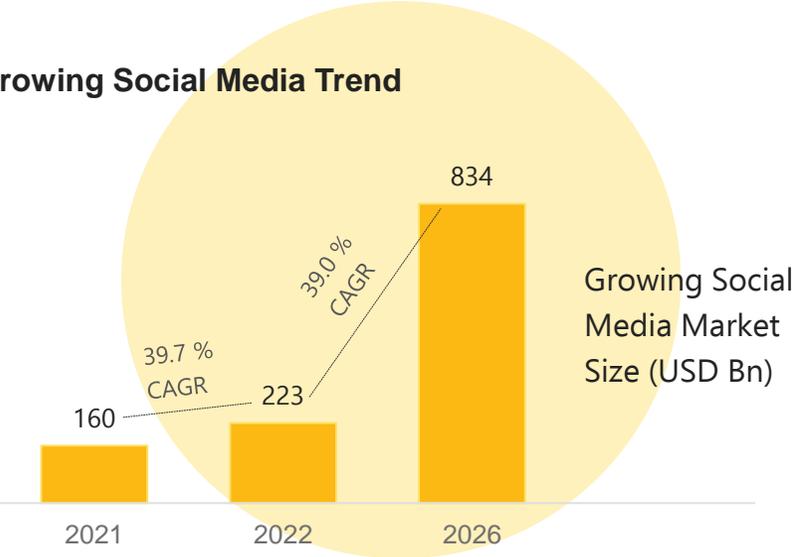
# Target addressable Market



### FMSG – Key Drivers for Growth

- The trend to capture every moment of social life and post live events has led to a multi-fold growth in personal-use, Internet connected devices
- Every millennial tends to follow **multiple hobbies** which has led to growth in pursuing trekking, wildlife photography/tours, sports, cooking, music etc and this has made this segment one of the fastest growing segments across globe.
- The consistent increase in sedentary work and increased health and beauty consciousness has led to an exponential increase in demand for home recovery equipment (**HYPERICE**), home grooming products (**BABYLISS**) and Gaming accessories (**Cooler Master**)

### Growing Social Media Trend



### Global Fitness Equipment Market

Industry has been growing substantially worldwide in recent years and mainly driven by

- Stress and sedentary lifestyle among urban population
- Rising awareness regarding fitness



### Global Gaming Industry

The growth in global gaming sector has been fuelled by

- increasing trends of online/digital gaming, urbanisation and faster network infrastructure
- The robust growth in smartphone penetration

**\$300 Bn**  
Gaming industry presently exceeds \$300 Bn

**400 Mn**  
Over 400 Mn new gamers are likely to join by 2023

**\$2.7 Bn**  
Currently there are 2.7 Bn people in the gaming sector

**CAGR 11.9%**  
The sector is expected to grow at a CAGR of 11.9% between 2020-26

# Q4 FY23 Financial Highlights – Standalone & Consolidated

INR Crore	Standalone			Consolidated		
	Q4 FY23	Q4 FY22	YoY %	Q4 FY23	Q4 FY22	YoY %
Revenue from Operations	<b>391.90</b>	<b>254.48</b>		397.14	262.39	
Other Operation Income	5.84	5.97		5.84	5.97	
<b>Total Income</b>	<b>397.74</b>	<b>260.45</b>	<b>52.71%</b>	<b>402.98</b>	<b>268.36</b>	<b>50.16%</b>
Total Raw Material	375.32	236.69		375.31	239.73	
Employee Cost	3.29	2.85		3.29	2.85	
Other Expenses	7.84	11.84		12.88	16.51	
Total Expenditure	<b>386.45</b>	<b>251.38</b>		<b>391.48</b>	<b>259.09</b>	
<b>EBIDTA</b>	<b>11.29</b>	<b>9.07</b>	<b>24.44%</b>	<b>11.49</b>	<b>9.28</b>	<b>23.92%</b>
<b>EBIDTA Margin %</b>	<b>2.84%</b>	<b>3.48%</b>		<b>2.85%</b>	<b>3.46%</b>	
Interest	2.48	1.97		2.51	2.00	
Depreciation	0.42	0.38		0.42	0.38	
Exceptional Items	0.00	0.05		0.00	0.05	
Profit Before Tax	<b>8.38</b>	<b>6.66</b>		<b>8.57</b>	<b>6.84</b>	
Tax	2.11	1.66		2.11	1.66	
<b>PAT</b>	<b>6.27</b>	<b>5.00</b>	<b>25.46%</b>	<b>6.45</b>	<b>5.18</b>	<b>24.55%</b>
<b>PAT Margin</b>	<b>1.58%</b>	<b>1.92%</b>		<b>1.60%</b>	<b>1.93%</b>	

- Strong sales growth driven by FMCT and EB product segments
- High demand for brands such as Samsung, Viewsonic, Cooler Master and Honeywell
- Change in product mix impacted margins



# FY23 Financial Highlights – Standalone & Consolidated

INR Crore	Standalone			Consolidated		
	FY23	FY22	YoY %	FY23	FY22	YoY %
Revenue from Operations	<b>1,331.76</b>	<b>919.17</b>		1,376.22	933.88	
Other Operational Income	26.03	13.93		26.03	13.93	
<b>Total Income</b>	<b>1,357.80</b>	<b>933.10</b>	<b>45.51%</b>	<b>1,402.25</b>	<b>947.81</b>	<b>47.95%</b>
Total Raw Materials	1,274.80	857.88		1,296.01	856.52	
Employee Cost	13.70	11.47		13.70	11.47	
Other Expenses	30.68	33.26		47.43	47.20	
Total Expenditure	<b>1,319.18</b>	<b>902.61</b>		<b>1,357.14</b>	<b>915.19</b>	
<b>EBIDTA</b>	<b>38.62</b>	<b>30.49</b>	<b>26.68%</b>	<b>45.12</b>	<b>32.62</b>	<b>38.31%</b>
<b>EBIDTA Margin %</b>	<b>2.84%</b>	<b>3.27%</b>		<b>3.22%</b>	<b>3.44%</b>	
Interest	9.31	6.00		9.40	6.07	
Depreciation	1.57	1.49		1.57	1.49	
Exceptional Items	0.00	0.13		0.00	0.13	
Profit Before Tax	<b>27.74</b>	<b>22.87</b>		<b>34.15</b>	<b>24.93</b>	
Tax	6.90	5.68		6.90	5.68	
<b>PAT</b>	<b>20.85</b>	<b>17.19</b>	<b>21.30%</b>	<b>27.25</b>	<b>19.25</b>	<b>41.56%</b>
<b>PAT Margin</b>	<b>1.54%</b>	<b>1.84%</b>		<b>1.94%</b>	<b>2.03%</b>	

- Strong sales growth driven by EB and FMCT segments
- High demand for brands such as Samsung, Cooler Master, Honeywell & ViewSonic among others
- Operational efficiencies offset by change in product mix, denting margins



# Consolidated Balance Sheet Highlights as on 31<sup>st</sup> March 2023

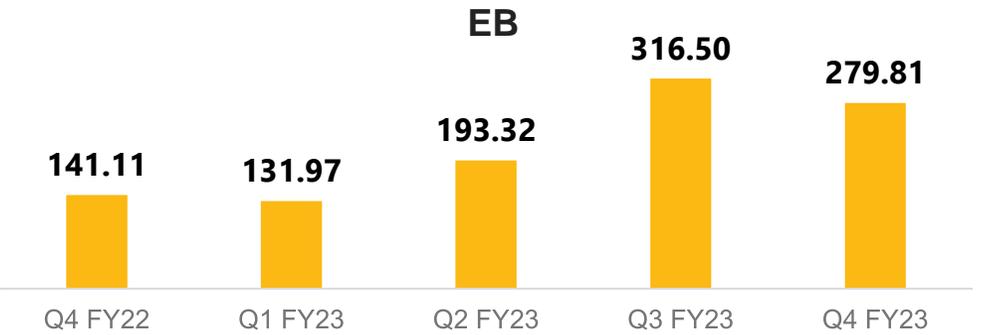
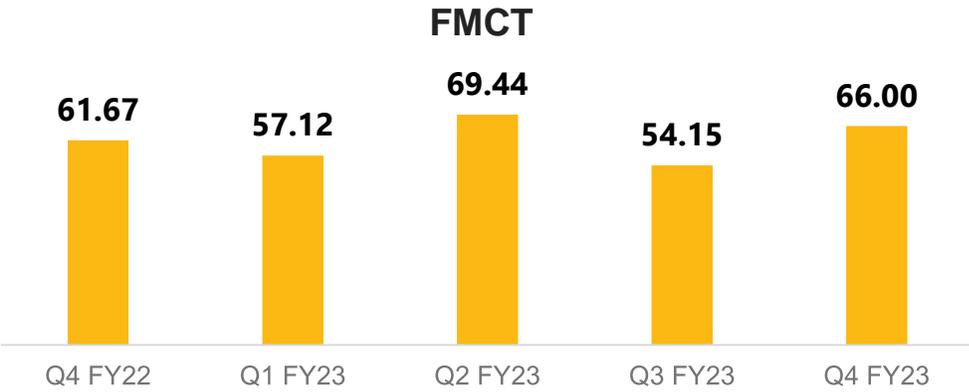
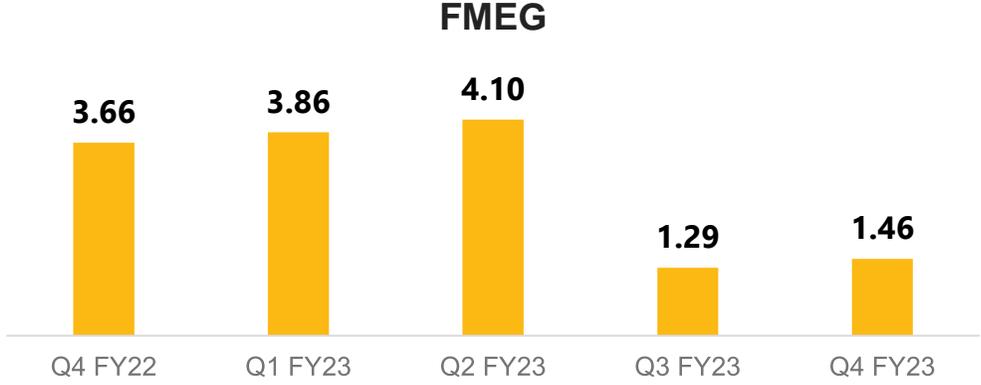
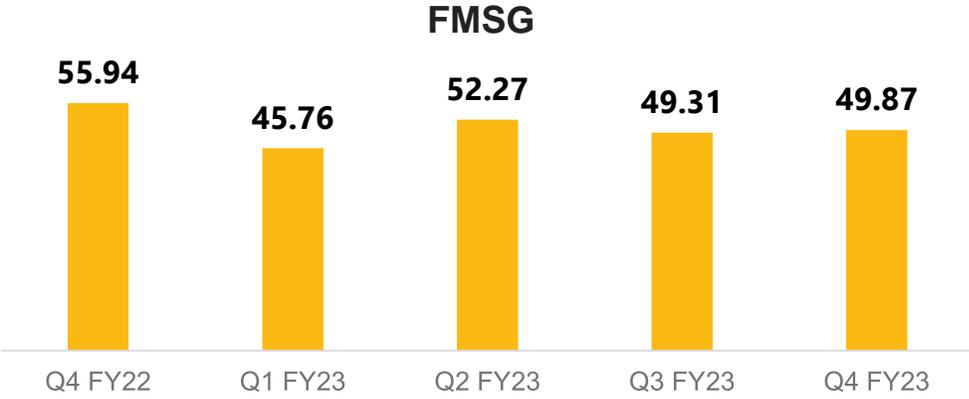
INR Crore	As on 31st March 2023	As on 31st March 2022
<b>Equity</b>	<b>126.16</b>	<b>88.37</b>
Equity Share Capital	12.60	12.00
Other Equity	104.80	68.62
Money Received Against Share Warrant	0.00	1.65
Minority Interest	8.76	6.11
<b>Non-Current Liabilities</b>	<b>10.04</b>	<b>11.33</b>
Long Term Borrowings	9.13	10.37
Other Long Term Liabilities	0.00	0.00
Other Long Term Provisions	0.91	0.95
<b>Current Liabilities</b>	<b>151.78</b>	<b>153.44</b>
Short Term Borrowings	79.80	53.97
Trade Payables	46.88	63.87
Other Financial Liabilities	13.75	26.64
Other Current Liabilities	10.67	7.94
Short Term Provisions	0.35	0.14
Current Tax Liabilities (Net)	0.33	0.89
<b>Total Equities &amp; Liabilities</b>	<b>287.98</b>	<b>253.14</b>

INR Crore	As on 31st March 2023	As on 31st March 2022
<b>Non-Current Assets</b>	<b>9.97</b>	<b>10.73</b>
Property, Plant & Equipment	9.57	10.38
Intangible Assets	0.14	0.19
Non-Current Investments	0.00	0.00
Net Deferred Tax Asset	0.25	0.17
Long Term Loans & Advances	0.00	0.00
Other Non Current Assets	0.00	0.00
<b>Current Assets</b>	<b>278.01</b>	<b>242.41</b>
Inventories	81.26	97.02
Trade Receivables	92.19	84.77
Cash & Cash Equivalents	2.59	2.86
Bank Balances other than above	6.60	5.38
Other Financial Assets	0.09	0.05
Other Current Assets	95.28	52.33
<b>Total Assets</b>	<b>287.98</b>	<b>253.14</b>



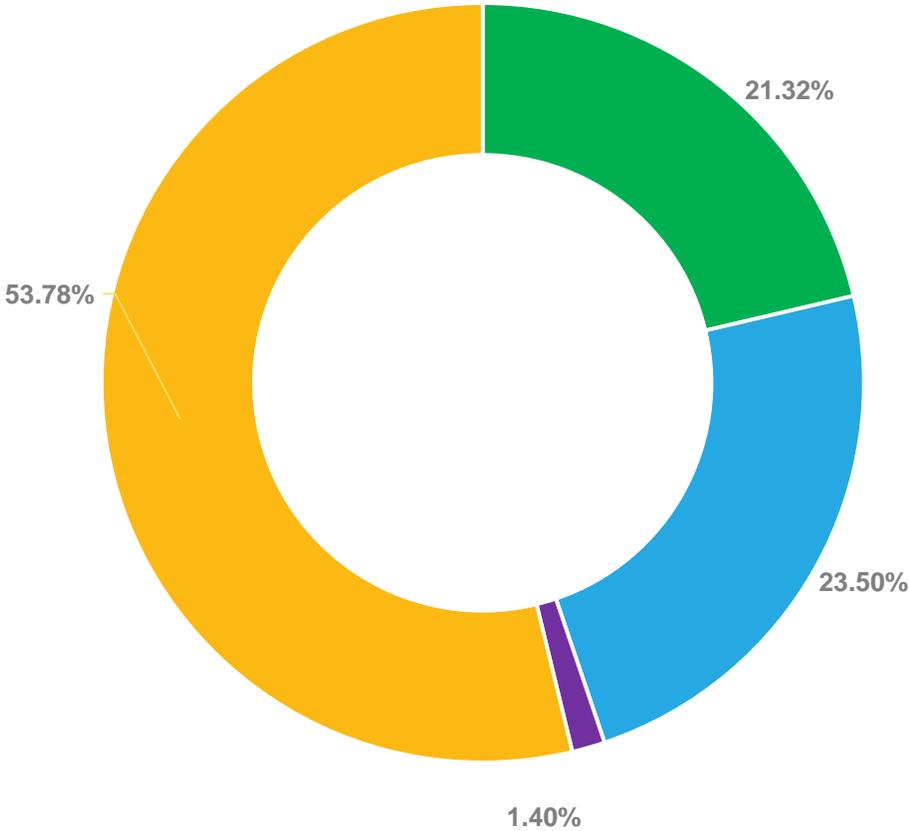
# Segmental Revenue

\*Sales in Crore

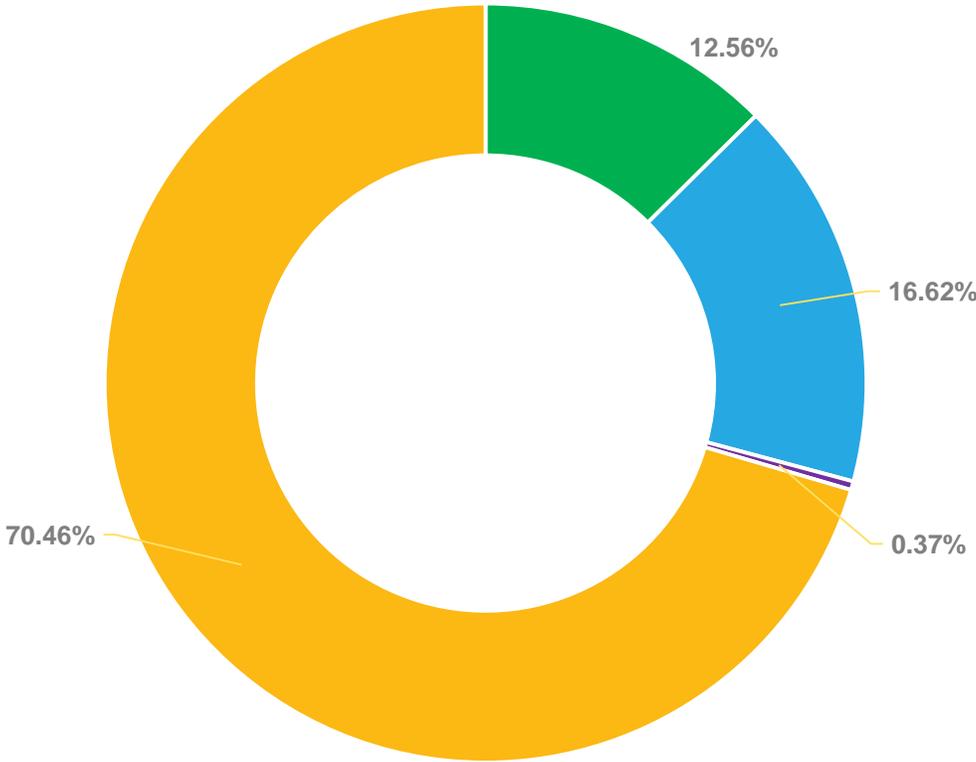


# High Growth, High Margin and Small Working Capital cycle - the Criteria

Q4 FY22



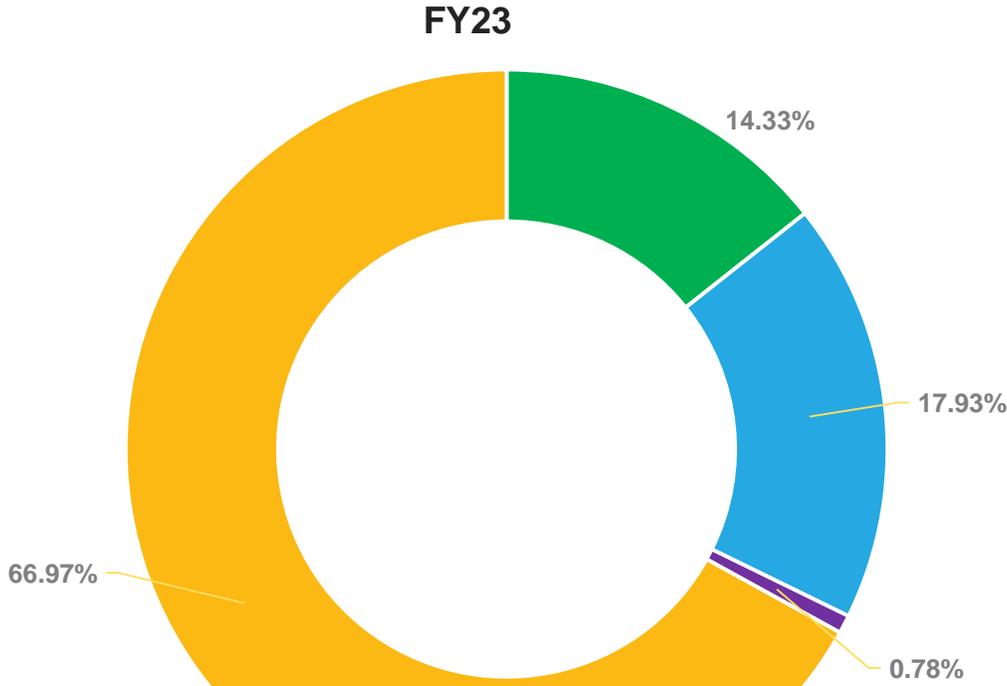
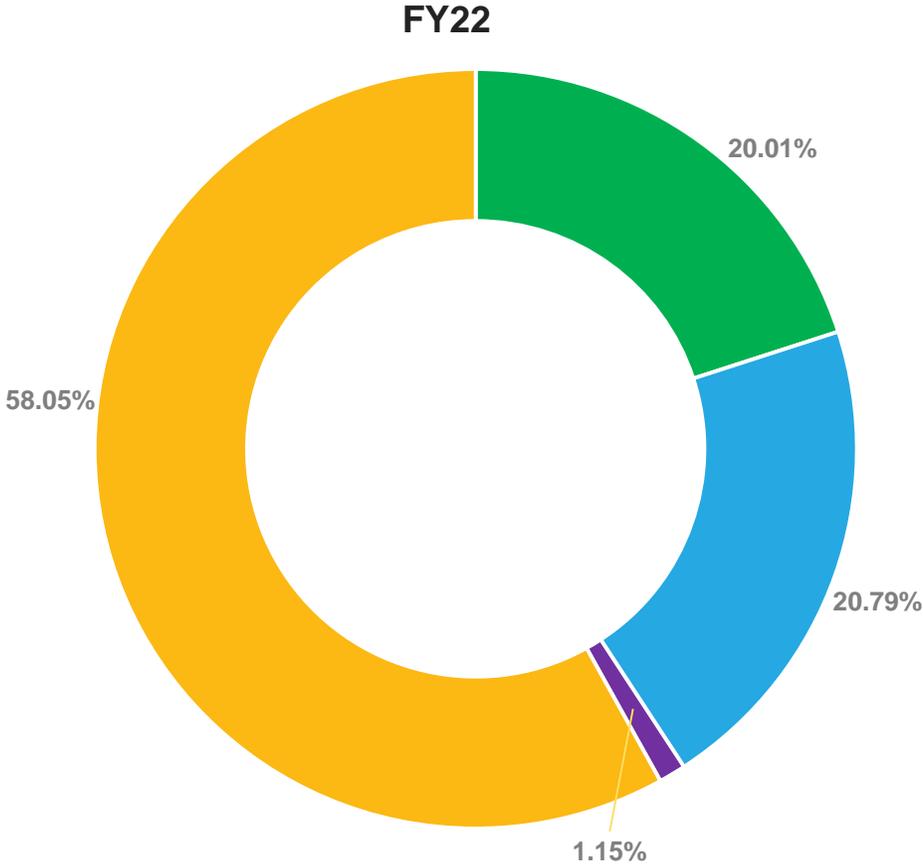
Q4 FY23



FMSG FMCT FMEG EB



# Segmental Revenue FY22 vs FY23

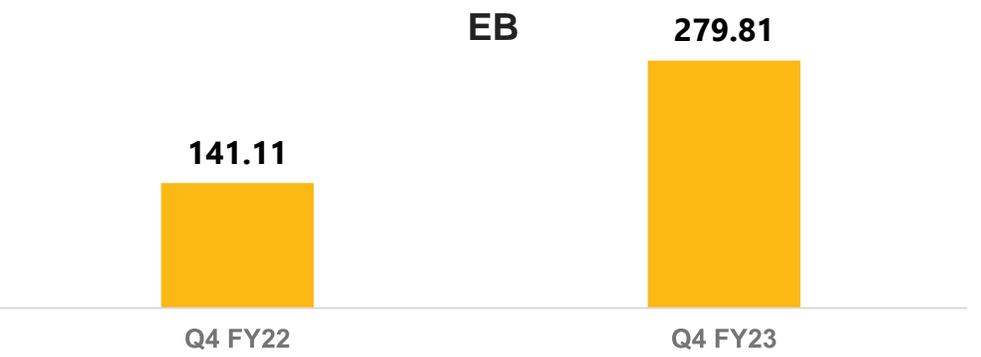
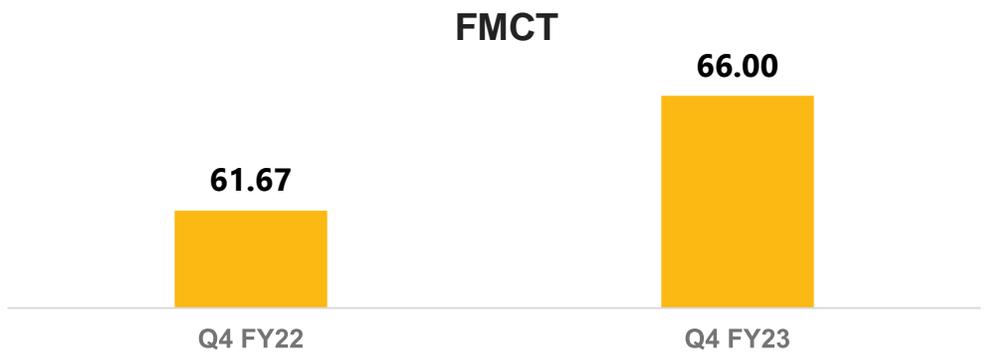
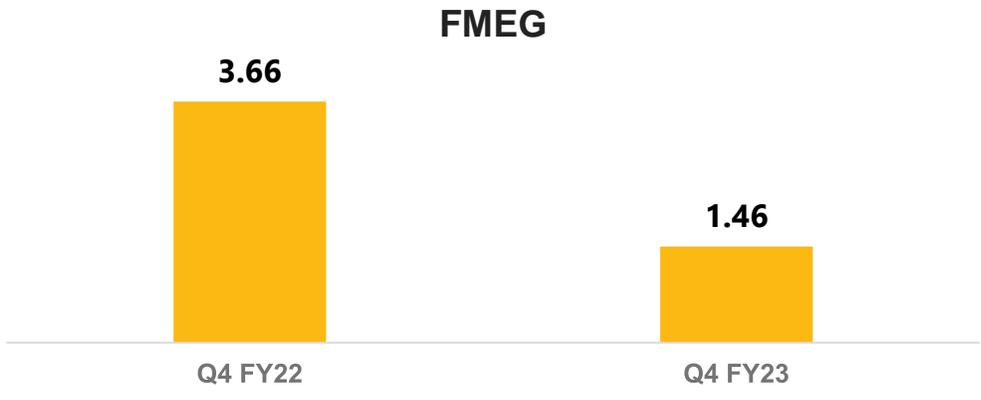


FMSG FMCT FMEG EB



# Quarterly Segmental Revenue YOY

\*Sales in Crore



FMSG : Fast Moving Social-Media Gadgets

FMCT: Fast Moving Consumer Technology

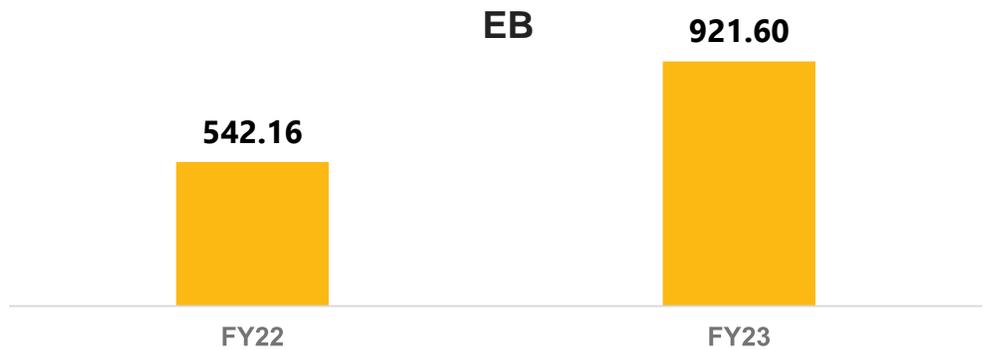
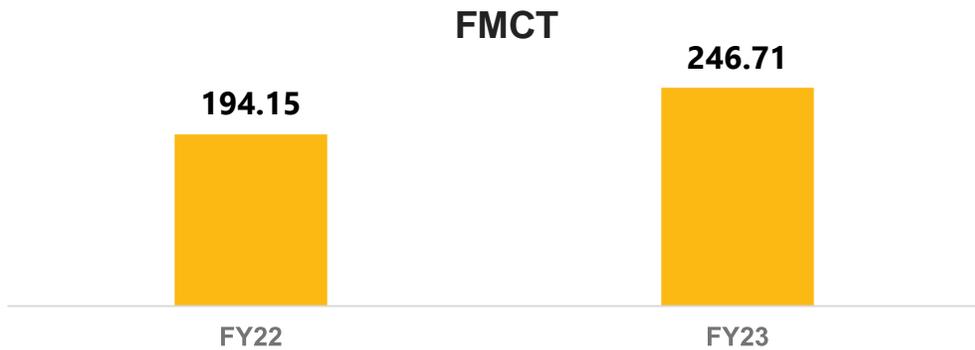
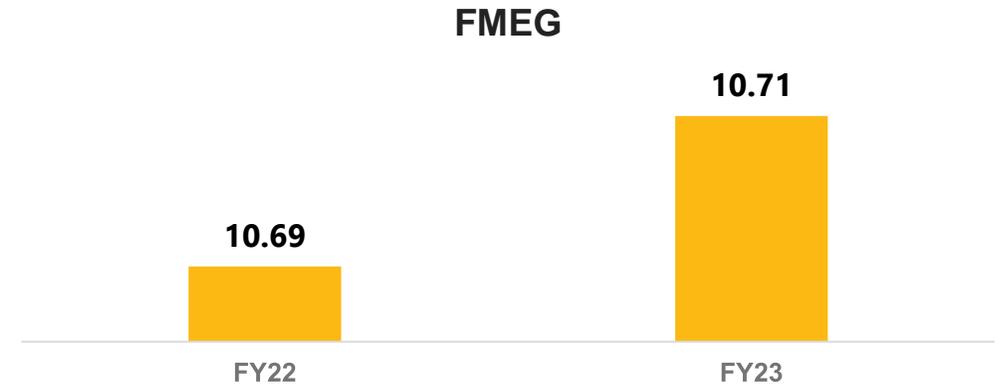
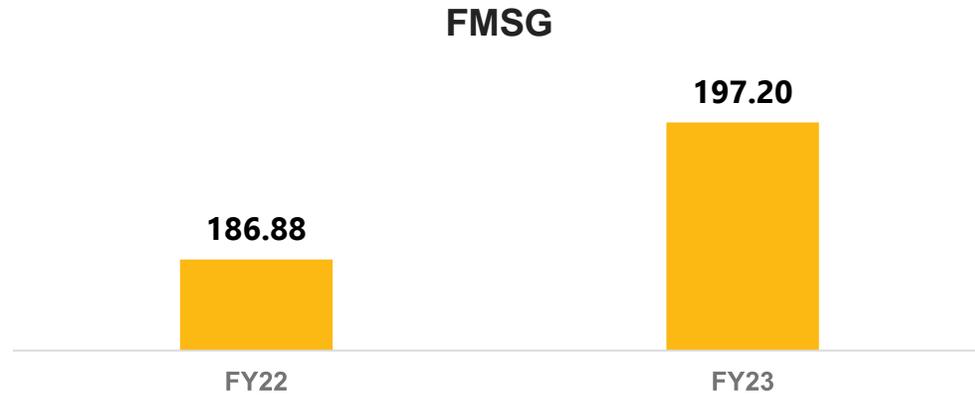
FMEG: Fast Moving Electronics Goods

EB: Enterprise Business



# Annual Segmental Revenue YOY

\*Sales in Crore



FMSG : Fast Moving Social-Media Gadgets

FMCT: Fast Moving Consumer Technology

FMEG: Fast Moving Electronics Goods

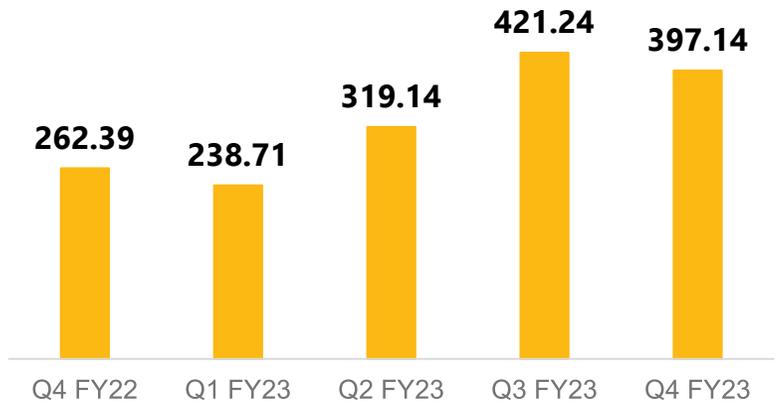
EB: Enterprise Business



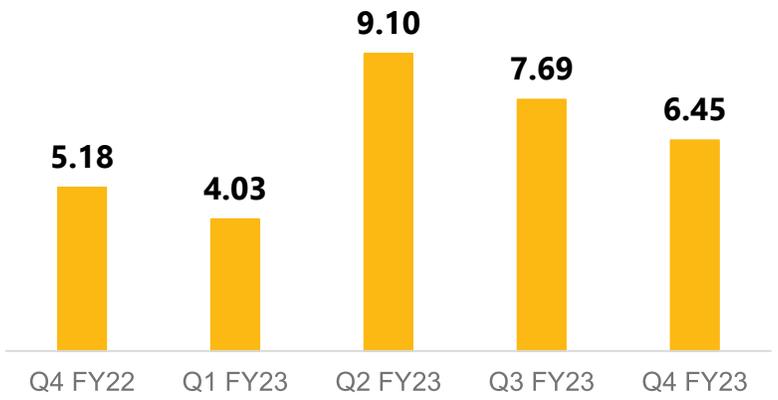
# Q4 FY23 Consolidated Financial Highlights in Charts

Sales in Crore

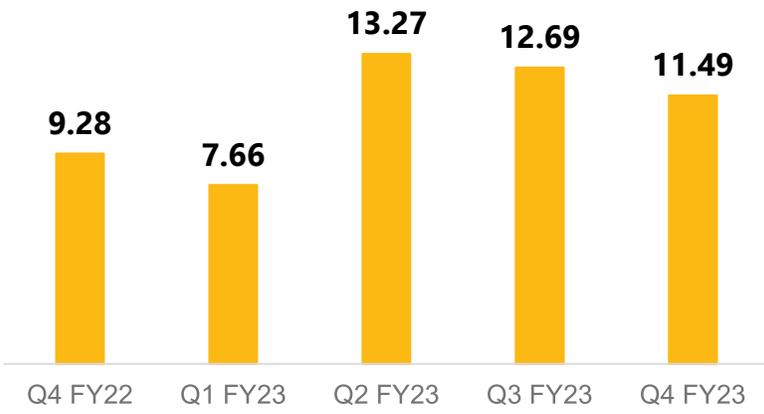
### Revenue from Operations (in Cr)



### PAT (in Cr)

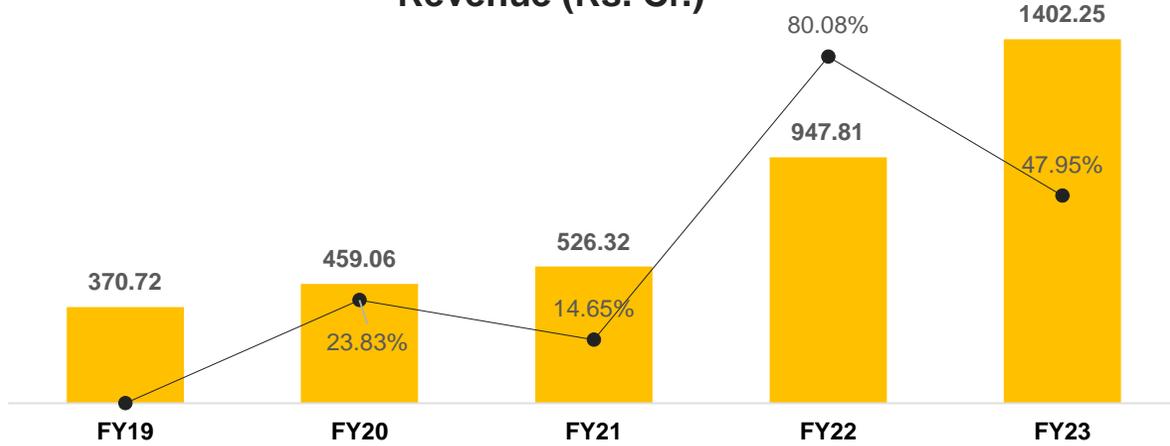


### EBITDA (in Cr)

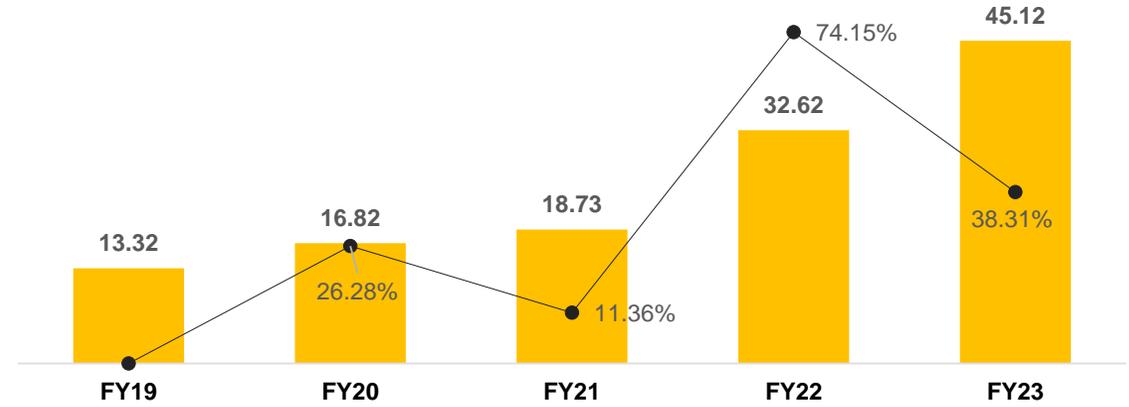


# Annual Consolidated Financial Highlights FY23

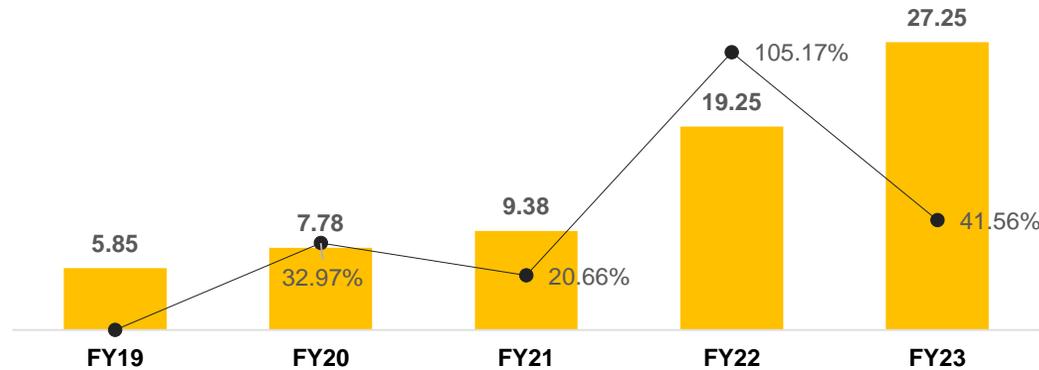
### Revenue (Rs. Cr.)



### EBITDA (Rs. Cr.)

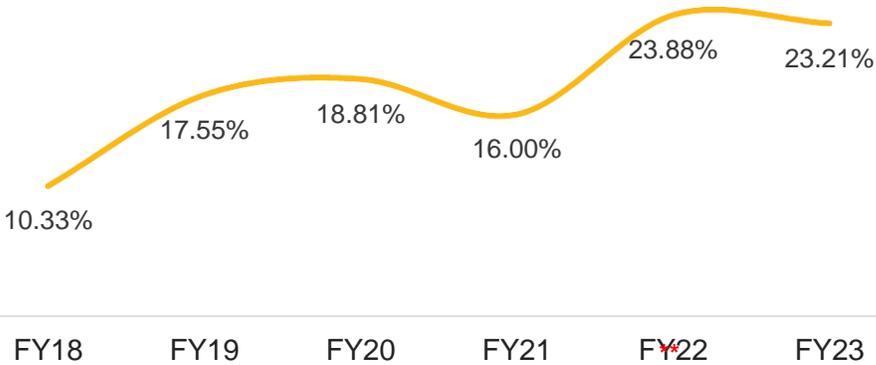


### PAT (Rs. Cr.)

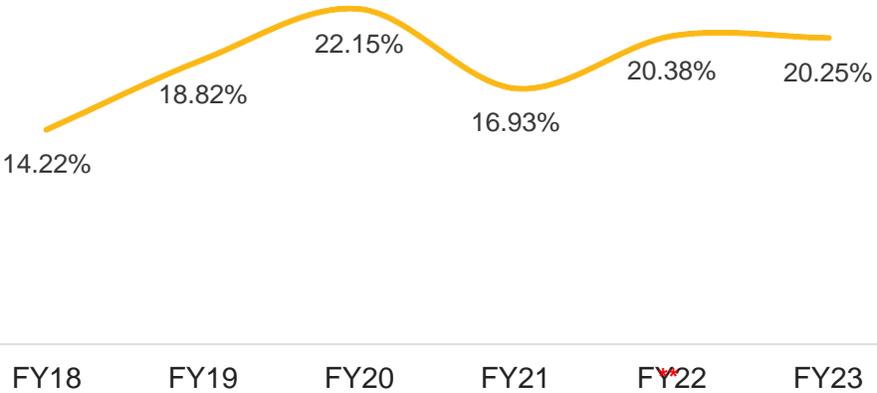


# Consolidated Key Return Ratios

RoE %



RoCE %



**Focus on improving RoCE and long-term value creation**

\*RoE = Net Profit/Net Worth | RoCE = EBIT/(Shareholders Fund + Long-term Borrowing + Short-term Borrowing-Non-Current Investment)

\*\* FY21 Covid Year



# Future Ready Business Growth



### #1 Brand Licensing & Geographical Expansion

- Growing brand licensing line of business with long-standing association with Honeywell with extensive product portfolio
- Expanding geographically in new countries across Middle East & APAC with required approvals & certifications in place



### #2 Diversifying product portfolio across new high-potential verticals

- Bringing diverse product ranges across various consumer verticals such as gaming & lifestyle, to stay ahead of trends
- Focus on fast moving high-margin brands such as Cooler Master, Hyperice etc.
- Utilize & expand omni-channel network to capitalize on maximum reach across India



### #3 Ckart to boost profitability & working capital

- Online B2B eCommerce platform to help expand customer-base substantially without additional manpower
- Seller module making the platform a virtually open marketplace for all supply chain partners
- With addition of new channel partners on the platform, working capital cycle to improve



# Investment Rationale

**Industry experience of ~30 years**

**Addresses niche growing market across segments**

**Exclusive licensee for Honeywell**  
Expecting significant growth from increased volumes in Honeywell Consumer products portfolio, for which it is the exclusive licensee in 29 countries spanning SAARC, the Middle East and APAC

**Strong return ratios**  
Creative Newtech has an ROCE of 20.38% and it outpaces the average of 10% earned by companies in a similar industry

**Associated with well-known brands**  
Partner with Samsung, Cooler Master, BPL, Olympus, Fujifilm Instax, Hyperice, Philips, Rapoo, Insta 360, Transcend, ViewSonic, Printronix, Zeiss, BaByliss, Colorful, Edelkrone, InVue, MSI, EPSON etc.

**One of India's leading Brand Licensee and Market Entry Specialist**  
It is one of the few national players in the space to provide end-to-end solution from contract manufacturing to retail distribution and brand licensing

**Good entry point for well-known foreign brands**  
Provide strategic intel to foreign players to enter into Indian market

**An Omni-channel network that spans Online, offline and retail trade channels**  
It offers 25+ brands, 3200+ products, 8000+ happy channel partners and 50,000+ metric tons (across its product range) of monthly import and export



# Annexure

# Management Comment



Commenting on the Company performance, **Mr. Ketan Patel, Chairman & Managing Director of Creative Newtech** said:

*“The last fiscal year witnessed several headwinds in the form of macro-economic volatility and geo-political tensions, impacting the overall markets. However, the shift towards digital technologies continues to drive demand. Our agile business model, selective strategies and niche portfolio helped us navigate this period successfully.*

*In the quarter ended March 2023, our consolidated total income grew 50.2% YoY to Rs. 403.0 cr. EBITDA and PAT increased 23.9% and 24.6% YoY to Rs. 11.5 cr and Rs. 6.5 cr, respectively. This growth was mainly driven by demand for products from brands like Samsung, Honeywell, Cooler Master and View Sonic, among others. A change in the product mix had a bearing on the margins.*

*We continue to selectively focus on key niche brands where we see scope for growth while leveraging our widespread network. During this period, we added Cricut and Razor to our brand portfolio, both of which are among leading names in their respective fields of craftwork and gaming.*

*Our Honeywell business is also expanding as we have gained their license across 38 countries. This will help scale our business as the synergies from Honeywell start adding up.*

*In line with our strategy, we continuously manage our brand portfolio to keep it relevant to ongoing and anticipated consumer trends. Our focus remains on keeping a lean business model and ensuring long-term, sustainable growth for all stakeholders.*

*I would like to thank the entire team for their dedication, which drives the Company forward.”*



# Management Team



**Ketan Patel**  
Founder and CMD

A technologist with a humble background and an experience 30+ of years. With capital not an option, he had to choose a long gestation period for success. He firmly believes that in the technology business, operating leverage is substantial but always back ended.



**Purvi Patel**  
Co-Founder and  
Whole Time Director

A woman with exceptional foresight, Purvi Patel manages Logistics, HR, Marketing, Operations and Administrative functions to enable smooth functioning of the business.



**Vijay Advani**  
Whole Time Director

Mr. Advani is a seasoned Professional with 30+ years of experience since 1998 in Product, Sales & Operations. He looks after the complete sales of the organization and all major B2B relationships with an ease and competence like no other.



**Mohit Anand**  
Co-Founder and  
CEO - Secure Connection

As the CEO of Secure Connection, he is responsible for all facets of the business including, Sales, Marketing, Finance & Operations. He is currently building and scaling out Honeywell licensing business in over 29 countries. Ex-Microsoft, Ex-Belkin



# Management Team



**Abhijit Kanvinde**  
Chief Financial Officer

Chartered Accountant with over 25 years of strong and multi-industry experience. Worked in companies like Garnier India, Novartis Consumer Health, Shringar Cinemas, etc. He was the CFO of a listed company for over 8 years, also successfully completed two IPOs in his career.



**Amol Patil**  
Vice President - Product

MBA in Marketing with Engineering in Electronics and Telecom, with over 20 years of experience in IT industry. Mr. Patil's prowess lies in identifying latest market opportunities. With his excellent team management and execution skills, he is responsible for profitable management of products portfolio



**Upendra Singh**  
Vice President - Sales

Bachelor of Commerce from Ranchi University, with nearly 30 years experience in Sales & Marketing. His expertise lies in vendor management, sales generation & market penetration. He has been in the IT hardware industry for over 11 years and he drives the national channel & corporate sales.



# Our Business - Quadrant Segmentation

We have ranked our products into Quadrants based on returns and working capital turns.

<b>QUADRANT 1</b> <b>HIGH MARGINS AND QUICK CYCLE</b>	<b>QUADRANT 2</b> <b>HIGH MARGINS AND MEDIUM CYCLE</b>
<b>QUADRANT 3</b> <b>LOW MARGINS AND MEDIUM CYCLE</b>	<b>QUADRANT 4</b> <b>LOW MARGINS AND LONGER CYCLE</b>

We are focussing on Quadrant 1 by dedicating our best resources towards the same.

At the same time, we are also maintaining our existing business which falls between Quadrant 2 and Quadrant 4 as it gives us visibility and foot in the door to large brands and distributors.



# Primarily Focus - Quadrant 1

- For Sustainability we have adopted this strategy that we will not disrupt our current business, at the same time we are focussing primarily on Quadrant 1 business with step-by-step diverting all our incremental resources towards the same
- The Quadrant1 business are primarily FMSG and Enterprise Businesses like-  
Honeywell, Cooler Master, ViewSonic, Fujifilm Instax, Invue, MSI, Rapoo, iBall, Insta360 etc. to name a few...



# Key Focus and Strategy Ahead

Our business model is primarily of optimizing working capital. The success of our business depends on achieving higher growth through higher margin products and quick working capital cycle

In the last few quarters we have continuously shifted our resources towards higher profit products (Honeywell, Cooler Master, Hyperice, Samsung etc.) with faster sales cycle and agile team

We gauge every opportunity through below key lenses:

- Return on Investment
- Return on Management time
- Whether it's a Experiential Brand



# Journey so far...

- Started as trading concern with 2 employees
- Epson Dot-matrix Printer aggregator
- 2012 - Foray into Imaging business by signing Olympus
- 2013 - Exclusive Photo Distribution from Vitec Group of Italy for Manfrotto
- 2013 - Exclusive distribution for 5 new global IT vendors
- 2015 - Reliance Digital 'Best Fulfillment Partner'
- 2015 - Exclusive distribution for 8 new global brands including ViewSonic & Samsung
- Listed on NSE – SME stock exchange
- Forayed into gaming products under lifestyle segment
- Agreement with TPV Technology India for Philips Digital Signage
- Expanded Honeywell licensing agreement to Middle East & added new products
- Entered Retail Security segment through Exclusive Agreement with InVue
- Agreement with Future Tech Electronics - LED TV's for DAEWOO, MEPL & INDICOOL brands in India
- Tie-up with ZEISS to distribute binoculars & monoculars
- Licensing agreement with Honeywell for air purifiers
- Agreement with Edelkrone for videography accessories
- Tie-up with Reliance Retail for home appliance products
- Distribution agreement with MSI for mini-computers, and with Colorful Tech for SSDs
- Signed distribution agreement with Hyperice Inc.
- Signed agreement with Insta360 for Action cameras & Hama for Photography products.
- Renamed to Creative Newtech Ltd
- Distribution Agreement with Fujifilm for their Instax range of Cameras & accessories
- Signed Distribution Agreement with Lexar for Flash Memory & relevant accessories
- Won distribution agreement from Cricut and with Razor Inc.



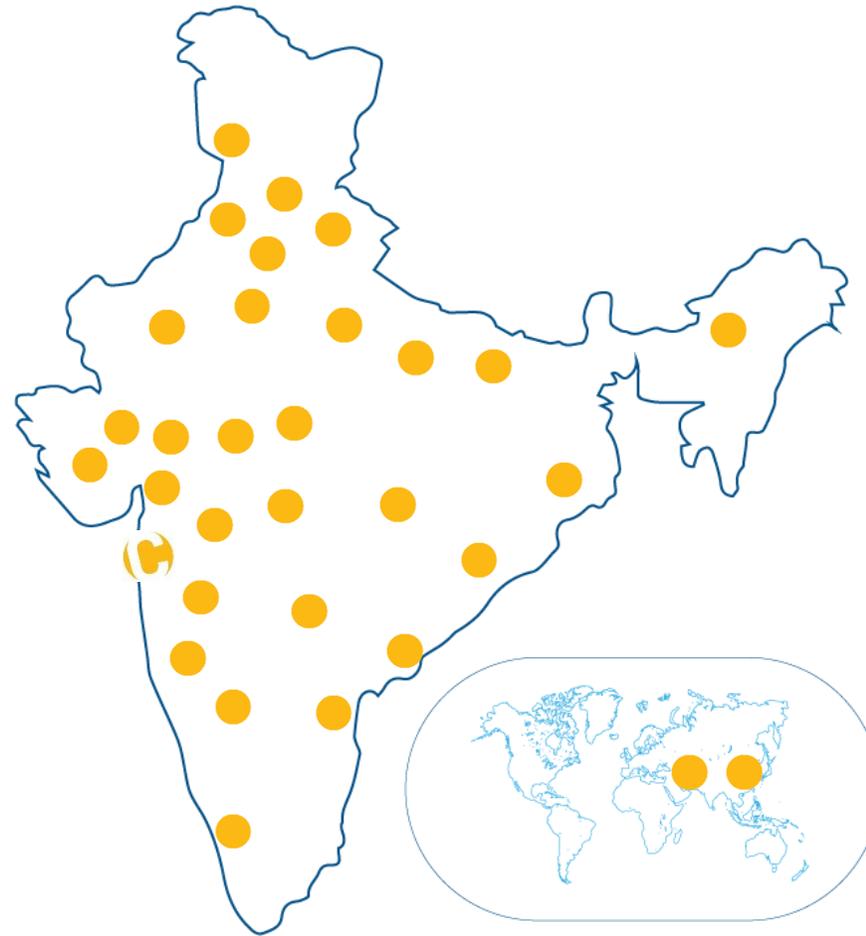
- 1990s
  - Microsoft sub-distribution in Maharashtra & Gujarat
  - Changed name to Creative Peripherals & Distribution Pvt. Ltd.
  - Opened branches in Pune, Bangalore and Ahmedabad
  - Epson Business Partner
  - Foray into Lifestyle business
- 2012-15
  - Forayed into retail security business
  - Exclusive license for Honeywell
  - Won distribution license for GoPro
- 2017-18
  - Expanded gaming product vertical via agreement with Thermaltake
  - Exclusive agreement with 'iBall' for their products in MP & Vidarbha
  - Migrated to NSE Main Board
  - Expanded IT, Gaming & Lifestyle segments with PNY, Cooler Master & BaByliss
  - Distribution agreement with Panasonic for audio products
  - Expanded agreement with Honeywell for Passive Cabling
  - Launched B-Safe – own brand of medical products
  - Launched Ckart – digital B2B platform for customers
  - Expanded Honeywell mandate to 29 countries



# Geographical Presence

## Our Network

We are present at following Locations



### Domestic

- Pan India presence.
- 31 branches across India.
- Over 320-strong highly skilled workforce across India – mix of young and experienced talent.

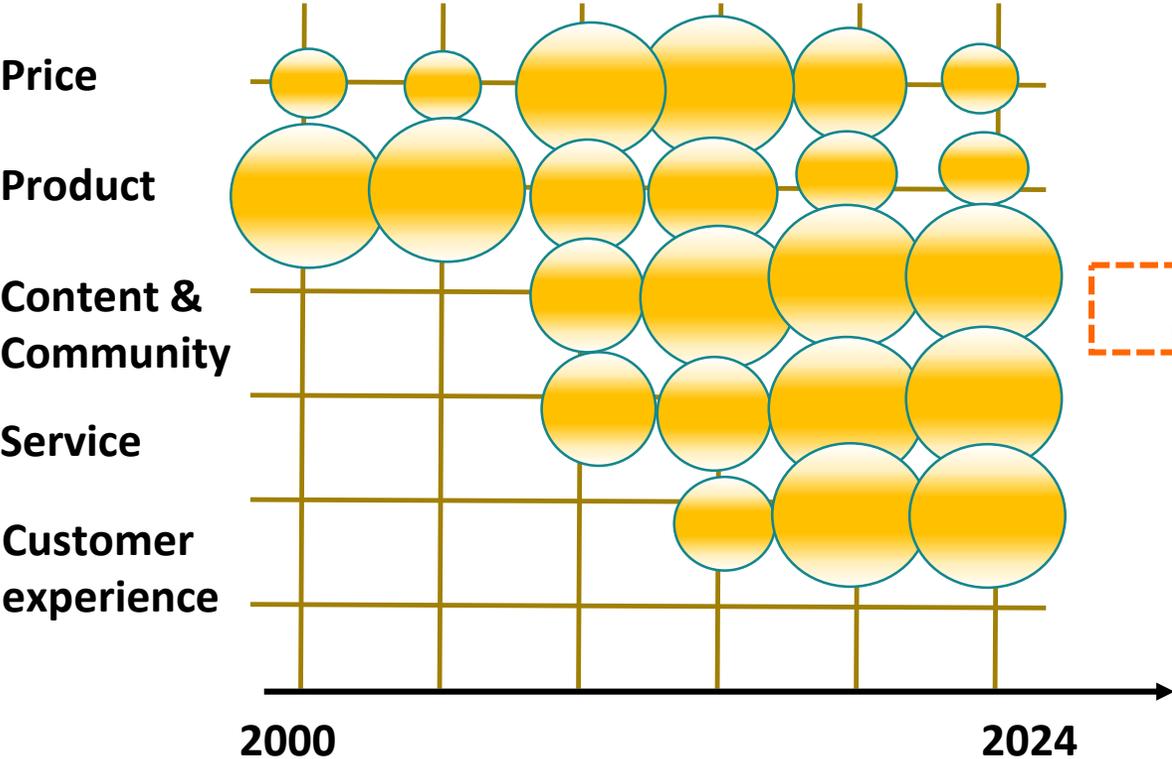
### International

- Subsidiary in Hong Kong.
- Strong distribution tie-up in Middle East.
- Expanding network across SAARC countries.

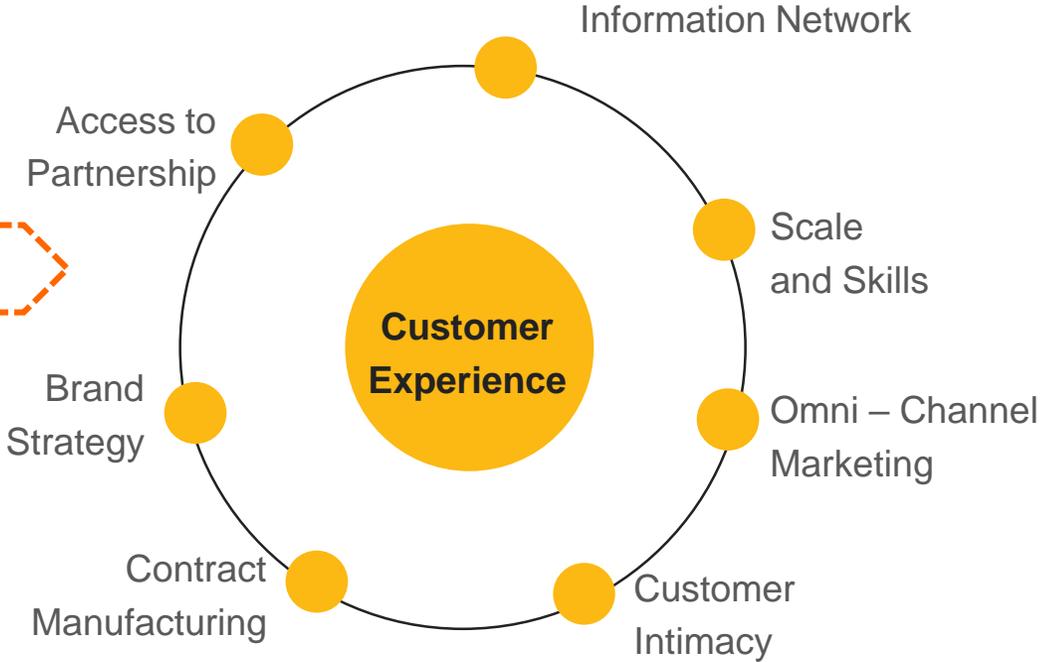
**Strong network of 8,000+ partners across India**

# Driving Social Media Transformation through Digital Offerings

## Our Value Edition



What is needed?



By 2024, **Customer Experience** will overtake **Price & Product** as the key brand differentiator, a shift that is already in progress.



# Who we are



## Brand Licensing

- #1 Licensed by Honeywell for contract manufacturing
- #2 Rights on many product designs/casts
- #3 Can manufacture and sell Honeywell branded products in many APAC countries
- #4 Aiming to get more international brands under the licensing and also expand Honeywell business line
- #5 Maintain Asset light model while expanding the business



# Who we are



A great business idea



A great business idea



A great business idea



A great business idea

## FMSG + FMCT + FMEG + EB

- #1 Specialist in end-to-end solutions of FMSG for global brands in India
- #2 Well positioned in a fast growing country like India with an aspirational young population and established network and market reach
- #3 Portfolio of 25+ world renowned brands, most of which are market leaders in their categories
- #4 Command niche value in market
- #5 Continually enhancing portfolio with high-margin, high growth-potential products
- #6 Multi channel network

FMSG: Fast Moving Social-Media Gadgets FMCT: Fast Moving Consumer Technology FMEG: Fast Moving Electronics Goods EB: Enterprise Business



# Who we are



## Ckart

- #1 Online digital B2B eCommerce platform
- #2 Captive marketplace for subscribed business partners
- #3 Expands the Company's product domain
- #4 Boosts customer-base without additional manpower
- #5 With growing digitization in industry, CKart paves the way for a future-ready growth



# Key Developments

## Fund Raise Activity

In July 2021, Creative undertook a preferential allotment of equity shares and warrants to raise Rs.11 Cr to fund future growth plans. Company issued 4,00,000 equity shares and 6,00,000 fully convertible warrants at Rs.110 each. The shares and warrants were allotted to Abhinav Capital Services Ltd and Shree Sumna Trade LLP.

## Honeywell

- Signed licensing agreement for Honeywell **Air Purifiers** across 10 countries worldwide
- Expanded Honeywell distribution agreement to include **38 countries across APAC, Middle East and Africa**
- Added range **Home Audio products** to Honeywell product portfolio

## Geographical Expansion

Other than our presence in existing regions we are now also available at Varanasi, Dehradun, Chandigarh and Jammu to cater demand for fast growing Eastern UP, Uttarakhand, Himachal and Jammu & Kashmir. We have spread our wings to these new Geographies in Q1FY23.

## Recent Brand Agreements

- Signed agreement with **Hyperice** Inc. to distribute massage & muscle recovery products
- Tied up with **Insta360** to distribute range of cameras
- Signed distribution agreement with **Hama Gulf** to distribute their range of photography products
- Tied up with **Colorful Technology** to distribute SSDs
- Signed distribution agreement with **MSI** to supply mini-PCs and desktop range
- Signed Distribution Agreement with **Fujifilm** for their **Instax** range of Cameras and its accessories
- Signed Distribution Agreement with **Lexar** for Flash Memory and relevant accessories
- Expanded the Category in **Samsung** brand by adding their Samsung Flash Memory products into our existing arrangement with them
- Won distribution agreement with Cricut to offer their range of craft and cutting products in India
- Tied up with Razor Inc., a leading global gaming brand, to distribute its products in India





**THANK YOU!**

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