

Date: 01<sup>st</sup> January 2024

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

**Sub: Launch of Honeywell Licensed Products and partnership with “PT Bintang Mas Rezeki Nusantara” – a leading distributor in Indonesia.**

Dear Sir,

We are pleased to enclose a copy of press release regarding Launch of Honeywell Licensed Products and partnership with “PT Bintang Mas Rezeki Nusantara” – a leading distributor in Indonesia.

Kindly take the same on record.

Thanking you.

**For Creative Newtech Limited**



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



**01<sup>st</sup> December 2024, Mumbai**

## Business Update Release

### Creative Newtech continues to expand global market presence

### Launch of Honeywell Licensed Products and strategic distribution partnership PT Bintang Mas Rezeki Nusantara in Indonesia



**Mumbai, 01<sup>st</sup> January 2024:** 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 Secure Connection Limited, the Hong Kong based subsidiary of the Company, today announced its strategic expansion into the Indonesian market with its complete range of Honeywell Licensed products. The company has partnered with PT Bintang Mas Rezeki Nusantara, a leading technology products distributor in Indonesia, as its distribution partner. PT Bintang Mas Rezeki Nusantara aligns with our long-term vision and shared commitment to deliver exceptional consumer experiences. This strategic partnership marks a significant leap forward, facilitating both entities to capitalize on the Indonesian market, a country renowned for its thriving economy and vibrant consumer market.

By joining forces, the Company aims to deliver exceptional consumer experiences, leveraging PT Bintang Mas Rezeki Nusantara's extensive distribution network and Honeywell's innovative product offerings.

The partnership was marked by a press conference which was attended by various local industry participants, making it a huge success. The event was also covered by various media houses locally.



## Management Comment:

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

*"We are thrilled to announce our strategic partnership with PT Bintang Mas Rezeki Nusantara, an established technology distributor in Indonesia. This collaboration signifies a monumental step forward for Creative Newtech as we embark on the exciting journey of expanding our presence in Indonesia.*

*Indonesia presents an abundance of opportunities for growth, and we are confident that our innovative products, coupled with the extensive distribution network of PT Bintang Mas Rezeki Nusantara, will resonate exceptionally well with Indonesian consumers. Honeywell has a strong brand recall and we expect good demand for the range of products. This partnership aligns seamlessly with our long-term vision of delivering cutting-edge technology solutions and exceptional consumer experiences.*

*The decision to enter the Indonesian market is a testament to our strategy to expand and tap into the vast potential of diverse markets. We believe that this collaboration will not only strengthen our foothold in Indonesia but also contribute significantly to the growth and success of Creative Newtech.*

*We express our gratitude to the PT Bintang Mas Rezeki Nusantara team for entrusting Creative with this partnership. I would also like to express my appreciation to the entire Creative team for their unwavering commitment and dedication to our shared goals."*

## 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.*