

Registered Office: 3rd & 4th floor, Plot No. 137AB, Kandivali Co-op Industrial Estate Limited, Charkop, Kandivali West, Mumbai 400067
Contact No.: +91 22 50612700 | **Email:** cs@creativenewtech.com | **Website:** www.creativenewtech.com

Date: 06th November 2025

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

Sub: Creative Newtech Limited announces PAN-India distribution agreement with Sparsh (Samriddhi Automations Private Limited)

Dear Sir,

Please find attached Media Release regarding announcement of PAN-India distribution agreement with Sparsh (Samriddhi Automations Private Limited), an STQC-certified Indian CCTV & surveillance OEM.

Thanking you,

Yours Faithfully

For Creative Newtech Limited



Tejas Doshi
Chief Compliance Officer & Company Secretary
ACS - 30828



Date: 06th November 2025

Place: Mumbai

Registered Office: 3rd & 4th floor, Plot No. 137AB, Kandivali Co-op Industrial Estate Limited, Charkop, Kandivali West, Mumbai 400067
Contact No.: +91 22 50612700 | **Email:** cs@creativenewtech.com | **Website:** www.creativenewtech.com

Media Release

Creative Newtech Limited announces pan-India distribution agreement with Sparsh, an STQC-certified Indian CCTV & surveillance OEM.

Mumbai, 06th November 2025: Creative Newtech Limited (NSE: CREATIVE), market specialists for experiential products in IT, Imaging, Lifestyle, and Security domains with a pan-India presence, announced a pan-India distribution partnership with Sparsh, the surveillance brand of Samriddhi Automations Private Limited, widely recognized as one of India's earliest domestic manufacturers of CCTV and video surveillance products.

Under this agreement, **Creative Newtech will distribute Sparsh's complete portfolio across India**, leveraging its existing national network, multi-channel reach, and strong relationships with system integrators (SIs), value-added resellers (VARs), enterprise and government buyers. The Company will also **extend value-added services through its existing manpower, operational capabilities and robust financial strength** to accelerate market penetration for Sparsh.

About Sparsh:

Sparsh, an established "**Made in India**" brand, is an STQC-certified OEM offering end-to-end video surveillance solutions spanning **IP/analog cameras, NVRs/DVRs, video management software, access control, AI analytics, and IoT-based devices**. With over 200 SKUs and strong in-house R&D, Sparsh is positioned as one of the few Indian companies capable of delivering large-scale, fully indigenous surveillance systems that meet evolving national data-security norms.

STQC Certification – strategic relevance

Sparsh's surveillance products are **STQC (often written as SQTC) certified**, which means they conform to the **Standardisation Testing and Quality Certification** requirements of the Government of India for CCTV and connected surveillance devices. This has become increasingly important as various central, state and smart-city projects, as well as critical-infrastructure buyers, now **prefer or mandate STQC-compliant products**, especially in the backdrop of data-security and supply-chain scrutiny in 2024–25. Creative Newtech believes this will **significantly improve the addressable opportunity** for the combined offering.

Registered Office: 3rd & 4th floor, Plot No. 137AB, Kandivali Co-op Industrial Estate Limited, Charkop, Kandivali West, Mumbai 400067
Contact No.: +91 22 50612700 | **Email:** cs@creativenewtech.com | **Website:** www.creativenewtech.com

Sparsh's product portfolio – comprehensive, made-in-India, future-ready:

Sparsh's product offering is wide-ranging and covers the end-to-end surveillance ecosystem, effectively positioning it for large scale roll-out across both government/PSU and enterprise/SMB markets. Key highlights of the portfolio include:

- High-resolution network/IP cameras (including domes, bullets, PTZs) capable of IP streaming and on-edge analytics.
- HD-analog and hybrid-output cameras (supporting AHD/TVI/CVI/CVBS) for migration scenarios and mixed infrastructure.
- Intelligent NVR (Network Video Recorder) & DVR (Digital Video Recorder) platforms, supporting local and cloud storage, VMS integration, AI-analytics overlays.
- 4G/5G wireless & cellular-connected cameras (including mobile NVRs, body-worn cameras, solar-powered cameras) for remote, mobile, or temporary deployments (e.g., highways, logistics, construction sites).
- Video Management Software (VMS) and integrated analytics modules: people counting, facial recognition, vehicle analytics, object pattern recognition.
- Access control, intruder alarm systems, and system accessories (readers, controllers, locking devices) as part of the security ecosystem.
- Related peripherals and accessories such as IR illuminators, matrix switchers, IP video-encoders, mount cameras, etc.

Key Strategic Synergies and Value Addition:

- **Pan-India Supply Chain & Warehousing:** Extensive logistics and warehousing network ensuring consistent product availability, faster turnaround times (TATs), and efficient fulfillment across regions.
- **On-Ground Execution Strength:** Dedicated field teams for OEM coordination, channel enablement, and support to system integrators (SIs) for smooth deployment and after-sales service.
- **Multi-Brand Operational Expertise:** Proven know-how in managing complex, multi-brand portfolios across IT, imaging, and consumer technology categories, ensuring seamless integration of Sparsh's product line.
- **Financial and Credit Support:** Strong working capital framework and credit facilitation to empower channel partners, deepen relationships, and accelerate secondary sales.
- **Integrated Marketing & Demand Generation:** Targeted campaigns and engagement programs to promote Sparsh's STQC-certified surveillance range across government, PSU, infrastructure, enterprise, and education sectors.

Registered Office: 3rd & 4th floor, Plot No. 137AB, Kandivali Co-op Industrial Estate Limited, Charkop, Kandivali West, Mumbai 400067
Contact No.: +91 22 50612700 | **Email:** cs@creativenewtech.com | **Website:** www.creativenewtech.com

India Market Outlook & Dynamics:

India's video surveillance market has emerged as a multi-billion-dollar opportunity in 2025 and is projected to grow at a **10–17% CAGR through 2030**, driven by heightened focus on safety, compliance, and digital infrastructure. The expansion is supported by public-safety programs, smart-city rollouts, and the formalization of commercial and industrial spaces. Creative Newtech believes that an **STQC-compliant, fully Indian portfolio**—backed by a nationwide distribution platform—will be well-positioned to capture this structural growth.

Key drivers of the market include:

- **Government and Smart-City Rollouts:** Large-scale municipal and state-led projects for traffic management, public safety, and Integrated Command & Control Centres (ICCCs) continue to add thousands of cameras annually. The growing use of ANPR (Automatic Number Plate Recognition) and AI-enabled devices underscores this momentum.
- **Shift to Secure, India-Approved Hardware:** With stricter Government of India norms and mandatory STQC certification for IP/networked CCTV systems, institutional buyers increasingly prefer Indian OEMs that offer tested, compliant, and locally supported solutions. This aligns directly with Sparsh's *Made in India* positioning and Creative Newtech's nationwide reach.
- **Transition from Analog to IP & AI-at-the-Edge:** Enterprises, retail chains, logistics hubs, educational institutions, and healthcare facilities are upgrading from legacy analog setups to IP- and AI-ready surveillance systems, creating a substantial replacement and upgradation market.
- **Price Rationalization and Wider Availability:** Declining device costs, coupled with structured distribution, localized service, and financing/credit support, are broadening adoption across Tier II, Tier III, and Tier IV markets.

Together, these trends signal a strong multi-year opportunity for indigenous, compliant, and scalable surveillance solutions—an area where the **Creative Newtech–Sparsh partnership** is strategically positioned to lead.

Registered Office: 3rd & 4th floor, Plot No. 137AB, Kandivali Co-op Industrial Estate Limited, Charkop, Kandivali West, Mumbai 400067
Contact No.: +91 22 50612700 | **Email:** cs@creativenewtech.com | **Website:** www.creativenewtech.com

Management Comment:

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

"Security and surveillance have evolved from being discretionary investments to becoming mission-critical components of India's safety and digital infrastructure. We are delighted to partner with Sparsh, one of India's earliest and most trusted surveillance OEMs, known for its strong R&D base, Made in India manufacturing, and STQC-certified product range.

This partnership enables us to combine Sparsh's deep technological capabilities with Creative Newtech's pan-India distribution strength, operational excellence, and established channel network. Together, we aim to make high-quality, compliant, and indigenously built surveillance solutions more accessible to both institutional and enterprise buyers across the country.

With regulatory emphasis on data security, smart-city rollouts, and the government's focus on trusted, certified hardware, the timing for this collaboration is ideal. It strengthens our position in the fast-growing security technology space and aligns perfectly with our broader strategy of representing innovative, high-potential brands and expanding Creative Newtech's presence in value-added technology segments."

Company Overview

Established in 1992, Creative Newtech 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 Newtech 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.

Registered Office: 3rd & 4th floor, Plot No. 137AB, Kandivali Co-op Industrial Estate Limited, Charkop, Kandivali West, Mumbai 400067
Contact No.: +91 22 50612700 | **Email:** cs@creativenewtech.com | **Website:** www.creativenewtech.com

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 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. 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 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.

Registered Office: 3rd & 4th floor, Plot No. 137AB, Kandivali Co-op Industrial Estate Limited, Charkop, Kandivali West, Mumbai 400067

Contact No.: +91 22 50612700 | **Email:** cs@creativenewtech.com | **Website:** www.creativenewtech.com

For more details please visit: www.creativenewtech.com

For further information please contact:

Creative Newtech Limited

Mr. Tejas Doshi

Chief Compliance Officer & Company Secretary

cs@creativenewtech.com

Mr. Abhijit Kanvinde

Chief Financial Officer

abhijit@creativenewtech.com

SAAA Consultants Private Limited

Investor Relations

Ms. Sejal Dukhande

sejal.dukhande@saaaconsultants.com

Note: *This announcement is intended to provide information about the business partnership between Creative Newtech Limited and Sparsh (Samriddhi Automations Private Limited). It does not constitute an offer, solicitation, or recommendation to invest, nor does it contain any financial forecasts or forward-looking statements. The purpose of this release is solely to inform stakeholders and the public of the strategic collaboration between the two companies.*