



Creative Peripherals

CIN: L52392MH2004PLC148754

Date: 22nd May 2018

To,
The Manager
Listing Department
National Securities Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East)
Mumbai – 400 051

Sub: Creative Peripherals and Distribution Limited announces the audited financial results for Q4 & FY18

Dear Sir,

Please find attached Media Release regarding announcement of audited financial results for Q4 & FY18

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited

Vijay Advani
Whole Time Director
DIN: 02009626

Date: 22nd May, 2018
Place: Mumbai

Creative Peripherals and Distribution Limited

Registered Office: B – 215, Mandpeshwar Industrial Premises, Opp. M. C. F. Club, Off S V P Road, Borivali (West), Mumbai – 400 092 | **Tel.:** 91-22-40811234 / 42460777 |

Email: cs@creativeindia.com | **Website:** www.ecreativeindia.com |



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Media Release

FY18 Revenue at Rs. 250.96 crore, YoY growth of 18.37%

FY18 EBITDA at Rs. 7.51 crore, YoY growth of 45.35%

FY18 EBITDA Margin at 2.99%, Increase of 55bps on YoY

FY18 PAT at Rs 2.89 crore, YoY growth of 115.51%

Board recommends Final Dividend at rate of 5% - subject to shareholder approval

Mumbai, 22nd May, 2018: 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, announced its audited results for the quarter & year ended March 31st, 2018.

Key Financials (Rs. Crore): -

Particulars	Q4 FY18	Q4 FY17	Q3 FY18	FY18	FY17	YoY%
Total Revenue	78.16	63.40	61.18	250.96	212.01	18.37%
EBIDTA	2.21	3.12	2.30	7.51	5.17	45.35%
EBITDA margin (%)	2.83%	4.91%	3.75%	2.99%	2.44%	55bps
PAT	0.90	1.83	0.84	2.89	1.34	115.51%

Performance Highlights: -

For the quarter ended March 31st, 2018:

- **Total Revenue from operations was at Rs. 78.16 crore** in Q4 FY18, as against Rs. 63.4 crore in Q4 FY17, a **YoY growth of nearly 23.29%**

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- **EBITDA stood at Rs. 2.21 crore** in Q4 FY18 as against Rs. 3.12 crore in the Q4 FY17. This has been mainly on account of increase in promotional and marketing expenses incurred towards promotion of Honeywell products
- **Profit After Tax was at Rs. 0.90 crore** in Q4 FY18 as against Rs. 1.83 crore in the corresponding quarter Q4 FY17

For the Year ended March 31st, 2018:

- **Total Revenue from operations was at Rs. 250.96 crore** in FY18, as against Rs. 212.01 crore in FY17, a **YoY growth of 18.37%**
- **EBITDA stood at Rs. 7.51 crore** in FY18 as against a Rs. 5.17 crore in the FY17, significant **YoY jump of over 45.35%**
- **EBITDA margin in FY18 was 2.99%** as against 2.44% in FY17, a jump of 55bps
- **Profit After Tax was at Rs. 2.89 crore** in FY18 as against Rs. 1.34 crore in the previous, a **phenomenal growth of over 115.51%**
- **PAT margin was 1.15% in FY18** as against 0.63% in FY17, a jump of 52 bps
- The Board of Directors have recommended a **Final Dividend at the rate of 5%** on face value of Rs 10 per share. This is subject to the approval of shareholders

Key Developments During Q4 FY18: -

- ✓ **Exclusive Agreement with InVue Security Products Corp. to distribute their products nationally**
 - InVue has Brand Partnerships with Apple, Samsung, Google & Huawei in US with a 75% market share
- ✓ **Awarded 'Best Trade Show Execution' by Vitec Group for seamless execution of Consumer Electronic Imaging Fair – CEIF 2018 in Mumbai.**

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Management Comment:

Commenting on performance for the Fourth quarter & year ended FY18, **Mr. Ketan Patel, Chairman & Managing Director** of Creative Peripherals & Distribution Ltd. said

“We are happy to share that our financial performance for the year has been in line with our targets. For the year ended FY18 we have delivered 18% revenue growth. This is mainly on the back on increase in the imaging business which yields a higher margin and we remain focus to increase our revenue mix of such high margin yielding products. We are also in process to establish our client Honeywell and are carrying out marketing and promotional activities which will further open more opportunities to add more Honeywell products. We have registered 45% EBITDA growth and over a 100% PAT growth. This has mainly come from adding new products with higher margins. The positive impact of GST has started to show, and we believe that this would translate into further margin expansion over time.

We were initially segmenting our revenue in three segments namely IT Peripherals, Imaging & Lifestyle. This year with addition of InVue we are diversifying to one more segment of security & surveillance. We see a huge growth opportunity in this sector and intend to scale this segment over the coming years.

Our goal remains to be the best market entry specialist for niche brands seeking entry into the Indian markets. Our pan India presence helps us provide a unique solution to our clients. It is a matter of pride to be associated with such prestigious brands that we partner with and promise to deliver on the trust they place in us. I would like to thank our channel partners, our business partners, and our employees for their invaluable support and belief in us which drives us to deliver robust performance every quarter”.

Company Overview

Our Company started as a small proprietary trading concern, named as ‘Creative Computers’ with 10 employees back in 1992. Since then our consistent dedication and hard work along with support from our partners we have grown to a recognized player in the India’s Information and Communication Technology distribution market. Our efforts have always been towards timely delivery, consistent, excellent quality, range of innovative products and sustained long-term relationship building with channel partners. These efforts have enabled us to garner accolades in the Industry as amongst the best distributors in India by leading brands. Some of these include:

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- 'Best Fulfillment Partner' (2014) - Reliance Digital
- 'Fastest Growing National Distributor' (2014-15) - Digital Terminal
- 'Best Fulfillment Partner' (2015) - Reliance Digital
- 'CEIF Photo Fair All India Photo Graphic Trade & Industry Association' (2015)
- 'Long Term Partnership Award (2017)' – Sennheiser
- 'Licensing Partner of the Year – 2017 award – Honeywell (2017).
- 'Best Trade Show Execution for seamless execution of Consumer Electronic Imaging Fair'- Vitec Group CEIF (2018).

Our Company is associated with over 25 renowned brands globally. These brands help us cater to a wide range of customers both in the consumer and industrial businesses. We are also well-positioned to take advantage of the changes in trends in the technology industry currently and be a part of the digital transformation story of India.

Creative Peripherals has a unique value-added distribution model which is difficult to replicate. We provide end-to-end solutions, beginning from market research and competition analysis for brands and recommend viability in specific regions across India. This requires specialized skill sets and experience along with adequate market intelligence. We then prepare a strategic plan for market entry for the brands and their target segments. These plans are updated and monitored regularly. Further, we then also conduct pre-sales activities and marketing activities for the success of the brand as well as to enable our channel partners to leverage their expertise and bottom line. We are among the very few large distributors who conduct specialized training modules, events and promotional activities at the ground level with channel partners. This is possible due to the dedication of our people and our experienced team which constantly tracks latest market developments to build closer market connect.

Our Company has a state-of-the-art sales process which works very closely across channels including Large Format Retail (LFRs), E-Commerce and Specialized retailers in all regions. We conduct regular workshops, demos for resellers with our dedicated corporate and retail sales teams.

Our Company's wide reach and superior logistics capabilities helps us provide end-to-end services to customers including warranty and post-warranty, high-level repair services, response centers among others.

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Also, our strong focus on consistent and very high quality along with timely delivery has led to increased confidence of brands, many of which have chosen us as exclusive partners and have been with us since over five years. We have robust IT systems to manage network and follow prudent risk management practices across branches.

Creative Peripherals focus is on higher operational efficiencies and adding higher margin and value-added products to our existing product portfolio and this association is a concrete step towards that direction. We are confident that we will be able to grow stronger from here and continue to scale new heights.

For more details please visit: www.ecreativeindia.com

For further information please contact:

<i>Company:</i> Abhijit Kanvinde Creative Peripherals and Distribution Ltd E-mail: abhijit@ecreativeindia.com	<i>Investor Relations:</i> Savli Mangle/ Harshit Gandhi Bridge Investor Relations Pvt. Ltd. Email: savli@bridge-ir.com harshit@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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