



**Creative Peripherals**

CIN: L52392MH2004PLC148754

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**Date: 27<sup>th</sup> September 2018**

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

**Sub: Announcement of Renewal of Exclusive Agreement with Honeywell International Inc. for selling and marketing of Honeywell products in seven countries**

Dear Sir/Madam,

We are pleased to enclose a copy of press release regarding Announcement of geographic and product category expansion of our Brand Licensing agreement with Honeywell International Inc. for selling and marketing of Honeywell products in seven countries.

Kindly take the same on record.

Thanking you

Yours Faithfully,  
Creative Peripherals and Distribution Limited

Vijay Advani  
Whole Time Director  
DIN: 02009626

Date: 27<sup>th</sup> September 2018  
Place: Mumbai

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**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.:** 91-22-40811234 | **Email:** cs@ecreativeindia.com

**Website:** www.ecreativeindia.com



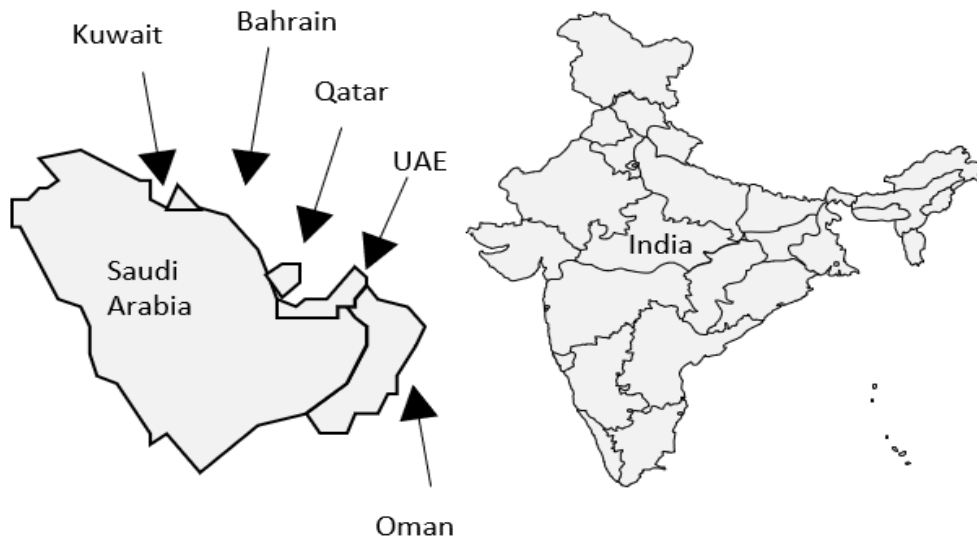
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## **Media Release**

### **Creative Expands Trademark Licensing Agreement with Honeywell Geographic expansion into the Middle East and Product Portfolio expansion into Wireless Networking range of products**

**27<sup>th</sup> September 2018, Mumbai, India:** Creative Peripherals and Distribution Limited (CDPL) (NSE-SME: CREATIVE), specialists in market penetration and distribution of IT, Imaging, Lifestyle, and Security products with a pan-India presence, is pleased to announce that the Company has expanded its Trademark Licensing Agreement with Honeywell International Inc. for selling and marketing of Honeywell products.

As part of the expansion, the Company will now be able to additionally offer the products under its portfolio (as part of the trademark licensing agreement) to additional Six Countries namely Saudi Arabia, United Arab Emirates, Bahrain, Oman, Qatar and Kuwait. In addition to this, the Company has also received approval to expand its product portfolio under this trademark licensing agreement to Wireless Networking category of products. The Company will now be able to sell and market wireless Networking products under the Honeywell brand name in the approved geographies of India, Saudi Arabia, United Arab Emirates, Bahrain, Oman, Qatar and Kuwait.



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### Details of Licensed Products of networking & cable products/accessories:

Products	Details
<b>Networking Cables</b>	<ul style="list-style-type: none"><li>• Cables used to connect one device to another through an Ethernet network connection</li></ul>
<b>Specialty Cables</b>	<ul style="list-style-type: none"><li>• HDMI Cables: High definition audio/video plug in cables used for interconnection of digital input/output</li><li>• Audio/video cables: Cables carrying analog or digital audio or video signals</li></ul>
<b>Cable Accessories</b>	<ul style="list-style-type: none"><li>• Cable terminators to prevent feedback from unused cable lines &amp; outlets</li><li>• Cable plates for mounting cables</li><li>• Cable connectors to connect two cables</li></ul>
<b>Adaptors &amp; Chargers</b>	<ul style="list-style-type: none"><li>• Devices or cabs used to recharge household commodity batteries by plugging such devices or cables into a wall outlet or other source of power</li><li>• AC/DC power adaptors</li></ul>
<b>Surge Protectors</b>	<ul style="list-style-type: none"><li>• Power strips to protect against surge protection (with or without technology that eliminates “phantom power drains) which are standalone, unmounted and uninstalled</li></ul>
<b>Modems &amp; Routers</b>	<ul style="list-style-type: none"><li>• 150,300,600,1200 and 1900 Mbps routers</li><li>• 4G portable routers</li><li>• 150 and 300 Mbps modem/router combos</li><li>• 300 Mbps Wi-Fi range extenders</li><li>• Mesh routers</li></ul>

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### Management Comment:

Commenting on this development, **Mr. Ketan Patel, Chairman & Managing Director of 'Creative Peripherals & Distribution Ltd.'** Said:

*"We are very happy to share that our trademark licensing agreement with such a world-renowned brand like Honeywell has not only been expanded to six countries, but we have also received approval to expand our product offerings. We expect this to create a significant opportunity for our Company in international markets in terms of growth in revenue and increase in margins. Our synergistic collaboration with Honeywell has resulted in achieving this endorsement and will further enhance our strong relations with Honeywell. These new products are need of the hour and we are happy to offer it to our target geographies it under Honeywell brand. The demand in the market is growing for such products and we expect to ride the growth wave by entering this product segment early on.*

*I would to take this opportunity to thank our partner Honeywell, for their continued confidence in us. I would also like to thank the 'Creative' team for their dedication and hard work in making this happen."*

### 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:

- **'Best Fulfillment Partner' (2014) - Reliance Digital**
- **'Fastest Growing National Distributor' (2014-15) - Digital Terminal**
- **'Best Fulfillment Partner' (2015) - Reliance Digital**

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- ***'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.

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.

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## Creative Peripherals

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](http://www.ecreativeindia.com)

For further information please contact:

<p><i>Company:</i></p> <p><b>Abhijit Kanvinde</b> Creative Peripherals and Distribution Ltd E-mail: <a href="mailto:advani@ecreativeindia.com">advani@ecreativeindia.com</a></p>	<p><i>Investor Relations:</i></p> <p><b>Savli Mangle/ Harshit Gandhi</b> Bridge Investor Relations Pvt. Ltd. Email: <a href="mailto:savli@bridge-ir.com">savli@bridge-ir.com</a> <a href="mailto:harshit@bridge-ir.com">harshit@bridge-ir.com</a></p>
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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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