

Date: 10th August 2018

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

Sub: Creative Peripherals and Distribution Limited announces the unaudited financial results for Q1 FY19

Dear Sir,

Please find attached Media Release regarding announcement of unaudited financial results for Q1 FY19.

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited



Tejas Doshi
Company Secretary and Compliance Officer

Date: 10th August 2018

Place: Mumbai

Media Release

Demonstrated strong growth driven by key business segments of IT and Imaging

Q1 FY19 Revenue at Rs. 77.47 crore, YoY growth of 54.42%

Q1 FY19 EBIDTA at Rs. 2.69 crore, YoY growth of 134.37%

Q1 FY19 EBIDTA margin at 3.48%, Increase of over 119 bps on YoY

Q1 FY19 PAT at Rs 0.96 crore, YoY growth of over 183.42%

Q1 FY19 PAT margin at 1.23%, Increase of over 56 bps on YoY

Q1 FY19 EPS at Rs. 1.65, YoY growth of over 179.66%

Mumbai, 10th August 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 unaudited results for the quarter ended June 30th, 2018.

Key Financials (Rs. Crore): -

Particulars	Q1 FY19	Q1 FY18	YoY%	Q4 FY18	FY18	FY17	YoY%
Total Revenue	77.47	50.17	54.42%	78.16	250.96	212.01	18.37%
EBIDTA	2.69	1.15	134.37%	2.21	7.51	5.17	45.35%
EBITDA margin (%)	3.48%	2.29%	119bps	2.83%	2.99%	2.44%	55bps
PAT	0.96	0.34	183.42%	0.90	2.89	1.34	115.51%
PAT Margin (%)	1.23%	0.67%	56 bps	1.15%	1.15%	0.63%	52bps

Performance Highlights for the quarter ended June 30th, 2018:

- **Revenue** for the quarter was **Rs. 77.47 crore** in Q1FY19, as against Rs. 50.17 crore in Q1FY18, a **YoY growth of 54.42%**, on account of higher sales in imaging and IT business segments

- **EBITDA** was at **Rs. 2.69 crore** in Q1FY19 as against Rs. 1.15 crore in Q1FY18, **YoY growth of 134.37%**
- **EBITDA Margin** was **3.48%**, an improvement of **119 basis points YoY**, on account of high margin value-added products in Imaging & IT like GoPro, Honeywell, Samsung etc. and better operational efficiencies
- **Profit After Tax** was **Rs 0.96 crore** in Q1FY19 compared to Rs. 0.34 crore in Q1FY18, **YoY growth of 183.42%**
- **PAT Margin** was **1.23%**, an improvement of **56 basis points YoY**
- **EPS** was at **Rs. 1.65**, **YoY growth of 179.66%**

Key Developments During Q4 FY18: -

- ✓ Company has received its renewal of exclusive distribution rights to sell Go Pro's Digital Still Video Camera and other such highly technical products in India.
- ✓ Company has been awarded as Authorized Distributor for selling and marketing of Philips Digital Signage products in India by TPV Technology India Pvt. Ltd.

Management Comment:

Commenting on performance for the quarter ended 30th June 2018, **Mr. Ketan Patel, Chairman & Managing Director of Creative Peripherals & Distribution Ltd. Said:**

"We are happy to share that our financial performance for the quarter has been in line with our targets. For the quarter ended Q1 FY19 we have delivered over 50% revenue growth, more than 130% EBITDA growth and a 183% PAT growth. Our EBITDA and PAT margins have also expanded by 119 and 56 basis points respectively. This is mainly on the back on increase in sales of higher margin value added products in IT and imaging business segments like GoPro, Honeywell, Sennheiser etc. We continue to focus on increasing revenue mix of such high margin yielding products.

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:

- ‘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.

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:

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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.