



Creative Peripherals

About us

“India Market Penetration and Distribution Specialists”

22

Brands

3200

Products

5000

Happy Partners

1992

Since



Vision Statements

- **Vision Statement for Brands**

It is Creative Peripherals' stated mission to evolve as an accomplished Modern Retail and E-commerce Distribution Specialist in the Indian and Middle East markets. We are entry specialists for all new brands desiring to enter these regions and address all the 3 channels Online, Retail and General Trade.

- **Vision Statement for Dealers**

Creative Peripherals assures its partners that it will use its goodwill, expertise and influence to introduce world class brands across categories into their portfolios. The company will also support the partners in leveraging their market positioning and enhancing their bottom line.



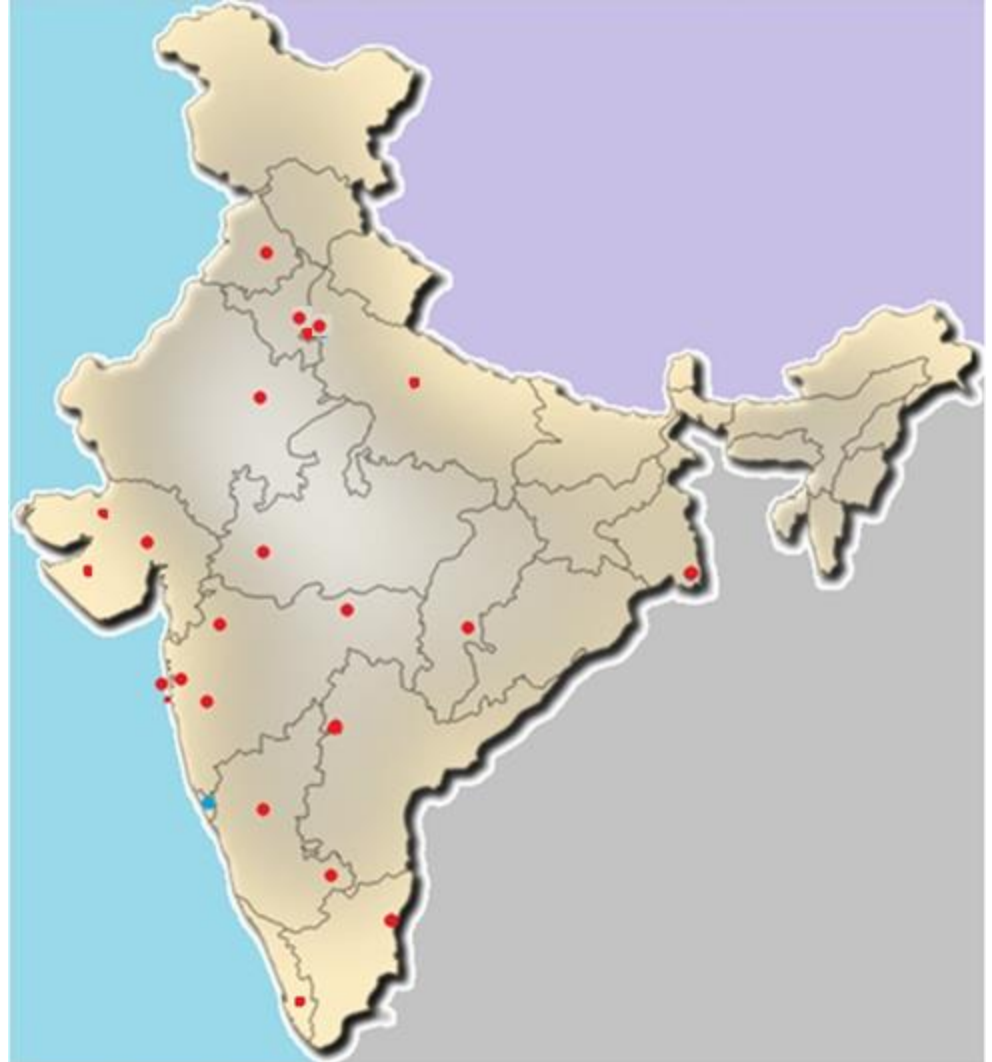
Our Network (26)

We are present at following locations (26)

- Mumbai- Lamington Road, Borivali.
- Ahmedabad
- Aurangabad
- Bangalore
- Bhopal
- Chennai
- Delhi
- Hyderabad
- Haryana
- Hubli
- Indore
- Jaipur
- Kolhapur
- Kolkata
- Kerala,
- Ludhiana
- Lucknow,
- Noida
- Nasik
- Nagpur
- Pune
- Raipur
- Rajkot
- Surat

Billing only

- Goa



Business



I.T. Peripherals



Imaging



Lifestyle



Brands We Work With

I.T. & PERIPHERALS	LIFESTYLE
ADATA	BEATS
AOC Monitor	SENNHEISER
BANDRIDGE	AOC TV
BELKIN	PHILIPS TV / SIGNAGE
NET PROTECTOR	SKYWORTH TV
NZXT	IMAGING
PRINTRONIX	MANFROTTO
RAPOO	OLYMPUS
SAMSUNG	NATIONAL GEOGRAPHY
TOTOLINK	GOPRO
TRANSCEND	GITZO
VIEWSONIC	DATACOLOR



Brands We Work With



Channels

- General Trade
- Large Format Retail Stores
- Online Business
- Corporate Business
- B2B
- OEM
- \$ Billings





Distribution @ CPDPL

Distribution @ CPDPL

Extensive Reach

A network of 5000+ partners, 26 branches, 175+ employees ensures maximum penetration across the country for your brand

State-of-the-art Sales Process

Product training programs and demos, reseller workshops, research led marketing programs are all focused to help brand reach its maximum potential

Region wise strategy

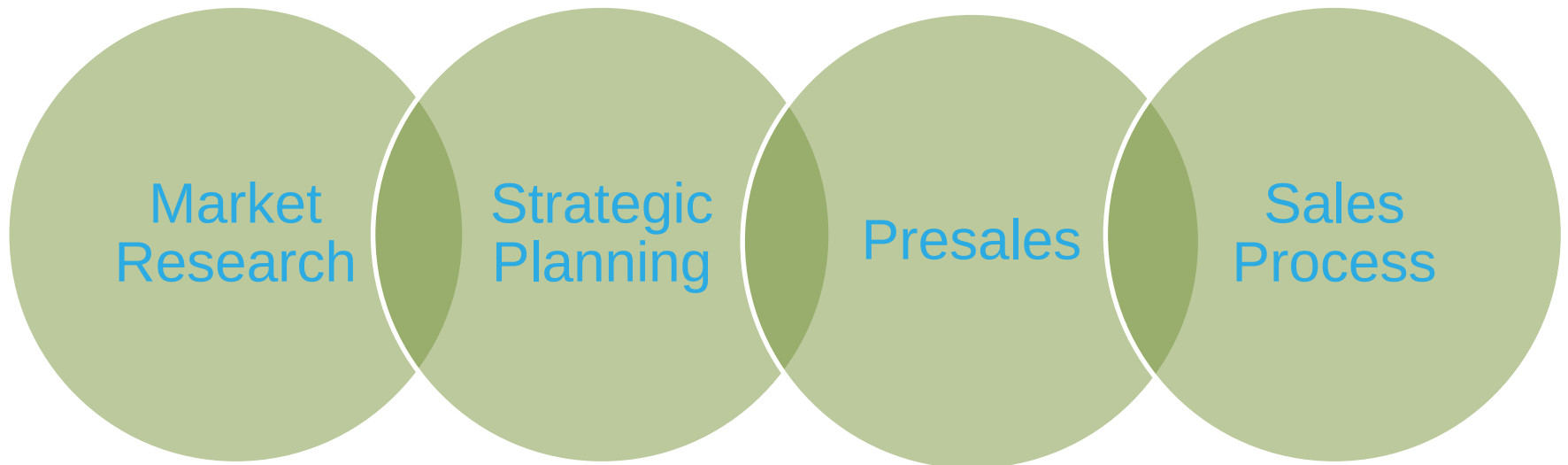
We understand your brand demand across regions and devise strategies that are geography specific

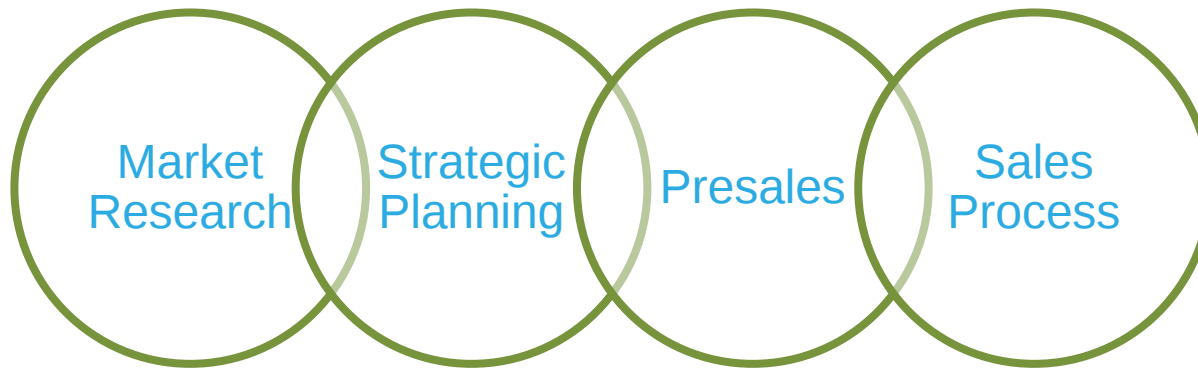


Our Mother Warehouse @ Bhiwandi

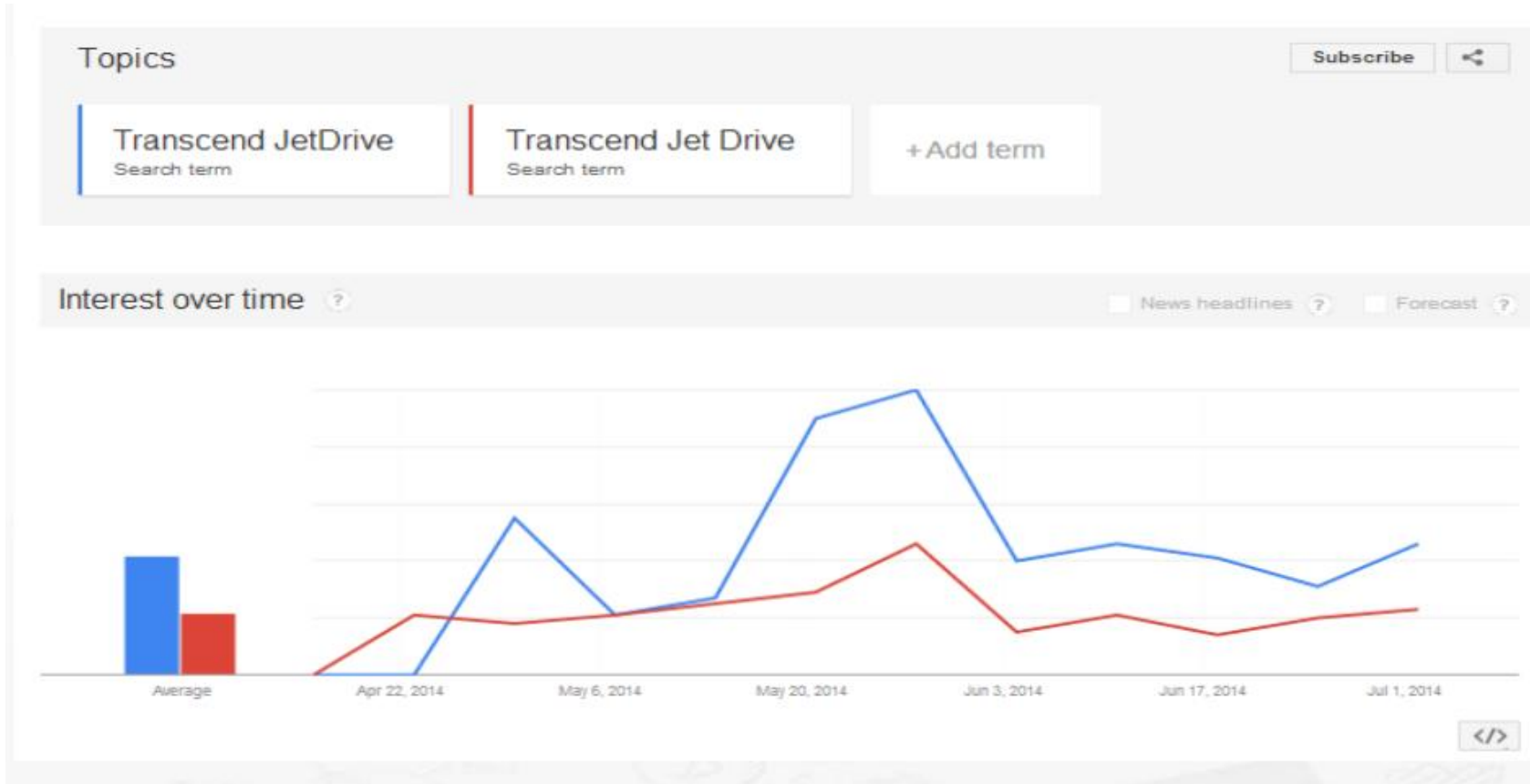


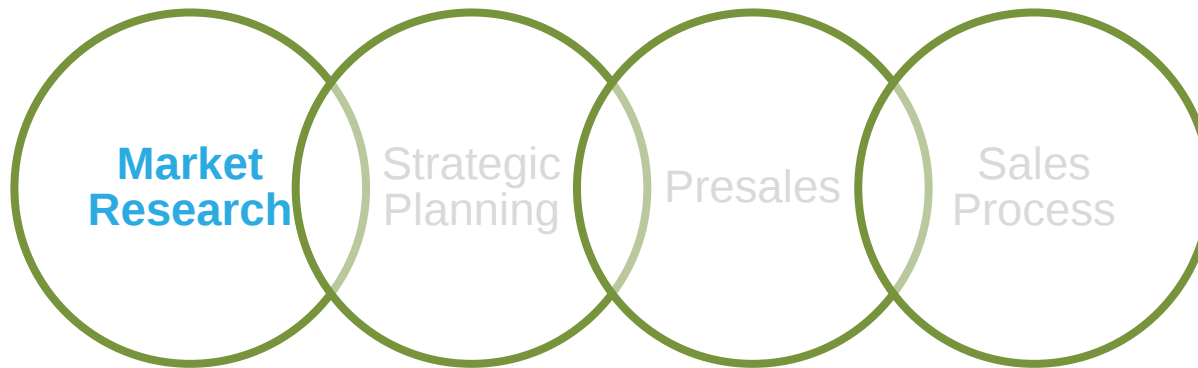
Distribution @ CPDPL



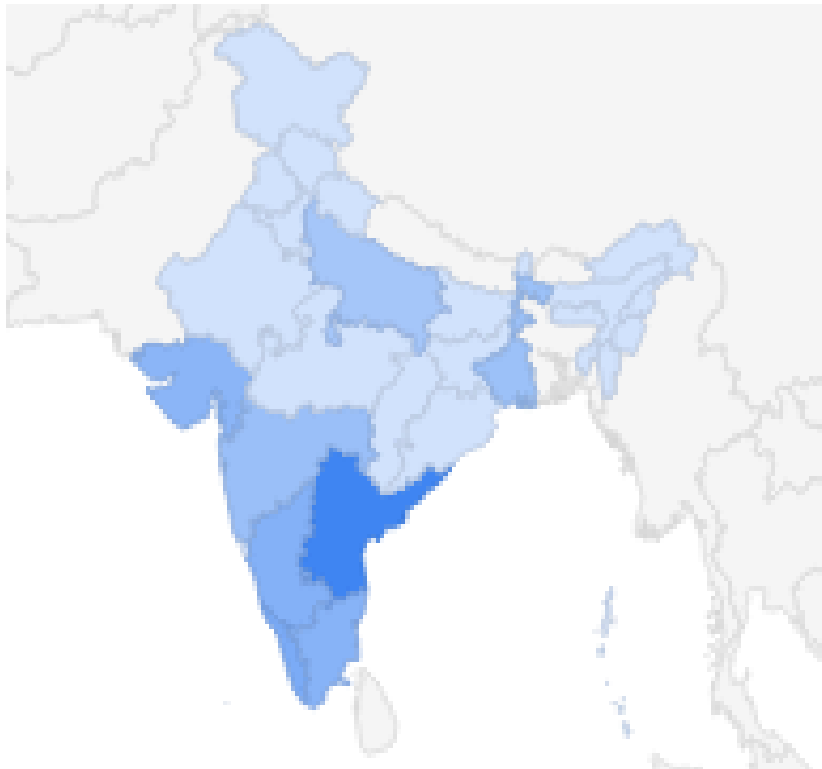


Brand Interest over time





Location wise interest



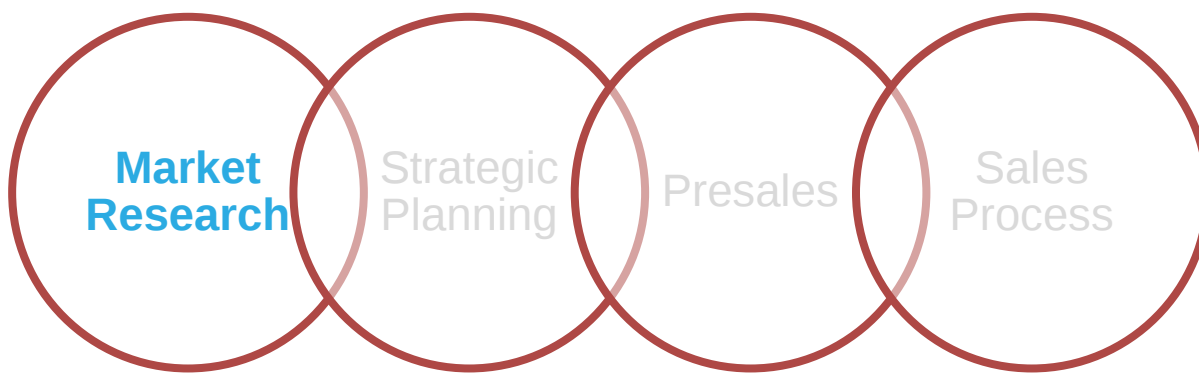
Top cities

- Vijayawada
- Hyderabad
- Kochi
- Bangalore
- Chennai

Top States

- Andhra Pradesh
- Karnataka
- Kerala
- Tamil Nadu
- Gujarat

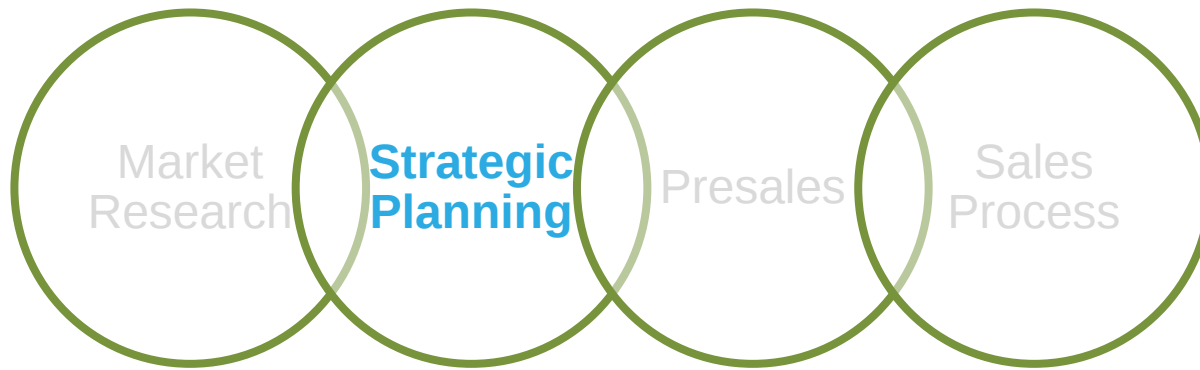




Competition Analysis

Competition Analysis		Size in inch	Search count
Brand	Search Count	15.6	160
Samsung Led Monitor	4270	18.5	560
		19.5	30
		20	420
LG Led Monitor	1500	19	30
		20	460
AOC Led Monitor	1300	22	90
		24	430
Acer Led Monitor	700	26	110
		27	240
Viewsonic Led monitor	140	30	60
		32	170
Beng Led Monitor	140	*3D Led Monitor	130





- Demand Analysis
- Channel Strategy
- Sales Planning and Quarterly Tracking
- Competition Analysis
- Marketing Strategy



Trainings



Promoters & Pop Installations

- Our recent distribution product GoPro is not present in India
- We imported POP Displays and deployed it across the 130 stores of Reliance Digital
- Will repeat the same for Croma stores and other Large Format Retailers.
- Have deployed promoters across all the 130 stores of Reliance Digital where GoPro products are displayed.
- Along with GoPro training team we trained all the promoters and the store staff.
- All the Pop displays will be maintained by us including updating the SD cards from time to time.

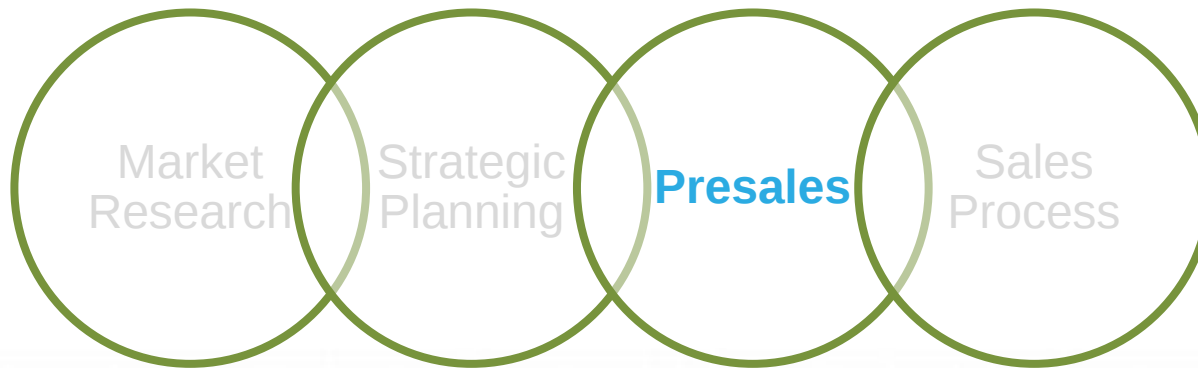


GoPro Pop Display pictures @ R Digital Stores



Events





Digital catalogs



Beats by Powerbeats

Earbuds Engineered For Athletes.

After years of breaking earbuds during his workouts, LeBron James teamed up with Dr. Dre in creating Powerbeats earphones: the only earphones designed to deliver premium sound on the court, in the gym, or on the streets.



Beats by Dre



Beats by Dre Heartbeats

Made To Make Little Monsters Look Good.

Lady Gaga designed Heartbeats earphones to satisfy her passion for fashion and sound.

Gunmetal studs hang on a leathery cord, broadcasting bullets of sound right through your ears and into your heart.



Beats by Dre Tour

Big Sound. Small Package.

It's rare to find big sound in something so small.

Beats Tour earphones are among the first earbuds to hold their own against over ear headphones. Now with a newly designed custom fit and improved sound quality, you can get even closer to the music.



Beats by Dre urBeats

Made To Take A Beating.

Designed for music lovers who don't sacrifice sound for style, urBeats deliver pure audio in an ultra-light-weight, colorful package. Metallic, radial etching on the housing adds high-end style, while keeping them incredibly durable. Drenched in color, from the matching earbud and tangle-free cable down to the storage pouch, the new urBeats come in this fall's hottest hues.





Digital catalogs



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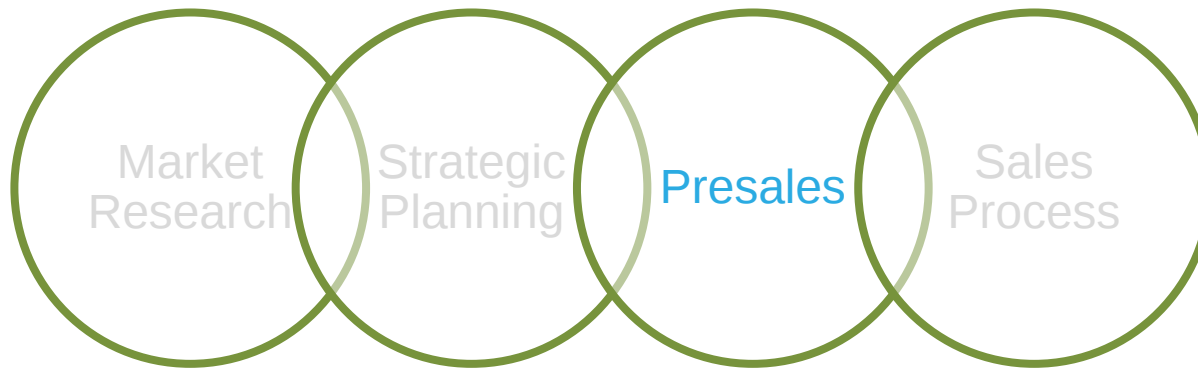
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Desktop & Mobile Friendly





Brand Awareness and consumer engagement

beats by dr.dre

#BEATSEVERYTHING

JOIN THE SOUND REVOLUTION

EXPERIENCE BEATS

EXPERIENCE EXCELLENCE

EXPERIENCE SOUND,
JUST THE WAY THE ARTIST INTENDED

BANDRIDGE

GREAT STRENGTH

BETTER CONNECTIVITY

BLISTER DESIGN

Here are some of the best of Bandridge products that are available in India:



Headphone Extension Cable 3.0 m
Product code: VAL3603
General info:
Extends headphone cables and other devices.



Stereo Audio Cable 1.0 m
Product code: VAL4201
General info:
Connects CD players and other audio devices to any amplifier.

Pro

Watch Product Videos

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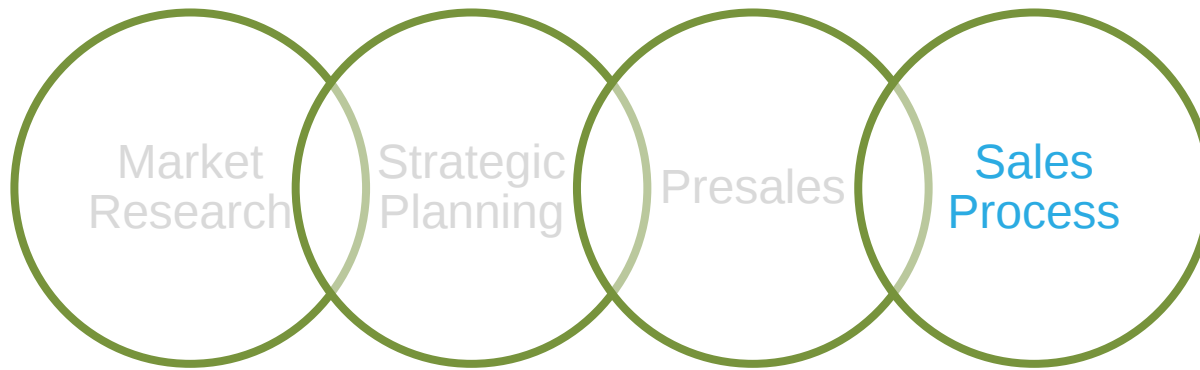
Cameras

Lenses

Binoculars

Voice Recorders

Accessories



- Efficient sales team
- Relationships with all major LFRs and Ecommerce players
- A separate team for Corporate sales
- Region-wise sales targets
- Reseller workshop and product demos



Case Study for Brands

- ✓ **60%** growth in number of partners year on year for **Sennheiser**, along with **42%** growth in turnover for retail since partnering with CPDPL
- ✓ **40%** growth in number of partners over the years, with **35%** increase in turnover for retail for **Beats** (exclusively distributed by Creative Peripherals)
- ✓ **25%** growth in turnover for retail was seen by **AOC monitors and TV**, after partnering with Creative Peripherals
- ✓ **48%** increase in turnover in retail for **Bandridge**, after partnering with Creative Peripherals



Awards



“Best Fulfillment Partner 2014 “

-Reliance Digital

“Fastest Growing National Distributor 14-15”

- Digital Terminal

“The Best Retail Product Partner”

-Microsoft

“The Best Partner for Printer”

-Canon

“BEST DISTRIBUTOR for Year 2011“

-Sennheiser

“Best Channel Partners 03-04”

- Epson

“Partner Friendly Distributor for Year 2015”

- Digital Terminal



Contact Us

Mumbai

375/377, Babu
Building Office
NO. 20, Grant Road
(East)
Mumbai,
Maharashtra

**Mobile: +91
8451001355,**

**bmmumbai@ecrea
tiveindia.com**

Delhi

S - 26,1ST Floor,
Okhla Phase - II
New Delhi
Tel.: +91 11
41009460

**Mobile: +91
9650606817**

**manoj@ecreativei
ndia.com**

Kolkata

67 A, Malanaga
Lane1ST Floor,
Kolkata
West Bengal

**Mobile: +91
9051559600**

**bmkkolkata@ecreat
iveindia.com**

Chennai

Old no 26/2, new no
51 west
Coovum River,
Chintadripet,
Chennai,
Tamil Nadu

**Mobile: +91
9789895671**

**bmchennai@ecrea
tiveindia.com**

Bangalore

No.7,1st Cross,
Sampangiramnagar,
Bangalore,
Karnataka

**Mobile: +91
9986864478**

**salesblr@ecreativ
eindia.com**

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Thank you!