



Creative Peripherals

(CIN):L52392MH2004PLC148754

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

Sub: Announcement regarding "License Partner of the Year-2017" award from Honeywell

Dear Sir,

Please find below Media Release regarding "License Partner of the Year-2017" award from Honeywell.

Thanking you,

Yours Faithfully
For Creative Peripherals And Distribution Limited

Vijay Advani
Whole-time Director
DIN: 02009626

Date: 30th October, 2017
Place: Mumbai

Creative Peripherals & Distribution Ltd.

Registered Office : B - 215, Mandpeshwar Industrial Premises Co-op Society Ltd., Opp. M.C.F. Club, Prem Nagar, Off S.V.P. Road, Borivali (West), Mumbai - 400 092. | Tel.: 91-22-4081 1234 / 4246 0777 | Email : administration@ecreativeindia.com

www.ecreativeindia.com



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Subject

Creative Peripherals and Distribution Limited receives "Licensing Partner of the Year- 2017" award from Honeywell

Awarded amongst 33 Brand Licensees of Honeywell across Asia

Honeywell is a global Fortune 50 technology manufacturing company, with turnover of over US \$39 billion

Mumbai, 30th October, 2017: Creative Peripherals and Distribution Limited, specialists in market penetration and distribution of IT, Imaging, Lifestyle, and Security products with a pan-India presence is pleased to inform that our Company has recently won the Licensing Partner of the Year- 2017 Award from Honeywell.

Creative Peripherals was awarded the prestigious "Licensing Partner of the Year-2017" award at the Honeywell Annual Licensing Summit Shanghai. Our Company won this award amongst the 33 licensee Companies of Honeywell in all of Asia.

We continue to be the Exclusive licensee for manufacturing, marketing, selling, and after sales services for Honeywell in India for the categories of Speciality cables, Cable accessories, Adaptors, chargers, Surge protector and networking cables.

Honeywell is a global Fortune 50 company with turnover of over US \$39 billion. The Company is a worldwide reputed manufacturer of technology solutions with interests in aerospace, speciality chemicals and smart cities.

This award is testament of Honeywell's trust in our product development manufacturing value added services and distribution capabilities. This enhanced association with Honeywell will help Creative Peripherals widen capabilities in our already strong presence in international markets, both consumer and enterprise segments. With the focus remaining on the mid-to-high-end consumer base, we believe this continued relation will further help improve our Company's profitability and drive top line growth.

Our Company is engaged in distribution of IT, Imaging, Lifestyle and Security products, having presence

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across 26 locations all over India and long-standing relationships with over 5,000+ channel partners.

Creative Peripherals constantly endeavors to add new brands which help us penetrate new markets and geographies globally as well as help us popularize our own brand name as a respected and premium market entry specialist.

Towards these efforts, we have recently added DgFlick Products to our existing product basket. We have also recently signed an agreement with Taiwan Based manufacturer Asrock to distribute their motherboards. We also signed up with Shyam Telecom Ltd. to distribute Motorola accessories. Our Company has been successful in securing exclusive license agreement from Honeywell. At the same time, because of our strong network and the value we bring to our customers we have been able to extend and renew our relationships with major global brands like Apple India Pvt. Ltd. for distribution of 'Beats by Dr. Dre', Samsung Electronics Ltd for monitors of 21.5" and other products, Vitec Group of Italy for their top brands Manfrotto and Gitzo in the photography segment and NEDIS Group of Europe.

Management Comments:

Commenting on the association, Mr Ketan Patel, Chairman & Managing Director, Creative Peripherals and Distribution Limited said:

"We are extremely proud to announce that our Company has won the prestigious "License Partner of the Year-2017" award from Honeywell. This is truly a remarkable achievement for us as it showcases the continued faith and confidence our client's have on our value added services and distribution capabilities. We are confident that going forward with a very competent team we would be able to achieve many more such milestones.

I would like to thank the entire team of Creative Peripherals & Distribution for all the hard work that everyone has put in to achieve this remarkable feat."

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

Our Company is associated with over 26 renowned brands globally. These brands help us cater to a wide

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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 also 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.

About Creative Peripherals and Distribution Limited:

Incorporated in 1992, Creative Peripherals and Distribution Limited is a leading player in distribution of IT, Imaging, Lifestyle and Security products which also specializes in market entry strategy for reputed brands in India. The Company has its state of art distribution and warehousing located across 26 regions in India. The Company already has over 3000 products in its portfolio, working with over 26 Brands and over 5,000 channel partners across Online, Retail and General Trade. The Company also has its presence in the Middle East. In India, the Company operates out of 26 branches across the country and over 175 employees.

For more details please visit: www.ecreativeindia.com

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For further information please contact:

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