



Creative Peripherals

CIN: L52392MH2004PLC148754

Date: 04th April, 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 Contract to distribute GoPro products in India.

Dear Sir/Madam,

We are pleased to enclose a copy of press release regarding renewal of contract to distribute GoPro products in India.

Kindly take the same on record.

Thanking you

Yours Faithfully,
Creative Peripherals and Distribution Limited

Vijay Advani
Whole Time Director
DIN: 02009626

Date: 04th April, 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@ecreativeindia.com
Website: www.ecreativeindia.com



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MEDIA RELEASE

Renews National Distribution Agreement with GoPro Inc. 

Distribution Rights to sell GoPro's Digital Still Video camera and other highly technical products in India

04th April 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, has received its renewal of distribution rights to sell Go Pro's Digital Still Video Camera and other such highly technical products in India.

About GoPro: GoPro is an American technology company founded in 2002 by Nick Woodman. It manufactures eponymous action cameras and develops its own mobile apps and video-editing software. The Company is focused on the connected sports genre, developing its line of action cameras and, later, video editing software. GoPro frees people to celebrate the moment, inspiring others to do the same. From cameras and drones to apps and accessories, everything GoPro does is geared to help capture life as you live it, share the experience and pass on the stoke. GoPro believes that sharing your experiences makes them more meaningful and way more fun.

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Management Comment:

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

“We are happy to announce the renewal of our agreement with GoPro Inc. to distribute their products in India. We have been associated with them since 2016. Having a Giant and reputed partner like GoPro in the niche field of Imaging, gives us an edge in the growing market of cameras. We believe with this continued association, we will be able to provide a better brand visibility and a pan India reach for our client GoPro. This shows a testimony to our performance and client confidence as they have once again chosen us to be associated with them.

It is a matter of pride to be associated with such prestigious brand that we partner with and promise to deliver on the trust they place in us. I would like to thank Creative team for their dedication and hard work in helping us bag this order.”

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, and 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 Trade Show Execution 2017
– Vitec Group



Smart Photography Awards 2016
– Olympus

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CEIF Photofair 2015
- All India Photographic Trade and Industry Association



Best Fulfilment Partner 2017
- Reliance Digital

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Innovation Technology & Imaging Awards 2018
- Olympus



Long Term Partnership 2017
- Sennheiser

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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 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 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:

Company: Vijay Advani Creative Peripherals and Distribution Ltd E-mail: advani@ecreativeindia.com	Investor Relations: 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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