



Creative Peripherals

Date: 27th May 2019

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 audited financial results for Q4 & FY19

Dear Sir,

Please find attached Media Release regarding announcement of audited financial results for Q4 & FY19.

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited

Vijay Advani
Whole Time Director
DIN: 02009626

Date: 27th May 2019
Place: Mumbai

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.:** 91-22-5061 2700 |

Email: cs@ecreativeindia.com | **Website:** www.ecreativeindia.com | **CIN:** L52392MH2004PLC148754

Media Release

Strong growth driven by IT and Imaging businesses

Significant demand witnessed for products of niche reputed brands – GoPro, Viewsonic

FY19 Revenue at Rs. 370.71 crore, YoY growth of 47.72%

FY19 EBIDTA at Rs. 13.20 crore, YoY growth of 75.70%

FY19 PAT at Rs 5.75 crore, YoY growth of over 98.97%

FY19 EPS at Rs. 9.91, YoY growth of over 97.41%

Board Recommends Final Dividend at 5% i.e. Re. 0.50 per Equity Share subject to approval of shareholders

Board approved issue of bonus equity shares in the ratio 1:1

Board approved migration NSE Main Board – process already initiated

Mumbai, 27th May 2019: Creative Peripherals and Distribution Limited (NSE-SME: CREATIVE), market specialists for experimental products in IT, Imaging, Lifestyle, and Security domains with a pan-India presence, announced its audited financial results for the quarter & year ended March 31, 2019.

Key Financials (Rs. Crore) :-

Particulars	Q4 FY19	Q4 FY18	YoY%	FY19	FY18	YoY%
Total Revenue	114.19	78.16	46.09%	370.71	250.96	47.72%
EBIDTA	4.05	2.21	83.02%	13.20	7.51	75.70%
EBITDA Margin (%)	3.55%	2.83%	72 bps	3.56%	2.99%	57 bps
PAT	2.32	0.90	158.05%	5.75	2.89	98.97%
PAT Margin (%)	2.03%	1.15%	88 bps	1.55%	1.15%	40 bps
EPS (in Rs.)	3.99	1.56	155.77%	9.91	5.02	97.41%

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Performance Highlights for the quarter ended March 31st, 2019:

- **Revenue** for the quarter was Rs. **114.19 crore** in Q4 FY19, as against Rs. 78.16 crore in Q4 FY18, a **YoY growth of 46.09%**, mainly on account of strong growth driven by key businesses of Imaging and IT especially niche brands of GoPro & ViewSonic.
- **EBITDA** was at **Rs. 4.05 crore** in Q4 FY19 as against Rs. 2.21 crore in Q4 FY18, **YoY growth of 83.02%**, on back of higher revenue and improving operational efficiencies
- **EBITDA Margin** was **3.55%**, an **improvement of 72 basis points YoY**, on account of increased contribution from high margin value-added products in Imaging & IT
- **Profit After Tax** was **Rs 2.32 crore** in Q4 FY19 compared to Rs. 0.90 crore in Q4 FY18, **YoY growth of 158.05%**
- **EPS** was at **Rs. 3.99**, **YoY growth of 155.77%**

Performance Highlights for the year ended March 31st, 2019:

- **Revenue** for the year was **Rs. 370.71 crore** in FY19, as against Rs. 250.96 crore in FY18, a **YoY growth of 47.72%**, on account of strong growth driven by key businesses of Imaging and IT especially niche brands of GoPro & ViewSonic
- **EBITDA** was at **Rs. 13.20 crore** in FY19 as against Rs. 7.51 crore in FY18, **YoY growth of 75.70%**, on back of higher revenue and improving operational efficiencies
- **EBITDA Margin** was **3.56%**, an **improvement of 57 basis points YoY**, on account of increased contribution from high margin value-added products in Imaging & IT
- **Profit After Tax** was **Rs 5.75 crore** in FY19 compared to Rs. 2.89 crore in FY18, **YoY growth of 98.97%**
- **PAT Margin** was **1.55%**, an improvement of **40 basis points YoY**
- **EPS** was at **Rs. 9.91**, **YoY growth of 97.41%**

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The Board of Directors has recommended, subject to shareholders' approval, a final dividend at 5% i.e. Re. 0.50 per equity share of Rs. 10 each for the financial year ended March 31st, 2019

Key Developments during the year: -

- The Board of Directors approved issue of bonus equity shares in the ratio of 1:1
- The Board has approved the Company's migration to the NSE Main Board, from the NSE-SME Exchange, the process for which has already been initiated
- Signed an agreement with ThermalTake Technology Co. Ltd. to market and sell their products in India
- Signed an agreement with Future Tech Electronics, to sell LED TVs for Daewoo, MEPL and India cool brands in India
- Bagged and successfully fulfilled new order of InVue products worth USD 345,123
- Expanded agreement with Honeywell to sell select products across several Middle East countries
- Launched two new variants of wireless chargers under the Honeywell brand
- Launched a new range of GoPro cameras in India - GoPro HERO 7 in three variants – Hero 7 Black, Silver and White, three days ahead of global release
- Renewed distribution agreement with Vitec Group of Italy for the Manfrotto and Gitzo brands

Management Comment:

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

"I am happy to share that our financial performance for the fourth quarter and financial year 2018-19 has been in line with our expectations. We delivered over 47.7% revenue growth, 75.7% EBITDA growth and a 98.9% PAT growth in FY19. This is mainly on the back of increased contribution of higher-margin value-added products in the imaging & IT business segments like GoPro, Viewsonic, etc. In fact, sales from the niche and reputed brand GoPro increased more than three times in nine months of 2019 compared the corresponding previous period.

It has been an eventful year for the Company. We expanded our exclusive Trademark Licensing Agreement with Honeywell to market and sell Honeywell products in six new countries – Saudi Arabia, UAE, Bahrain, Oman, Qatar and Kuwait. Additionally, we received approval to expand their product portfolio under this trademark licensing agreement to Wireless Networking category of products. The newly launched variants of Zest Wireless Chargers under Honeywell brand fall under this product category.

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Moreover, the GoPro portfolio has been witnessing substantial growth with rising sales volumes. During the financial year, GoPro launched three variants of the HERO 7 camera in India. With the onset of festive season in India, we received significant inquiries and pre-booking across e-commerce and trade platforms as well as photo specialist stores for all our products. We continue to focus on increasing our revenue mix from such high margin products.

Our lifestyle and security segments also continue to provide good traction. We signed exclusive distribution agreements with InVue and Thermaltake for their products across India.

We are pleased to share that the Board of Directors has approved the Company's migration from NSE SME Exchange to the NSE Main Board Exchange, which is expected by Q2 FY20. This is in line with the Company's vision to gain more visibility and a larger platform, as we expand internationally. We are also pleased to announce the issue of bonus equity shares in the ratio 1:1.

We strive to be the go-to market entry specialist for experiential brands seeking entry into the Indian markets. 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 set & achieve higher benchmarks."

Company Overview

Established in 1992, Creative Peripherals and Distribution Limited is a well-established company in India's Information and Communication Technology distribution market.

Through a robust network of partners and distribution channels, the Company has made a strong foothold in the IT distribution market in the country. The Company has an omni-channel network across all three channels of online, offline and retail trade.

Creative Peripherals specializes in market entry and penetration for global brands. The Company offers demographic intelligence, and enables the formulation and execution of marketing strategies for its clients. In addition to such services, Creative continues to focus on timely delivery, diversification of its product portfolio, sustained long-term relationships with its channel partners, and extending value-added services over and above distribution.

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These efforts have enabled the Company to win long running contracts as well as garner accolades in the Industry as amongst the best distributors in India by leading brands. Creative Peripherals is associated with over 26 renowned brands globally. These brands encompass a wide range of applications and help the Company to cater to a broad array of customers, both in the consumer and industrial businesses. Moreover, the Company is well-positioned to leverage the changing trends in the technology industry and be a part of the paradigm shift towards digitization in India.

Creative Peripherals has a unique value-added business model. They provide end-to-end solutions, from market research and competition analysis for brands, to import, distribution, sales and servicing for the brand. Additionally, the Company suggests and executes marketing strategies and recommends viability in specific regions across India for their clients. This is enabled by specialized skill sets, local insights and experience, along with relevant market intelligence. Creative Peripherals also prepares strategic plans for market entry for foreign brands and their target category.

Furthermore, the Company conducts pre-sales and marketing activities for the success of the brand as well as to enable the channel partners to leverage their expertise and bottom line. Creative Peripherals works closely with partners across channels including Large Format Retail (LFR), e-commerce and specialized retailers. The Company is one of the few large distributors who conduct specialized training modules, events and promotional activities at the ground level with channel partners. They also conduct workshops and demos for resellers. This is possible due to the dedication and experience of the corporate and sales teams which constantly track latest market developments to build a closer market connect.

The Company's wide reach and superior logistics capabilities helps it provide end-to-end services including warranty and post-warranty, high-level repair services, and response centres, among others. Such expertise and superior quality of service has led to increased confidence of brands, many of which have chosen Creative Peripherals as exclusive partners and have been with the Company since over five years. The Company focuses on higher operational efficiencies and adding higher-margin and value-added products to its existing product portfolio and such brand associations are a concrete step in that direction.

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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.*

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