



**Creative Peripherals**

**Date: 02<sup>nd</sup> January, 2020**

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

**Sub: Announcement for signing distribution agreement with new brand.**

Dear Sir,

We are pleased to enclose a copy of press release regarding announcement of the signing of distribution agreement with a new brand – Panasonic

Kindly take the same on record.

Thanking you,

**Yours Faithfully**  
**For Creative Peripherals and Distribution Limited**

**Tejas Doshi**  
**Company Secretary & Compliance Officer**  
**ACS – 30828**

**Date: 02<sup>nd</sup> January, 2020**

**Place: Mumbai**

**Creative Peripherals and Distribution Limited**

**Registered Office:** 3<sup>rd</sup> and 4<sup>th</sup> 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**

**Signed distribution agreement for Panasonic – among leading consumer electronics brands globally**

**Agreement to Distribute Panasonic's wide range of premium Audio products**

**Mumbai, 02<sup>nd</sup> January, 2020:** Creative Peripherals and Distribution Limited (NSE: CREATIVE) market specialists for experiential products in IT, Imaging, Lifestyle, and Security domains with a pan-India presence, is pleased to announce its association with Panasonic – a global leader in consumer electronics.

Creative Peripherals will be the authorized distributor for a premium range of Panasonic Audio Products across the Western region, Madhya Pradesh, Chhattisgarh and Rajasthan. The product portfolio comprises of a wide range of wired and wireless headphones and speakers which would be arriving in H1 FY2020. These include hi-resolution, noise cancelling, sports and various other types of headsets / earphones.



### **Management Comment:**

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

*"I am very happy to share that our Company has entered into an agreement with Panasonic to distribute their premium range of audio products across the Western region of India, as well as Madhya Pradesh, Rajasthan and Chhattisgarh."*

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*Panasonic is a globally renowned brand and among the leading consumer electronics companies in the world. Creative Peripherals' association with them testifies the confidence our company instils in such brands to enter and capitalize on the domestic markets.*

*This agreement further expands our portfolio of premium entertainment and peripheral devices. With rising disposable incomes especially in urban regions of the country, and shifting consumer preferences towards wireless headphones, the demand for such high-quality products is likely to grow in the near future. Panasonic is a household name and our Company stands to benefit from this brand recognition when introducing the premium sub-segment of their products in the market.*

*This development marks a milestone in our journey to strengthen our portfolio with global brands that are giants in their sectors. I would like to thank all our employees and stakeholders for their continued support in our growth."*

### 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.

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 20 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

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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.

**For more details please visit:** [www.ecreativeindia.com](http://www.ecreativeindia.com)

*For further information please contact:*

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| <b>Company:</b><br><b>Abhijit Kanvinde</b><br>Chief Financial Officer<br>Creative Peripherals and Distribution Ltd.<br>E-mail: <a href="mailto:abhijit@ecreativeindia.com">abhijit@ecreativeindia.com</a> | <b>Investor Relations:</b><br><b>Savli Mangle / Rahul Trivedi</b><br>Bridge Investor Relations Pvt. Ltd.<br>Email: <a href="mailto:savli@bridge-ir.com">savli@bridge-ir.com</a> / <a href="mailto:rahul@bridge-ir.com">rahul@bridge-ir.com</a> |
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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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