



Creative Peripherals

Date: 09th September 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 – ZEISS.

Kindly take the same on record.

Thanking you,

Yours Faithfully,

For Creative Peripheral and Distribution Limited

Tejas Doshi
Company Secretary & Compliance Officer
ACS – 30828

Date: 09th September 2020

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

Business Update Release

Signed distribution agreement with ZEISS – among global leaders in optics

Agreement to Distribute ZEISS' nature observation product range across India

Mumbai, 09th September 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 ZEISS – a Germany-based leading expert in optics and lenses.

Creative Peripherals will be the authorized distributor for a range of ZEISS' nature observation products across India. The product portfolio includes monoculars, binoculars, spotting scopes and other accessories.

These sports optics products find application in birding, nature observation, safaris, trekking and other such leisure activities, which are gaining popularity in India, thus creating a significant growth opportunity.

Victory SF



Conquest HD



Terra ED



This association provides us the opportunity to develop this high-potential market together, comprising retail, government and institutional markets.

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Management Comment:

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

"I am happy to share that our Company has entered into an agreement with ZEISS to distribute their range of sports optics products across India.

ZEISS is an expert in optics and lenses headquartered in Germany with a wide global footprint. This association further emphasizes the recognition we are garnering from globally renowned brands which are leaders in their fields. We will distribute a wide range of their binoculars, monoculars, spotting scopes and accessories across India.

Such products have an increasing demand in our country since nature-related outdoor activities like birdwatching, trekking, safaris etc. are gaining popularity among more and more consumers across all age groups. With transport and movement reopening in India and worldwide, we expect demand to surge in the future.

This development marks a milestone in our journey to strengthen our portfolio with global brands that are giants in their sectors. Together, we can tap into the potential retail, government and institutional markets. I would like to thank all our employees and stakeholders for their continued hard work and 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

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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.

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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