



CELLECOR GADGETS LIMITED

(Formerly Known As Unitel Info Limited, Unitel Info Pvt. Ltd.)

Reg. Office : Unit Space No.703, Seventh Floor, Jaksons Crown Heights Plot No.3B1

Twin District Centre, Secotor-10 Rohini New Delhi-110085

CIN. NO. U32300DL2020PLC375196 | Mail ID : accounts1@cellecor.in | Land Line : 011 43034907, 01145038228

Website: www.cellecor.com

Dated: April 09, 2024

To,

**National Stock Exchange of India Limited
Listing & Compliance Department**

Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra
Mumbai - 400 051 India

Company Symbol: **CELLECOR**

Company ISIN: **INE00MO01017**

Subject: Detailed Presentation- "Cellecor Gadgets Limited Conquered the Home Appliances Market, Now Stepping Into the Air Conditioner Range"

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the detailed presentation titled **"Cellecor Gadgets Limited Conquered the Home Appliances Market, Now Stepping Into the Air Conditioner Range"** for your records and dissemination at your official website.

A copy of the same will also be uploaded on the Company's website www.cellecor.com.

Kindly do the needful and oblige.

Thanking You,

Yours Faithfully,

For and on behalf of

Cellecor Gadgets Limited

(Formerly Known as Unitel Info Limited and Unitel Info Private Limited)

Ravi Agarwal

Managing Director

DIN: 08471502

Place: New Delhi

Encl.: As stated above



Cellecor Gadgets Limited

Stepping Into the Air Conditioner Range

Cellecor Gadgets Limited Conquered the Home Appliances Market, Now Stepping Into the Air Conditioner Range

New Delhi, 9 April 2024: Cellecor Gadgets Limited, an emerging consumer durables company on India's fastest growing electronic goods landscape, is pleased to announce launch of Air Conditioner Range.

Over the years, Cellecor has provided a diverse range of products such as Mobiles, Smart TVs, Washing Machines, Kitchen Appliances, Smart Wearables, and Hearables, ensuring customer satisfaction. And conquered the Home Appliances market and now strongly expanding its roots in the emerging demand for ACs. Cellecor's dedication to offering a comprehensive tech solution has led us to unveil Air Conditioners.

As a part of its long-term business growth plans, Cellecor ventured into the home appliances sector and has experienced remarkable growth in this segment. This success has prompted Cellecor to broaden its product offerings. This April, Cellecor is planning to introduce its new line of ACs, providing affordable comfort to its valued customers.

As summer has begun to sneak in and mercury has begun to go up the demand for ACs will soar high. So, to provide more cooling and more smiles, Cellecor has come up with a range of Air Conditioners.

With the lifestyle landscape evolving, ACs have become a necessity rather than a luxury good. So, they are venturing into this space with a mission to provide comfort in both rural and urban areas. It has also been noticed that the per capita income has increased, which signifies that people have more to spend on their comfort. That's the reason why ACs have become affordable to numerous people.

One of the major reasons why Cellecor would ace this product category is that we provide it's ACs at nominal rates, and if we trace the trends of the past we can see a rise in prices of fans and coolers, but a comparably constant price of ACs, so this has made air conditioners a better deal to buy.

Moreover, now electricity has reached every corner of India and there are no frequent power cuts. Even if there are power cuts in some areas, people have the option of inverters which can run heavy appliances like ACs as well. Cellecor products are affordable, they are expecting an average of 50 to 60 crores in sales growth for ACs. To make it more convenient for the masses, Cellecor also provide EMI options.

To start with, Cellecor Air Conditioners will be available in two distinct capacities, precisely 1 and 1.5 tons, and boast an array of impressive features. Very soon Cellecor will be launching Window ACs as well and will be expanding the total ACs range with 12 to 15 models across categories.

The Air Conditioners that they are launching are split units that will enhance your cooling and comfort. Rest assured about your electricity expenses, as they include a power-saving mode that enables significant savings. These air conditioners are equipped with smart technology and have a three-star energy rating. Additionally, they offer an adjustable 4 in 1 Mode, allowing you to customize your cooling experience. Cellecor ACs will be available online and offline in PAN India.

Cellecor is working hard to rule the technical space by providing affordable gadgets and appliances available to its customers. In this mission, it is expanding its product line to provide comfort with affordability, which is a rare quality in the tech space. What is even more exciting is that they are introducing our ACs this April.

Not only that, Cellecor has planned to make its newly launched home appliances and Air Conditioners available in every corner of India at the customer's doorstep.

About Cellecor Gadgets Ltd. : Cellecor Gadgets journey in the electronics device business, and selling products in its own brand, including mobile feature phones, smartwatches, TWS (True Wireless Stereo) earbuds, neckbands, and LED TVs -outsourced from various electronic assemblers and manufacturers, started in 2012 as M/s Unity Communications-its founder Mr. Ravi Agarwal's proprietorship firm. The company is promoted and managed with an enduring sustainable business strategy, wherein the company aims to synergistically amalgamate business potential embedded in the ever-growing demand for electronic products with a modern business approach of sourcing, producing, and marketing with an objective to provide quality products at affordable prices. Today, Cellecor Gadgets Ltd is a leading name in the consumer electronics industry, known for its innovative and cutting-edge technology. With a commitment to making happiness affordable, Cellecor offers a diverse range of products, including mobile phones, smart TVs, speakers, neckbands, TWS, soundbars, smartwatches, Washing Machines, and many more.

The securities of the Company are listed on the NSE EMERGE (SME Platform of National Stock Exchange of India Limited) with Scrip Code: CELLECOR

For further information,

you may please visit <https://cellecor.com/>

please contact Ms. Bindu Gupta,

Chief Finance Officer

finance.head@cellecor.in

Disclaimer: Certain statements and words in this document that are not historical facts are forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by these forward-looking statements. Cellecor Gadgets Limited shall not be in any way responsible for any action taken based on such a statement.



Conquered Home Appliances Market Now Stepping Into the Air Conditioner Range



One-Stop Destination for Every Technological Need



Over the years, we have provided a diverse range of products such as Mobiles, Smart TVs, Washing Machines, Kitchen Appliances, Smart Wearables, and Hearables, ensuring customer satisfaction. And conquered the Home Appliances market and now strongly expanding our roots in the emerging demand for ACs. Cellector's dedication to offering a comprehensive tech solution has led us to unveil Air Conditioners.

As a part of our long-term business growth plans, we ventured into the home appliances sector and have experienced remarkable growth in this segment. This success has prompted us to broaden our product offerings. This April, we are excited to introduce our new line of ACs, providing affordable comfort to our valued customers.

Why This Diversification Now?

As summer has begun to sneak in and mercury has begun to go up the demand for ACs will soar high. So, to provide more cooling and more smiles, we have come up with a range of Air Conditioners.

With the lifestyle landscape evolving, ACs have become a necessity rather than a luxury good. So, we are venturing into this space with a mission to provide comfort in both rural and urban areas. We have also noticed that the per capita income has increased, which signifies that people have more to spend on their comfort. That's the reason why ACs have become affordable to numerous people.

One of the major reasons why we would ace this product category is that we provide our ACs at nominal rates, and if we trace the trends of the past we can see a rise in prices of fans and coolers, but a comparably constant price of ACs, so this has made air conditioners a better deal to buy.

Moreover, now electricity has reached every corner of India and there are no frequent power cuts. Even if there are power cuts in some areas, people have the option of inverters which can run heavy appliances like ACs as well. Our products are affordable, we are expecting an average of 50 to 60 crores in sales growth for ACs. To make it more convenient for the masses, we also provide EMI options.



Product Specifications for Cellecor Air Conditioners

To start with, Cellecor Air Conditioners are available in two distinct capacities, precisely 1 and 1.5 tons, and boast an array of impressive features. Very soon we shall be launching Window ACs as well and expanding the total ACs range with 12 to 15 models across categories.

The Air Conditioners that we are launching are split units that will enhance your cooling and comfort. Rest assured about your electricity expenses, as they include a power-saving mode that enables significant savings. These air conditioners are equipped with smart technology and have a three-star energy rating. Additionally, they offer an adjustable 4 in 1 Mode, allowing you to customize your cooling experience. Bid farewell to sweltering heat and welcome refreshing coolness with these ACs.

Where to Purchase From?

Cellecor ACs will be available online and offline PAN India.



By Cellecor

Cellecor is working hard to rule the technical space by providing affordable gadgets and appliances available to its customers. In this mission, it is expanding its product line to provide comfort with affordability, which is a rare quality in the tech space. What is even more exciting is that we are introducing our ACs this April.

Not only that, we have planned to make our newly launched home appliances and Air Conditioners available in every corner of India at the customer's doorstep. Come and embark on this thrilling adventure as we delve into the realm of technology together.





Thank You !