



CELLECOR GADGETS LIMITED

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

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Website: www.cellecor.com

Date: January 25, 2024

Ref: - CELLECOR/23-24/36

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: Media Release

**Cellecor Gadgets Limited Sparks Republic Day Euphoria with Tamannaah Bhatia
as the Dazzling New Ambassador.**

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith please find enclosed a copy of the Media Release titled '**Cellecor Gadgets Limited Sparks Republic Day Euphoria with Tamannaah Bhatia as the Dazzling New Ambassador**' along-with the detailed presentation titled '**Tamannaah Bhatia-Takes the Spotlight in Earbuds and Smartwatch Category**' 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.

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



New Face of Cellecor
Tamannaah Bhatia



Headline: Cellecor Gadgets Limited sparks Republic Day Euphoria with Tamannaah Bhatia as the Dazzling New Ambassador.

New Delhi, 25 January 2024 : Cellecor Gadgets Limited, a prominent player in the electronics device business and India's most trusted brand in the affordable category, is set to take the tech world by storm this Republic Day with a dazzling showcase of their latest offerings. The company, known for its range of products, including mobile feature phones, smartwatches, TWS earbuds, neckbands, and LED TVs, is ready to introduce a new chapter in its journey by revealing Tamannaah Bhatia as the face of Cellecor's Earbuds and Smartwatch categories.

Cellecor Gadgets Limited employs a robust and sustainable business strategy, centering around the procurement, manufacturing, and marketing of electronic products to cater to the continually expanding need for high-quality devices at competitive prices.

Republic Day Extravaganza Unveiled

This Republic Day, Cellecor is gearing up for a spectacular event to unveil its latest collaboration with the renowned **Tamannaah Bhatia**. The celebrated actress and model will graciously take center stage as the ambassador for Cellecor's Earbuds and Smartwatch categories, injecting a dose of glamour into the tech giant's already remarkable lineup.

Fusion of Elegance and Technology: Tamannaah Bhatia for Cellecor Earbuds

Tamannaah Bhatia's association with Cellecor's Earbuds is poised to redefine style and innovation in the world of audio accessories. These earbuds, presented as a fashion statement, promise impeccable sound quality combined with a touch of sophistication. With Tamannaah's endorsement, Cellecor aims to revolutionize the way users experience music, calls, and more.

Republic Day Special: Tamannaah Bhatia Unveils Cellecor's Smartwatch Collection

As the nation celebrates Republic Day, Cellecor introduces **Tamannaah Bhatia** as the face of their Smartwatch category. These smartwatches go beyond mere timekeeping, offering an extension of one's lifestyle. Packed with features seamlessly integrated into daily routines, Cellecor's Smartwatches, endorsed by Tamannaah, are set to elevate the tech game for enthusiasts across the nation.

A Stellar Partnership: Cellecor x Tamannaah Bhatia

The collaboration between **Cellecor** and **Tamannaah Bhatia** is more than just a product endorsement; it symbolizes the fusion of technology and entertainment. Tamannaah's grace and charm align seamlessly with Cellecor's commitment to delivering cutting-edge, stylish tech solutions. This partnership signifies a shared vision of creating products that not only perform exceptionally but also resonate with the discerning taste of the modern consumer.

Witness the Unveiling

Get ready to dive into the excitement this Republic Day as Tamannaah Bhatia steals the spotlight for the grand unveiling of Cellecor's Earbuds and Smartwatch categories. This event isn't just about gadgets; it's a jubilant celebration of technology, style, and the indomitable spirit of our nation. Brace yourselves for an experience that goes beyond the ordinary, transcending boundaries and ushering in a new era of tech sophistication.

Cellecor's strategic move to introduce Tamannaah Bhatia as the brand ambassador for Earbuds and Smartwatches adds an extra layer of glamour and credibility to their already stellar product lineup. This Republic Day, immerse yourself in the seamless fusion of technology and entertainment, with Cellecor and Tamannaah Bhatia leading the charge in innovation. The company eagerly anticipates a triumphant collaboration, marking a significant milestone in the realm of cutting-edge electronics. Don't miss out – it's a journey into the future you won't want to skip!

About Cellecor Gadgets Ltd.:

Cellecor Gadgets journey in electronics device business, and selling products in its own brand, including mobile feature phones, smartwatches, TWS (True Wireless Stereo) earbuds, neckbands, and LED TVs -outsources 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 is aiming to synergetic amalgamate business potential embedded in the ever-growing demand of electronic products with modern business approach of sourcing, producing, and marketing with an objective to provide quality products at affordable price.

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/pages/corporate-announcements>

or

please contact: Ms. Bindu Gupta, CFO, +91-11-43034907, finance.head@cellecor.in

Disclaimer: Certain statements, 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 result 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 statement.

Tamannaah Bhatia

Takes the Spotlight in
Earbuds and
Smartwatch
Category





This Republic Day

as a New Face!



Our Company

Cellecor Gadgets, India's most trusted brand in affordable category, engaged in electronics device business, selling products in its own brand, including mobile feature phones, smartwatches, TWS (True Wireless Stereo) earbuds, neckbands, and LED TVs - with vision of "Inspiring connections, Elevating Lifestyles."





This



CELLECOR

is set to make waves in the tech world with a grand unveiling.



Adding star power to their lineup,
the renowned

Tamannaah Bhatia



The Fusion of **Elegance** and **Technology**





Tamannaah Bhatia

For Cellecor Earbuds

In a move that perfectly encapsulates style and innovation, **Tamannaah Bhatia** graces the stage as the ambassador for **Cellecor's Earbuds**. These aren't just earbuds; they are a fashion statement, delivering impeccable sound quality with a touch of sophistication. With Tamannaah's endorsement, Cellecor aims to redefine how we experience music, calls, and everything in between.





Republic Day Special



Tamannaah Bhatia Introduces Cellecor's Smartwatch Collection

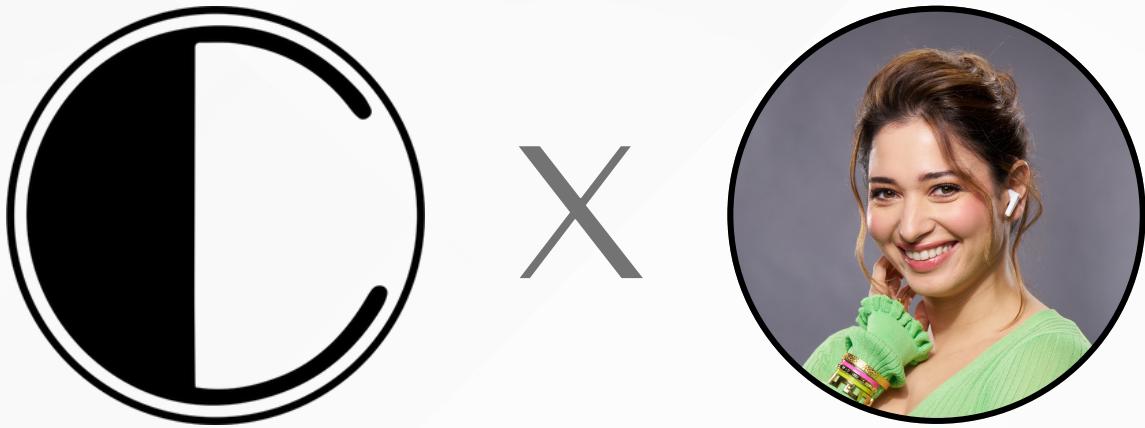




As the nation celebrates Republic Day, Cellecor adds to the festivities by introducing **Tamannaah Bhatia** as the face of their **Smartwatch** category. These smartwatches transcend mere timekeeping; they are an extension of one's lifestyle. Packed with features that blend seamlessly into daily routines, Cellecor's Smartwatches, endorsed by Tamannah, promise to elevate the tech game for enthusiasts across the nation.



A Stellar Partnership



Cellecor with Tamannaah Bhatia

The collaboration between **Cellecor** and **Tamannaah Bhatia** isn't just about products; it's a fusion of two worlds –technology and entertainment. Tamannah's grace and charm align perfectly with Cellecor's commitment to delivering cutting-edge, stylish tech solutions. This partnership signifies a shared vision of creating products that not only perform exceptionally but also resonate with the discerning taste of the modern consumer.

Witness the **Unveiling**

Join us **this Republic Day** as we witness the grand unveiling of **Tamannaah Bhatia** as the face of Cellecor's Earbuds and Smartwatch category. The event promises to be a celebration of technology, style, and the spirit of the nation. Stay tuned for an experience that transcends boundaries and ushers in a new era of tech sophistication.





*Thank
You*

We look forward to a
successful collaboration

