



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

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Website: www.cellecor.com

Ref: - CELLECOR/23-24/39

Date: February 05, 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: Media Release

“Cellecor Gadgets Ltd. announces opening of its 2 “Exclusive Brand Store” at Bhopal and Andaman & Nicobar Islands with plan to have more “Exclusive Brand Stores” across India”

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 Ltd. announces opening of its 2 “Exclusive Brand Store” at Bhopal and Andaman & Nicobar Islands with plan to have more “Exclusive Brand Stores” across India” along with detailed presentation titled Exclusive Expedition – Unveiling Stores in Bhopal and Andaman and Nicobar Islands 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

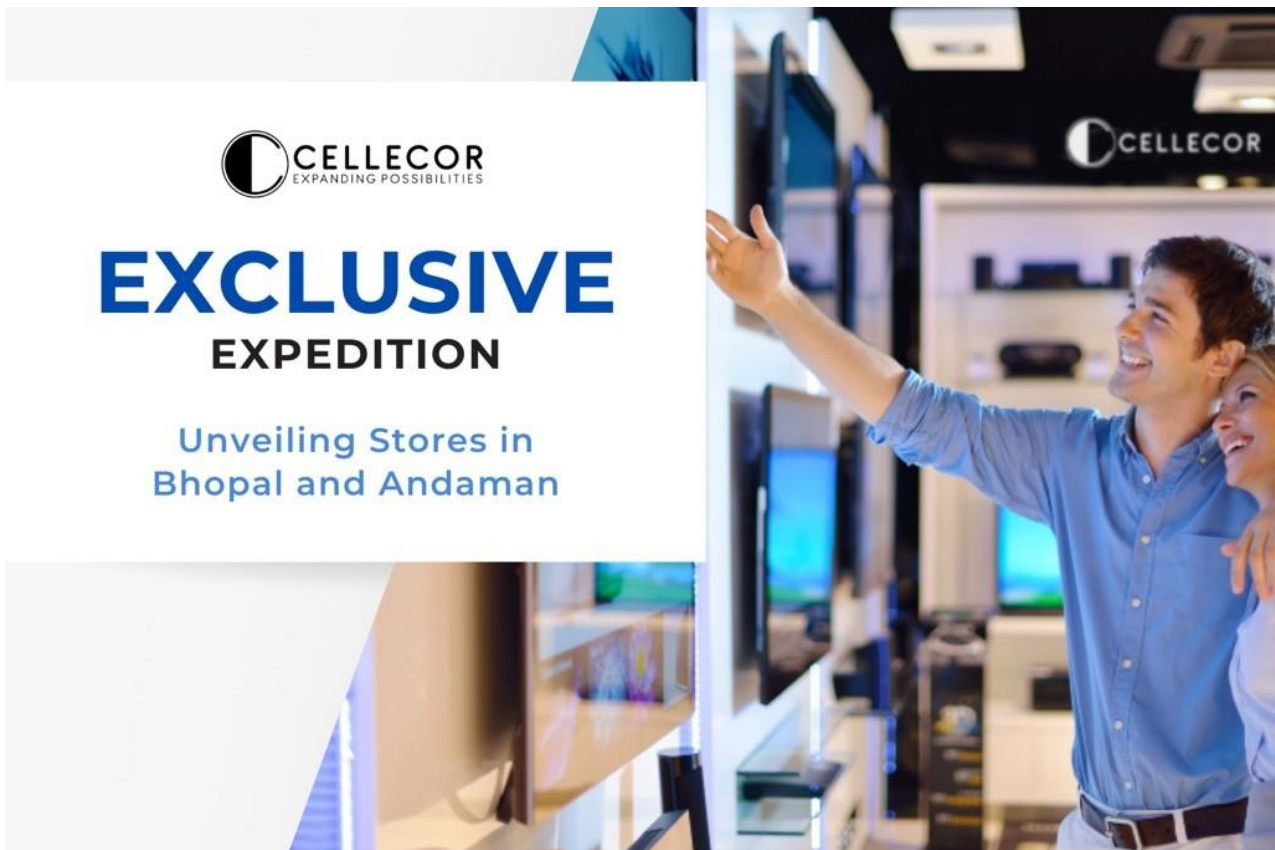
Encl.: As stated above



Media Release

“Cellecor Gadgets Ltd. announces opening of its 2 “Exclusive Brand Store” at Bhopal and Andaman & Nicobar Islands with plan to have more “Exclusive Brand Stores” across India”

New Delhi, February 5, 2024: Cellecor Gadgets Limited, an emerging consumer durables company on India’s fastest growing electronic goods landscape, is proud to announce the grand opening of its 2 Exclusive Brand Stores in Bhopal and Andaman & Nicobar Islands, with a meticulously curated plan to have more such “Exclusive Brand Stores” across India.



These “Exclusive Brand Stores” are aiming to provide more intuitive, user-friendly shopping experience for those seeking a perfect blend of style, quality, exclusivity, and affordability.

Opening exclusive stores will offer several benefits to the Company, where it will control the entire shopping experience, reinforcing exclusive brand image, enabling the company to showcase its full range of products, including exclusive/limited-edition items, creating a sense of rarity and desirability. It will provide a direct platform for the Company to interact with its customers, understand their preferences, and build lasting relationships.

All products including Mobiles, Smart TVs, Washing Machines, Kitchen appliances, Smart wearables and hearables will be available at these exclusive stores. Exclusive SKUs found only in offline stores will not be offered through online channels. Further, selected premium category products will have exclusive availability at the outlet for a specified period, with franchisees receiving priority for selling these items.

Cellecor working on Franchise Model-In embracing the franchise model, Cellecor is fostering a collaborative venture where the synergy between our established brand and the entrepreneurial spirit of local franchisees creates a dynamic force in the retail landscape. This strategic partnership aims to enhance the customer experience significantly, all while upholding the unique identity and exclusivity that define our brand. With their profound understanding of regional preferences, consumer behaviours, and cultural nuances, our franchisees ensure a seamless integration of our brand into the fabric of each community.

Cellecor Gadgets is advance stage of finalizing more collaborations to open more such Exclusive Brand Stores across India

The company is currently in advanced discussions with multiple franchises to open approximately 16 stores across various cities in India by the end of March' 2024. This move reflects our strong commitment to the vibrant Indian market and our belief in the immense potential to promote Indian brands. We are actively exploring prime locations in key cities, emphasizing a seamless integration of our brand with local culture and preferences in each new outlet. Moreover, we are pleased to share that all these upcoming outlets will operate under the franchise model, promoting local entrepreneurship and contributing to the economic growth of the regions we enter.

Mr. Ravi Agarwal, Founder of Cellecor Gadgets Ltd commented " *I am delighted to announce the opening of our exclusive brand outlets. This strategic move represents a significant milestone for our company, reflecting our dedication to elevating the standard of retail excellence. We are proud to adopt a franchise model for these exclusive outlets, a strategic move that combines the strength of our brand with the entrepreneurial spirit of local partners. This collaboration not only facilitates our rapid expansion into diverse Indian markets but also empowers local business owners to thrive as ambassadors of our brand. We look forward to this exciting chapter in our company's journey and the prospect of becoming synonymous with luxury, exclusivity, and a commitment to unparalleled customer satisfaction.*"

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 please contact

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

Ms. Bindu Gupta

Chief Finance Officer

finance.head@cellecor.in

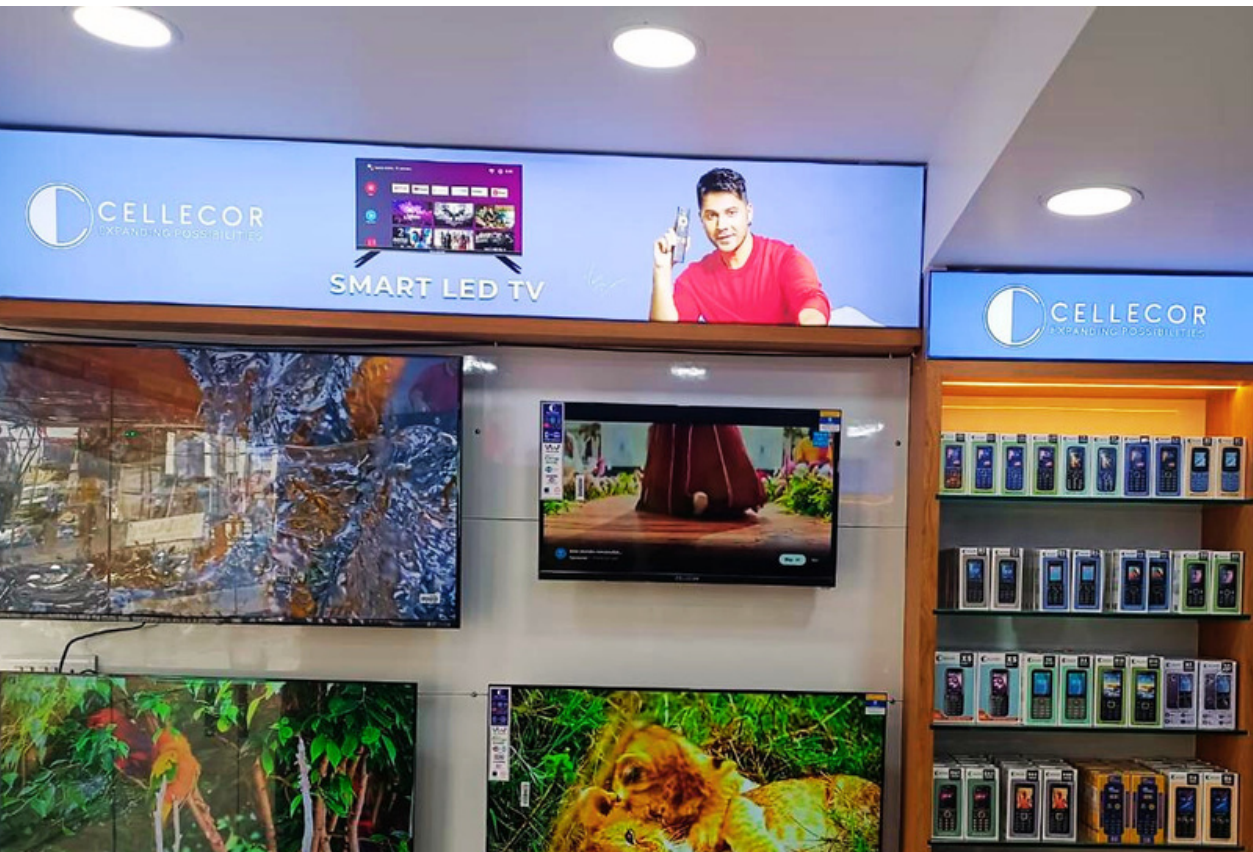
Disclaimer: Certain statements and words in this document that are not historical facts are forward-looking statements. Such forward looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks and many other factors that could cause actual 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 a statement.



EXCLUSIVE EXPEDITION

Unveiling Stores in **Bhopal** and
Andaman and Nicobar Islands





All-Inclusive Tech Haven

Step into our exclusive stores, and you'll discover a comprehensive array of products, including Mobiles, Smart TVs, Washing Machines, Kitchen Appliances, Smart Wearables, and Hearables.

Cellector's commitment to providing a one-stop tech destination is brought to life in these physical spaces.



Premium Picks, Exclusively Yours

Selected premium category products will enjoy exclusive availability at the outlets for a specified period. This means that customers who visit our Bhopal and Andaman and Nicobar Islands stores will be the first to experience and own these exceptional items.



Nationwide Expansion

The excitement doesn't stop here. Cellecor is in advanced discussions with multiple franchises to open approximately 16 stores across various cities in India by the end of March 2024.

This expansion aims to bring the Cellecor experience closer to tech enthusiasts across the nation, offering unparalleled access to our diverse range of high-quality products.



Conclusion

In conclusion, Cellecor's venture into exclusive stores in Bhopal and Andaman and Nicobar Islands is a testament to our commitment to providing a holistic tech shopping experience. As we expand across India, our mission remains clear: to redefine the way you interact with and enjoy cutting-edge consumer electronics. Join us on this exciting journey, and let's explore the world of technology together.





Thank You

