



CELLECOR GADGETS LIMITED

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

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Date: 11th May, 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 Limited's Pathway to Growth: Mapping the Journey to the Next Orbit

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 '**Media Release - Cellecor Gadgets Limited's Pathway to Growth: Mapping the Journey to the Next Orbit**' along-with the detailed presentation titled '**Pathway to Growth Mapping the Journey to the Next Orbit**' 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 Cellecor Gadgets Limited
(Formerly Known as Unitel Info Limited and Unitel Info Private Limited)

Ravi Agarwal
Managing Director
DIN: 08471502

Encl.: a/a



Pathway to Growth

Mapping the Journey to the Next Orbit



Cellecor Gadgets Limited's Pathway to Growth: Mapping the Journey to the Next Orbit

New Delhi, 11 May 2024: Cellecor Gadgets Limited, a prominent figure in the affordable electronics sector, is experiencing significant growth as it broadens its reach, distribution channels, and product offerings. This expansion has led to Cellecor surpassing its past sales figures, highlighting the success of its marketing tactics. The company has announced impressive financial results for the fiscal year 2023-2024 and has also unveiled a detailed plan outlining growth strategies for 2024-2025.

The CGL unveils its strategic blueprint to propel the company toward its ambitious sales milestones. This comprehensive plan encompasses various aspects of operations and marketing to drive growth and ensure market leadership.

The company is focusing significantly on the six business strategies. Firstly, strengthening manufacturing arrangements which involve forming strategic partnerships or agreements with manufacturing facilities to ensure efficient production processes, consistent product quality, and timely delivery.

This includes outsourcing certain manufacturing tasks, investing in automation and technology, implementing quality control protocols, and encouraging sustainable manufacturing practices.

The second strategy inculcates effective inventory management is critical for minimizing carrying costs, reducing stock outs, and improving overall operational efficiency. Cellecor aims to achieve this by implementing inventory management systems, adopting just-in-time inventory practices, and optimizing warehouse layout and logistics for faster order fulfillment.

The third strategy highlighted by the company is increasing product availability and visibility across various sales channels is essential for capturing customer demand and maximizing sales opportunities. Cellecor plans to expand distribution networks, strengthen relationships with retailers, and implement marketing initiatives to enhance product visibility both online and offline.

Understanding the importance of market diversification, Cellecor has strategically expanded its product range to cater to affluent consumers seeking high-quality, innovative products. Through rigorous market

research and trend analysis, Evoke Appliances are tailored to meet and exceed the sophisticated demands of diverse customer segments. Its diverse lineup includes Portable TVs, laptops, home appliances, large Smart TVs, fans, geysers, microwaves, and Smart Watches—each designed to enhance everyday living with luxury and cutting-edge technology.

The company does not want to keep any stone untouched to reach new heights, that is why in its growth strategies it is solely announced that Cellecor will focus more on brand building. Building a strong brand presence is essential for fostering customer loyalty and differentiating Cellecor's products from competitors.

Cellecor will invest in advertising, sponsorships, and experiential marketing to increase brand awareness and engagement. Additionally, partnering with celebrities or influencers for endorsements will enhance brand credibility and appeal.

Workforce Augmentation is another remarkable strategy that Cellecor has planned to adopt this year. Scaling up the workforce through mass hiring or workforce augmentation is necessary to support the company's growth objectives and ensure operational readiness. Cellecor aims to recruit talent across various departments to effectively execute its strategic initiatives and meet increasing demand.

By implementing this multi-pronged approach, Cellecor aims to address key aspects of its business operations and drive revenue growth and profitability. This comprehensive strategy underscores the company's commitment to innovation, customer satisfaction, and sustainable development in the dynamic consumer goods market.

About Us

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 synergize 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,
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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.



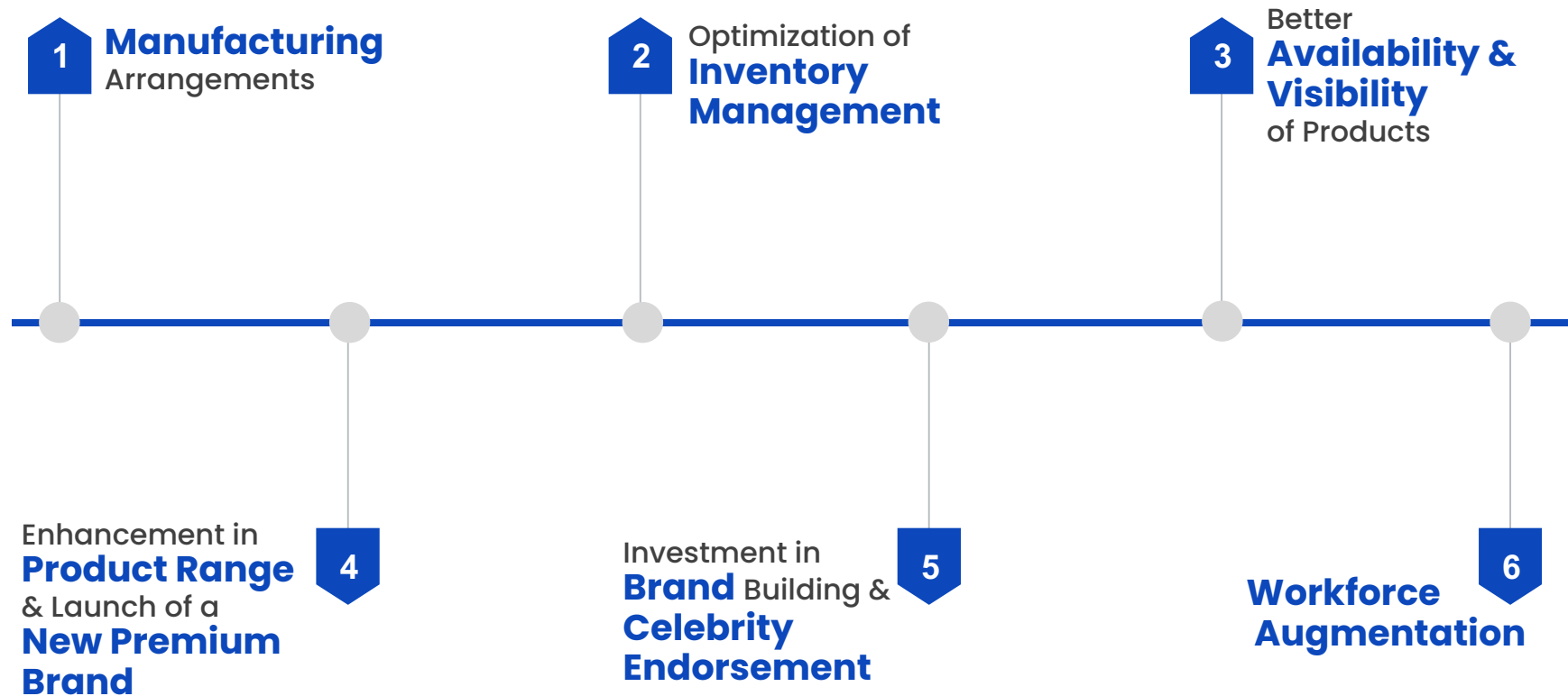
Pathway to Growth

Mapping the Journey

to the Next Orbit



Cellecor's Strategic blueprint outlines a comprehensive plan to propel the company towards its ambitious sales milestone...



▶ Manufacturing Arrangements

Strengthening manufacturing arrangements involves forming strategic partnerships or agreements with manufacturing facilities to ensure efficient production processes, consistent product quality, and timely delivery. This could include exploring opportunities for outsourcing certain manufacturing tasks, investing in automation and technology to improve production efficiency, and negotiating favorable terms with suppliers to optimize costs.





Form Strategic Partnerships : Identify and establish new partnerships with manufacturing facilities that align with Cellecor's production needs and quality standards.



Invest in Automation : Source products from such facilities that uses automation technologies such as robotics, AI-driven systems, and IoT devices to enhance and improve product quality, affordability, and consistency.



Quality Control : Implement robust quality control protocols and procedures to ensure consistent product quality and compliance with industry standards and regulations.



Continuous Improvement : Encourage a culture of continuous improvement, seek feedback, innovate, and optimize to drive efficiency gains and cost savings over time.



Environmental Sustainability : Encourage sustainable manufacturing practices, such as energy efficiency measures, waste reduction initiatives, and eco-friendly materials sourcing, to minimize environmental impact and enhance brand reputation.

► Optimization of Inventory Management

Effective inventory management is critical for minimizing carrying costs, reducing stockouts, and improving overall operational efficiency. CellecCor is targeting to achieve this by implementing inventory management systems to track and manage inventory levels in real-time, adopting just-in-time inventory practices to minimize excess stock, and optimizing warehouse layout and logistics for faster order fulfillment. These all will result not only in lower inventory carrying costs but also ensure smooth and faster delivery of products to our sales channels.



- » **Lower Inventory Carrying** – Resulting in better profitability.
- » **Faster Order Fulfilment**– The product will reach to customers fast leading to faster payment cycles, improved cash flow.
- » **Reduced Order Cancellations**– Delays in deliveries frustrate customers and lead to cancellations, impacting revenue.
- » **Improved Customer Satisfaction**–Happy and satisfied customers give repeat business, word-of-mouth publicity, and instant recognition, resulting in better sales and brand building.



➔ Better Availability and Visibility of Products

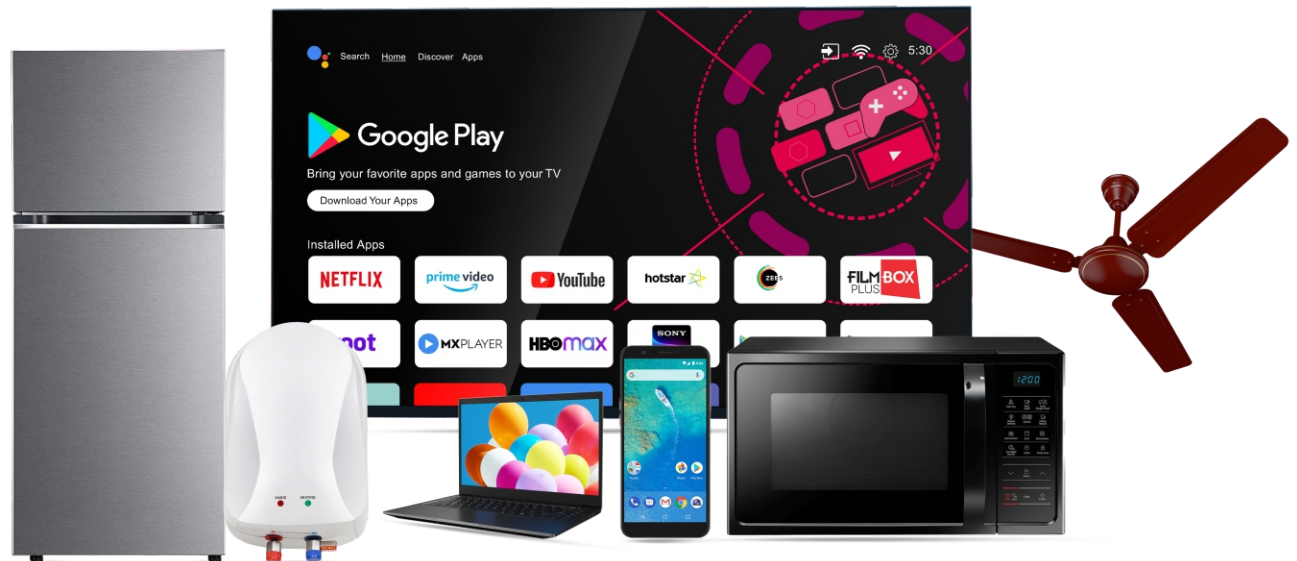
Increasing product availability and visibility across various sales channels is essential for capturing customer demand and maximizing sales opportunities. This may involve expanding distribution networks, strengthening relationships with retailers to ensure optimal shelf space and placement, and implementing marketing initiatives to enhance product visibility both online and offline.



- » **More Product Sales** : Better availability of products will help Cellecor to connect with customers on a deeper level as it engages customers into imagination, leading customers to buy more products.
- » **Increase Goodwill in the Market** : Maintaining good product availability helps businesses to meet customer needs, and increase revenue, and will also help Cellecor to expand its goodwill in the market.
- » **Higher Sales Volume** : When products are available at hand, customers are encouraged to make purchases, which ultimately results in higher sales volume.
- » **Simplifies Stock Disperse**: Maintaining an optimal level of products helps businesses maintain their stock and disperse it as and when needed.

➔ Enhancement of Product Range and Launch of New Premium Brand

Diversifying the product range and introducing new premium offerings can help attract a wider customer base and drive higher margin sales. Cellecor can conduct market research to identify emerging trends and consumer preferences, innovate new product offerings to meet evolving customer needs. We are strategically launching a premium brand named as Evoke Appliances which will offer premium products in different categories. This premium brand will inculcate various categories like **Portable TVs, Laptops, Home Appliances, Smart TVs of Bigger Sizes, Fans, Geysers, Microwaves, and Smart Watches.**



- » **Increase Customer Loyalty** : Expanding the product portfolio will enable Cellecor to meet the diverse needs of various consumer groups. By providing customers with a variety of products under one brand, their loyalty and continued patronage are more likely to be secure.
- » **Generate More Revenues** : Launching new products or improving current ones can result in higher sales. A wider range of products provides customers with more chances to buy, ultimately driving up total revenue for the brand.
- » **High Average Order Value** : Brands have the ability to motivate customers to buy multiple items by offering bundled packages of related products. This strategy effectively boosts the average order value, thereby leading to increased revenue per transaction.

- » **Increase Profit Margins :** A brand can enhance its pricing strategy by having a varied range of products in its portfolio. By providing premium as well as affordable options, the brand can attract a broader customer base and potentially enhance its profit margins.



Investment in Brand Building and Celebrity Endorsement

Building a strong brand presence is essential for fostering customer loyalty and differentiating Cellecor's products from competitors. Investing in brand-building activities such as advertising, sponsorships, and experiential marketing can help increase brand awareness and engagement. Additionally, partnering with celebrities or influencers for endorsements can enhance brand credibility and appeal, influencing consumer purchasing decisions.



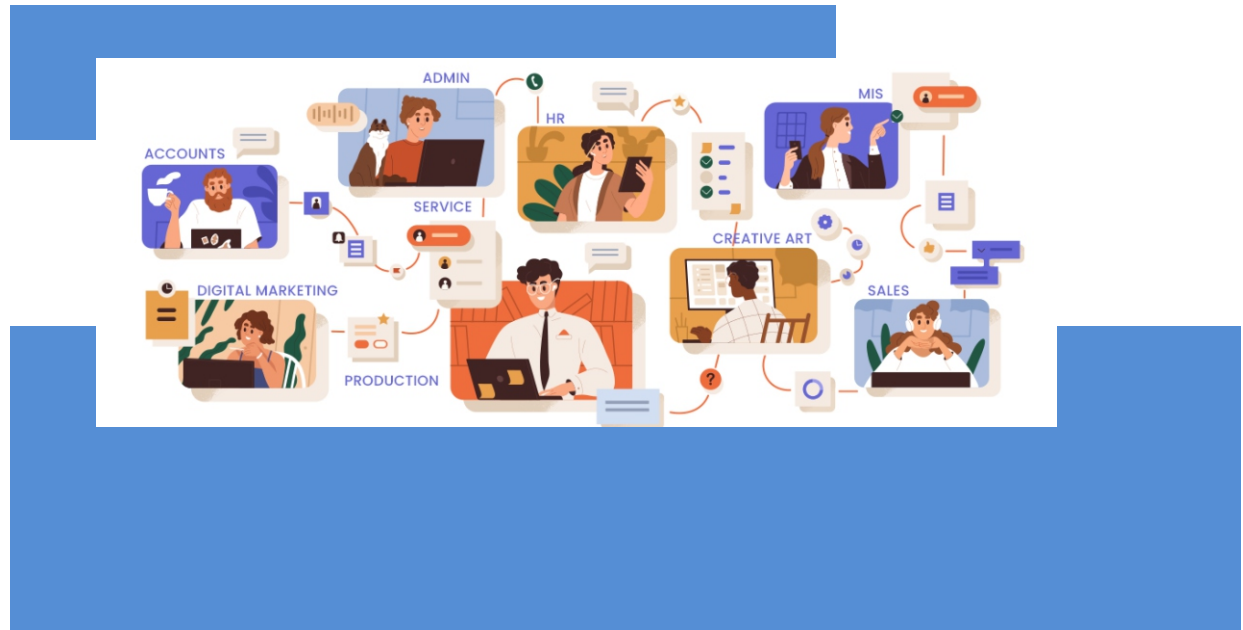
- » **Business Valuation** : The overall worth of a company is enhanced by brand equity, rendering it more appealing for mergers or acquisitions.
- » **Attract Right Customers** : Investing in robust brand development will assist Cellecor in nourishing the sales pipeline, whether it is gauged by digital traffic or sales discussions.
- » **Boost the Value of the Company** : Branding enhances the value of Cellecor significantly. However, this reaches an entirely new level during crucial occasions such as capital raising, share selling, going public, mergers, or acquisitions. These are situations where individuals scrutinize the specifics more closely, and otherwise, intangible aspects are assigned monetary worth.

» **Build Credibility** : Celebrity endorsements have the ability to establish emotional bonds with consumers. Many supporters develop a sense of personal attachment to their beloved celebrities, and witnessing them promote a product can trigger favorable feelings and foster brand loyalty. We have been in collaboration with Varun Dhawan and Tamannaah Bhatia, which resulted in a rise in our sales because of these collaborations and endorsements, and Cellecor will also ally with many such celebrities in the future.



Workforce Augmentation

Scaling up the workforce through mass hiring or workforce augmentation is necessary to support the company's growth objectives and ensure operational readiness. Cellecor can recruit talent across various departments, including sales, marketing, manufacturing, and customer service, to effectively execute its strategic initiatives and meet increasing demand.



- » **Diverse Workforce** : Cellecor will actively hire a diverse range of people from all walks of life so that a new set of ideas slides into the company and new innovations and campaigns can be made. Moreover, it will also hire young interns to give them the opportunity to learn and grow from our other team members.
- » **Meet Growth Objectives** : Fresh recruits may come from various backgrounds, have diverse experiences, and offer different perspectives, which can boost innovation and problem-solving within the company. With the appropriate individuals on board, the company can effectively fulfill its operational needs and foster expansion.
- » **Achieve Long-Term Success** : Employing the right people in the right positions can help Cellecor achieve its long-term success, as a well-established team will execute everything in a planned way and thus achieve success.

- » **Effectively Scale Our Workforce** : Mass hiring will help Cellecor to fill the various positions in time, and more professionals and experts will join the workforce. This will simplify the process of our company.



By implementing this multi-pronged approach, **Cellecor aims** to address key aspects of its business operations and drive **revenue growth and profitability** in the upcoming quarters. This comprehensive strategy underscores the company's commitment to innovation, customer satisfaction, and sustainable growth in the dynamic consumer goods market.





THANKING YOU!

For Further Details Please Visit At <https://cellecor.com/>

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