



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@cellector.in | Land Line : 011 43034907, 01145038228

Ref: - CELLECOR/23-24/38

Date: January 31, 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

Revolutionizing Lifestyle Tech: Cellector and CashKaro's Game - Changing Partnership

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 **"Revolutionizing Lifestyle Tech: Cellector and CashKaro's Game - Changing Partnership"** along with detailed presentation titled **"Smart Living Unleashed - Cellector and CashKaro's Game - Changing Collaboration"** for your records and dissemination at your official website.

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

Kindly do the needful and oblige.

Thanking You,

Yours Faithfully,

For and on behalf of

Cellector 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

Revolutionizing Lifestyle Tech: Cellecor and CashKaro's Game-Changing Partnership



SMART LIVING UNLEASHED

Cellecor and CashKaro's Game - Changing Collaboration

January 31, 2024: CashKaro, a prominent platform specializing in cashback and discount offers, serves as the essential link connecting customers to a diverse range of merchants. Transforming the online shopping experience, CashKaro redefines the landscape through exclusive cashback offers and deals under its open cashback program.

Supported by the legendary entrepreneur Mr. Ratan Tata, CashKaro solidifies its position as a trusted choice for cost-conscious shoppers, merging savings with quality. This backing positions CashKaro as a game-changer in the online retail space.

In a technology-focused move, Cellecor and CashKaro have forged a strategic partnership spanning 100 stores, introducing cutting-edge smart. This collaboration guides consumers towards a more intelligent, connected, and smarter world.

CashKaro's extensive network of retailers provides customers with access to special discounts, cashback, and exclusive deals. By integrating Cellecor's Smart TVs with advanced technology, consumers stay on the forefront of technological innovation while enjoying unprecedented reductions on their purchases.

This partnership broadens the accessibility of Cellecor's products, reaching from small-scale electronic stores to well-established retail chains, offering an extensive array of options for the latest in technology.

In the era of digitalization, Cellecor and CashKaro lead in innovation, creating an integrated connection between technology and consumer savings. This alliance aims to redefine how consumers engage with technology in the offline market.

Cellecor's vision for this collaboration extends beyond immediate sales, aspiring to have a lasting impact on how customers perceive and interact with technology in the offline world.

How It Works:

Discover: Visit your favorite local store or chain partnered with CashKaro.

Choose: Explore the impressive collection of Cellecor products.

Shop: Purchase and receive exclusive discounts and cashback with CashKaro.

Experience: Immerse yourself in the world of technological advancement without breaking the bank.

Cellecor's collaboration with CashKaro marks a significant shift in the online retailing of smart TVs, where cutting-edge innovation is paired with affordability in every purchase.

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.



SMART LIVING UNLEASHED

**Cellecor and CashKaro's
Game - Changing Collaboration**

EXPLORING THE CASHKARO

CashKaro is a prominent platform specializing in cashback and discount offerings. Functioning as a bridge between consumers and a diverse array of e-tailers across high volumes buyings such as electronics, food, clothing, cosmetics etc., CashKaro provides users with an avenue to access exclusive deals and earn cashback on their purchases.

Dynamic Edge with **MR. RATAN TATA BACKING**

As **CashKaro** continues to revolutionize the online shopping experience, the backing of the Legendary Entrepreneur **Mr. Ratan Tata** adds a layer of trust and reliability, making it a preferred destination for savvy consumers seeking both savings and quality.



DUO POWER



x



In an exciting leap forward for the tech-savvy consumer, **Cellecor** and **CashKaro** have joined forces to reshape the retail landscape. Their strategic collaboration, spanning across a network of 100+ retailers, introduces a diverse array of smart TVs, marking a significant stride towards a smarter, more connected future.



EMPOWERING CONSUMERS

The **CASHKARO** Advantage

CashKaro's extensive network of retailers provides consumers with exclusive discounts, cashback, and special offers. Now, with Cellecor's premium smart TVs added to the mix, customers can not only stay at the forefront of technology but also enjoy unprecedented savings on their purchases.



UNLOCKING CHOICES

CashKaro's extensive network of retailers provides consumers with exclusive discounts, cashback, and special offers. Now, with Cellecor's premium smart TVs added to the mix, customers can not only stay at the forefront of technology but also enjoy unprecedented savings on their purchases.



UNLOCKING SAVINGS

How It Works?

- 1 Explore**
Visit your favorite local retailer or chain partnered with CashKaro.
- 2 Choose**
Browse through the impressive collection of Cellecor Products.
- 3 Shop**
Make your purchase and enjoy exclusive discounts and cashback via CashKaro.
- 4 Experience**
Dive into the world of cutting-edge technology without breaking the bank.

FUTURE OF TECH SHOPPING

Cellecor's Vision

Cellecor's vision for this collaboration goes beyond immediate sales. By partnering with CashKaro, they aim to create a lasting impact on how consumers perceive and engage with technology in the offline space.



CONCLUSION

In conclusion, the strategic alliance between **Cellecor** and **CashKaro** transcends traditional business collaboration; it symbolizes a revolutionary shift in the landscape of offline retail for smart TVs. This partnership signifies the seamless integration of innovation and affordability, beckoning consumers to embark on a transformative journey where each purchase transcends the transactional and becomes a deliberate stride towards a more interconnected and budget-conscious lifestyle.

This collaboration isn't merely about acquiring gadgets; it's about embracing the forefront of technological advancements without enduring financial strain. Step into this transformative journey, where the fusion of innovation and cost-effectiveness defines every purchase, making cutting-edge technology accessible to all.



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CASHKARO



**Thank
You!**

**We look forward to a
successful collaboration**