



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

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Website: www.cellecor.com

Ref: - CELLECOR/23-24/41

Date: March 06, 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 joins hands with BLS E-Services Limited to expand its Distribution Network

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 joins hands with BLS E-Services Limited to expand its Distribution Network**" 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 LTD. ALLY WITH BLS E-SERVICES LTD.

For Expanding Distribution Network

Cellecor Gadgets Limited joins hands with BLS E-Services Limited to expand its Distribution Network

New Delhi, 6 March 2024: Cellecor Gadgets Limited, an emerging consumer durables company on India's fastest growing electronic goods landscape, joins hands with BLS E-Services Limited to expand, strengthen its Distribution Network further, and as per the arrangement, now Cellecor Smart TVs, Phones and Smartphones will be sold at BLS E-Services platforms.

BLS e-Service Limited, with the legacy of BLS International, is one of India's top technology-enabled digital services providers, with a wide range of services including Business Correspondent, Assisted E-services, and E-Government services. All of these products and services aim to empower people at the grassroots level and transform the way that people can obtain basic services.

BLS e-Service Limited is a key player in making a wide range of crucial public utility services, social welfare programs, healthcare, banking, education, and agriculture more accessible through its strong network. In addition to serving the various needs of people (B2C) in urban, semi-urban, rural, and distant locations, this range of services also serves governments (G2C) and corporations (B2B).

Cellecor, a rising brand in the highly competitive electronics market, is rapidly spreading its operations throughout India and maintaining the pace of growth trajectory by various innovative initiatives. The company fuels on the idea of being futuristic, which is why it has started working vigorously on diversifying its product range to include Home and Kitchen Appliances and electronic products such as Washing Machines, TWS, Smart TVs, Mobile Phones, Mixers & Grinders. It has also decided to launch its products in the premium range, to satisfy every strata of the society.

Cellecor Gadgets products are already widely available across India through its own exclusive stores, dealers, distributors, channel partners, franchises etc., still the Company is vigorously expanding its reach, availability of products at every possible retail counter, e-commerce platform and in the same spirit it joins hands with BLS E-Services Limited as one of its distribution partners.

The company firm believes in serving every customer no matter where you live. That's the major driving force behind why the firm has joined forces with BLS e-Service Limited. The BLS e-Service Limited has a years-long history of making goods and services available at no internet places, rural, urban, and semi-urban with ease.

Cellecor aims to increase its sales by making its goods and services available to people at their doorstep. Hoping it will not only benefit them but also their treasured customers. We firmly believe that customers are the king of the marketplace and should be well taken care of.

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/> 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 forwardlooking 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 forwardlooking statements. Cellecor Gadgets Limited shall not be in any way responsible for any action taken based on such a statement.