



Creative Peripherals

Date: 14th August, 2019

To,
The Manager
Listing Department
National Securities Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East)
Mumbai- 400051

Sub: Creative Peripherals and Distribution Limited announces the un-audited financial results for Q1 FY20

Dear Sir,

Please find attached Media Release regarding announcement of un-audited financial results for Q1 FY20.

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited

Tejas Doshi
Company Secretary & Compliance Officer
ACS – 30828

Date: 14th August 2019

Place: Mumbai

Creative Peripherals and Distribution Limited

Registered Office: 3rd and 4th Floor, Plot No 137AB, Kandivali Co Op Industrial Estate Limited, Charkop, Kandivali West, Mumbai – 400 067 | **Tel.:** 91-22-5061 2700 | **Email:** cs@ecreativeindia.com | **Website:** www.ecreativeindia.com | **CIN:** L52392MH2004PLC148754



Media Release

Imaging and IT businesses continue to drive strong growth – led by high demand for niche reputed brands of GoPro, Viewsonic & Printronix

Q1 FY20 Total Revenue at Rs. 104.8 crore, YoY growth of 35.3%

Q1 FY20 EBIDTA at Rs. 4.29 crore, YoY growth of 59.3%

Q1 FY20 PAT at Rs 1.9 crore, YoY growth of over 107.3%

Q1 FY20 EPS at Rs. 1.71, YoY growth of over 3.6%

Successfully migrated to NSE Main Board on 5th August 2019

Mumbai, 14th August 2019: Creative Peripherals and Distribution Limited (NSE-SME: CREATIVE), market specialists for experiential products in IT, Imaging, Lifestyle, and Security domains with a pan-India presence, announced its un-audited consolidated financial results for the quarter ended June 30th, 2019.

Key Consolidated Financials (Rs. Crore) :-

Particulars	Q1 FY20	Q1 FY19	YoY%	FY19	FY18	YoY%
Total Revenue	104.83	77.47	35.32%	370.71	250.96	47.72%
EBIDTA	4.29	2.69	59.35%	13.20	7.51	75.70%
EBITDA Margin (%)	4.09	3.48	61 bps	3.56%	2.99%	57 bps
PAT	1.98	0.96	107.31%	5.75	2.89	98.97%
PAT Margin (%)	1.89	1.23	66 bps	1.55%	1.15%	40 bps
EPS (in Rs.)	1.71	1.65	3.64%	9.91	5.02	97.41%

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Performance Highlights for the quarter ended June 30th, 2019:

- **Total Revenue** for the quarter was Rs. **104.83** crore in Q1 FY20, as against Rs. 77.47 crore in Q1 FY19, a **YoY growth of 35.32%**, mainly on account of continued strong demand for niche Imaging and IT brands such as GoPro, ViewSonic & Printronix
- **EBITDA** was at **Rs. 4.29 crore** in Q1 FY20 as against Rs. 2.69 crore in Q1 FY19, **YoY growth of 59.35%**
- **EBITDA Margin** was **4.09%**, an **improvement of 72 basis points YoY**, on account of higher revenue and increased contribution from high margin value-added products in Imaging especially GoPro
- **Profit After Tax** was **Rs 1.98 crore** in Q1 FY20 compared to Rs. 0.96 crore in Q1 FY19, **YoY growth of 107.31%**. **PAT margin** stood at **1.89%**
- **EPS** was Rs. **1.71**, **YoY growth of 3.64%**

Key Recent Developments:-

- Signed an agreement with iBall to exclusively distribute their portfolio of products across Madhya Pradesh and Vidarbha. The product categories include IT peripherals, comp-books, tablets, C.E. and telecom.
- Won the 'Distributor of the year – FY2019' award from Printronix, a leader in business-critical printing solutions
- Successfully migrated to the NSE Main Board from the NSE-SME Exchange

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Management Comment:

Commenting on performance, **Mr. Ketan Patel, Chairman & Managing Director of Creative Peripherals & Distribution Ltd. said:**

"I am happy to share that our financial performance for Q1 FY20 has been in line with our expectations. We delivered over 35% revenue growth, 59.3% EBITDA growth and a 107.3% PAT growth in Q1 FY20. This is mainly on the back of increased contribution of higher-margin value-added products in the imaging & IT business segments such as GoPro, Viewsonic and Printronix. In fact, sales from the niche and reputed brand GoPro more than doubled year-on-year in the quarter ended 30th June 2019.

The start of this new financial year has been very exciting for our Company. We signed an agreement with iBall to distribute their products across two states in India. We also bagged the 'Distributor of the Year' award from Printronix, reflecting the recognition our brands give for our services.

And among one of the significant milestones that we achieved is our successful migration to the NSE Main Board from NSE SME Exchange. We expect this to create better visibility for our Company to reach out to a wider investor community. The migration bears a testimony to our performance and client confidence. Our Company has grown significantly since listing on the SME platform, and we believe we are ready for this larger platform, that would not only provide us greater visibility in the market, but also enable us to achieve new and higher benchmarks. This move to the Main Board also comes at an appropriate time, as our Company expands across international markets and takes up larger projects.

We strive to be the go-to market entry specialist for experiential brands seeking entry into the Indian markets. I would like to thank our team and all our stakeholders for their invaluable support and belief in us which drives us to set & achieve higher benchmarks."

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Company Overview

Established in 1992, Creative Peripherals and Distribution Limited is a well-established company in India's Information and Communication Technology distribution market. Through a robust network of partners and distribution channels, the Company has made a strong foothold in the IT distribution market in the country. The Company has an omni-channel network across all three channels of online, offline and retail trade.

Creative Peripherals specializes in market entry and penetration for global brands. The Company offers demographic intelligence, and enables the formulation and execution of marketing strategies for its clients. In addition to such services, Creative continues to focus on timely delivery, diversification of its product portfolio, sustained long-term relationships with its channel partners, and extending value-added services over and above distribution.

These efforts have enabled the Company to win long running contracts as well as garner accolades in the Industry as amongst the best distributors in India by leading brands. Creative Peripherals is associated with over 20 renowned brands globally. These brands encompass a wide range of applications and help the Company to cater to a broad array of customers, both in the consumer and industrial businesses. Moreover, the Company is well-positioned to leverage the changing trends in the technology industry and be a part of the paradigm shift towards digitization in India.

Creative Peripherals has a unique value-added business model. They provide end-to-end solutions, from market research and competition analysis for brands, to import, distribution, sales and servicing for the brand. Additionally, the Company suggests and executes marketing strategies and recommends viability in specific regions across India for their clients. This is enabled by specialized skill sets, local insights and experience, along with relevant market intelligence. Creative Peripherals also prepares strategic plans for market entry for foreign brands and their target category.

Furthermore, the Company conducts pre-sales and marketing activities for the success of the brand as well as to enable the channel partners to leverage their expertise and bottom line. Creative Peripherals works closely with partners across channels including Large Format Retail (LFR), e-commerce and specialized retailers. The Company is one of the few large distributors who conduct

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specialized training modules, events and promotional activities at the ground level with channel partners. They also conduct workshops and demos for resellers. This is possible due to the dedication and experience of the corporate and sales teams which constantly track latest market developments to build a closer market connect.

The Company's wide reach and superior logistics capabilities helps it provide end-to-end services including warranty and post-warranty, high-level repair services, and response centres, among others. Such expertise and superior quality of service has led to increased confidence of brands, many of which have chosen Creative Peripherals as exclusive partners and have been with the Company since over five years. The Company focuses on higher operational efficiencies and adding higher-margin and value-added products to its existing product portfolio and such brand associations are a concrete step in that direction.

For more details please visit: www.ecreativeindia.com

For further information please contact:

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Note: *Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*

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