



Creative Peripherals

(CIN):L52392MH2004PLC148754

Date: 12th February 2018

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 unaudited financial results for Q3 & 9M FY18

Dear Sir,

Please find attached Media Release regarding announcement of unaudited financial results for Q3 & 9M FY18

Thanking you,

Yours Faithfully
For Creative Peripherals and Distribution Limited

Ketan Patel
Chairman & Managing Director
DIN: 00127633

Date: 12th February 2017

Place: Mumbai

Creative Peripherals & Distribution Ltd.

Registered Office : B - 215, Mandpeshwar Industrial Premises Co-op Society Ltd., Opp. M.C.F. Club, Prem Nagar, Off S.V.P. Road, Borivali (West), Mumbai - 400 092. | Tel.: 91-22-4081 1234 / 4246 0777 | Email : administration@ecreativeindia.com

www.ecreativeindia.com



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Media Release

New Products with higher margins drive profitable growth

Q3 FY18 Revenue at Rs. 61.17 crore, YoY growth of 7 %

Q3 FY18 EBITDA at Rs. 2.30 crore, against loss of 6 lacs in Q3FY17

Mumbai, 12thFebruary, 2018: Creative Peripherals and Distribution Limited (NSE-SME: CREATIVE), specialists in market penetration and distribution of IT, Imaging, Lifestyle, and Security products with a pan-India presence, announced its unaudited results for the Third quarter & Nine Month ended December 31st, 2017.

Key Financials (Rs. Crore): -

Particulars	Q3 FY18	Q3 FY17	YoY%	Q2 FY18	9M FY18	9M FY17	YoY%
Total Revenue	61.17	57.16	7	61.45	172.78	148.61	16.26
EBIDTA	2.30	-0.06	3,933	1.85	5.30	2.05	158
EBITDA margin (%)	3.76	-0.10		3.01	3.07	1.38	169bps
PAT	0.83	-0.94	188	0.82	1.99	-0.48	
PAT margin (%)	1.36	-1.64		1.33	1.15	-0.32	

Performance Highlights: -

For the quarter ended December 31st, 2017:

- **Total Revenue from operations was at Rs. 61.17 crore** in Q3 FY18, as against Rs. 57.16 crore in Q3 FY17, a YoY growth of nearly 7%
- **EBITDA stood at Rs. 2.3 crore** in Q3 FY18 as against a loss of Rs. 0.06 crore in the Q3 FY17
- **EBITDA margin in Q3 FY18 was 3.76%** as against -0.10% in Q3 FY17

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- **Profit After Tax was at Rs. 0.83 crore** in Q3 FY18 as against a loss of Rs. -0.94 crore in the corresponding quarter Q3 FY17
- **PAT margin was 1.36%** as against -1.64% in Q3 FY17

For the Nine Month ended December 31st, 2017:

- **Total Revenue from operations was at Rs. 172.78 crore** in 9M FY18, as against Rs. 148.61 crore in 9M FY17, a **YoY growth of nearly 16%**
- **EBITDA stood at Rs. 5.30 crore** in 9M FY18 as against a Rs. 2.05 crore in the 9M FY17, significant **YoY jump of over 155%**
- **Profit After Tax was at Rs. 1.99 crore** in 9M FY18 as against a loss of Rs. -0.48 crore in the previous, a **phenomenal growth of over 500%**

Key Developments During Q3 FY18: -

- ✓ **Received “Licensing Partner of the Year – 2017” award from Honeywell Annual Licensing Summit Shanghai**
 - Awarded amongst 33 Brand Licensees of Honeywell across Asia
- ✓ **Signed Agreement with DgFlick Solutions Pvt. Ltd. to distribute their software products Nationally**
 - DgFlick Solutions Pvt. Ltd. – Leading Indian Software Company formed to make “Digital” in favour of Photo Business by developing software’s to create & customize various interesting articles using photos
 - With this association, we have added very significant and important category to our product portfolio - Software Products
 - Exclusively selling some of very niche software’s from portfolio of DgFlick brand
- ✓ **Signed Agreement with ASRock Inc. to distribute their motherboards in India**
 - ASRock Inc. – Taiwan, based electronics manufacturer which focuses on the development of the motherboards, industrial PCs and HTPCs
 - With this association, offer almost all synergistic components of PC to our distributors and clients under ASRock Brand

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Management Comment:

Commenting on performance for the Third quarter & Nine Months ended FY18, **Mr. Ketan Patel, Chairman & Managing Director** of Creative Peripherals & Distribution Ltd. said

"This quarter, we have delivered 7 % revenue growth year on year basis and we have been successful in delivering a profit. This has come from adding new products with higher margins as well as focusing on cost rationalization. The positive impact of GST has started to show and we believe that this would translate into further margin expansion over time.

Our goal remains to be the best market entry specialist for niche brands seeking entry into the Indian markets. Our pan India presence helps us provide a unique solution to our clients. It is a matter of pride to be associated with such prestigious brands that we partner with and promise to deliver on the trust they place in us. I would like to thank our channel partners, our business partners, and our employees for their invaluable support and belief in us which drives us to deliver robust performance every quarter".

Company Overview

Our Company started as a small proprietary trading concern, named as 'Creative Computers' with 10 employees back in 1992. Since then our consistent dedication and hard work along with support from our partners we have grown to a recognized player in the India's Information and Communication Technology distribution market. Our efforts have always been towards timely delivery, consistent, excellent quality, range of innovative products and sustained long-term relationship building with channel partners. These efforts have enabled us to garner accolades in the Industry as amongst the best distributors in India by leading brands. Some of these include:

- 'Best Fulfillment Partner' (2014) - Reliance Digital
- 'Fastest Growing National Distributor' (2014-15) - Digital Terminal
- 'Best Fulfillment Partner' (2015) - Reliance Digital
- 'CEIF Photo Fair All India Photo Graphic Trade & Industry Association' (2015)
- 'Long Term Partnership Award (2017)' - Sennheiser

Our Company is associated with over 25 renowned brands globally. These brands help us cater to a wide range of customers both in the consumer and industrial businesses. We are also well-positioned to take advantage of the changes in trends in the technology industry currently and be a part of the digital transformation story of India.

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Creative Peripherals has a unique value-added distribution model which is difficult to replicate. We provide end-to-end solutions, beginning from market research and competition analysis for brands and recommend viability in specific regions across India. This requires specialized skill sets and experience along with adequate market intelligence. We then prepare a strategic plan for market entry for the brands and their target segments. These plans are updated and monitored regularly. Further, we then also conduct pre-sales activities and marketing activities for the success of the brand as well as to enable our channel partners to leverage their expertise and bottom line. We are among the very few large distributors who conduct specialized training modules, events and promotional activities at the ground level with channel partners. This is possible due to the dedication of our people and our experienced team which constantly tracks latest market developments to build closer market connect.

Our Company has a state-of-the-art sales process which works very closely across channels including Large Format Retail (LFRs), E-Commerce and Specialized retailers in all regions. We conduct regular workshops, demos for resellers with our dedicated corporate and retail sales teams.

Our Company's wide reach and superior logistics capabilities helps us provide end-to-end services to customers including warranty and post-warranty, high-level repair services, response centers among others.

Also, our strong focus on consistent and very high quality along with timely delivery has led to increased confidence of brands, many of which have chosen us as exclusive partners and have been with us since over five years. We have robust IT systems to manage network and follow prudent risk management practices across branches.

Creative Peripherals focus is on higher operational efficiencies and adding higher margin and value added products to our existing product portfolio and this association is a concrete step towards that direction. We are confident that we will be able to grow stronger from here and continue to scale new heights.

For more details please visit: www.ecreativeindia.com

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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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