



Dazzling Showcase

Of Tomorrow's Tech

INNOVATION EXTRAVAGANZA

Our Company

Staircasing To Success: Cellecor Gadgets **“Journey to Making Happiness Affordable”**



In the dynamic world of technology, Cellecor Gadgets has recently achieved significant milestones that underscore its commitment to innovation, market presence, and strategic growth.

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.

These 3 standout achievements have garnered attention and admiration –

- The successful launch of its Initial Public Offering (IPO).
- The appointment of Varun Dhawan as the brand ambassador for our Smart TVs.
- Furthermore, the expansion of its business into the United Arab Emirates (UAE) has marked a major triumph for Cellecor Gadgets.



*What sets Cellecor Gadgets apart is not just star power but a commitment to its motto – **“making happiness affordable.”***

Achievements

October' 2023 to December' 2023



Revolutionizing Clean: Cellecor unveils cutting edge **Washing Machine** to redefine laundry excellence

- In a move that redefines the landscape of home appliances, Cellecor Gadgets has launched **2 new SKUs of cutting-edge washing machines**, promising a revolutionary laundry experience. Packed with features that cater to the needs of the budget-conscious consumer, these washing machines boast advanced technology that transcends traditional laundry routines.

- **Top- Notch Features:**

1. Energy Efficiency
2. Multiple Wash Program
3. Adjustable spin speed

- *The primary target audience for this innovation spans across **tier 2, tier 3, and tier 4 cities** which falls in middle and lower economical class*

- **Price Range: Rs. 8,000 – Rs. 10,000**



Available on Online & Offline :



Cellecor introduces the game changing **mixer grinder**, that redefine Home Cooking

- Cellecor Gadgets is reshaping the culinary landscape with the introduction of its powerful mixer grinder. We are introducing **11 New SKUs** boasting top-notch features that make it both budget-friendly and a cutting-edge addition to your culinary arsenal.

- **Top- Notch Features:**

1. Multi-Functionality
2. Powerful Motor
3. Variable Speed Control
4. Jars with Lids

- *Crafted to seamlessly blend with your kitchen, the Cellecor Mixer Grinder is tailored for the discerning consumer in tier 2, tier 3 and tier 4 cities. Our aim is to provide happiness in every middle class, lower middle class and rural household*

- **Price Range: Rs. 1,200 – Rs. 1,800**



Available on Online & Offline :



- **Advantage for our Business**

1. **Diversification of Offerings:** Introducing a new product allows a company to diversify its product line, catering to a broader range of customer needs. This diversification can attract new customer segments and increase market share.
2. **Competitive Advantage:** Innovation and the launch of new products can give a company a competitive edge in the market. Staying ahead of or keeping pace with competitors can be crucial in maintaining and growing market share.
3. **Brand Image Enhancement:** A successful product launch can enhance the company's overall brand image. It shows that the company is dynamic, innovative, and committed to meeting the evolving needs of its customers.

Super AMOLED Cellecor M Series Smartwatch: Brighter & Better

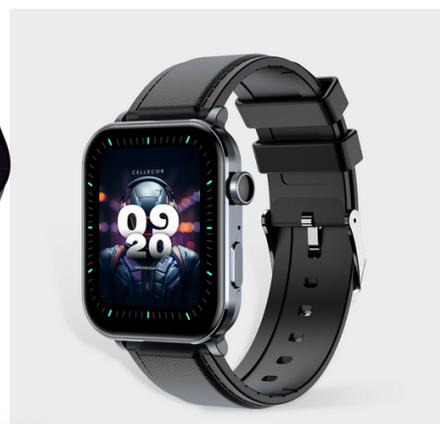
- In the ever-evolving landscape of wearable technology, Cellecor emerges as a trailblazer with its **M Series Smartwatches**, a mesmerizing fusion of cutting-edge innovation and trendsetting design. With a staggering array of **30 distinct SKUs**.

- **Top- Notch Features:**

1. Metal Marvels: Uncompromised Durability and Style
2. Health Suite
3. Your Wellness Companion
4. Super Bright, Retina AMOLED Display

- *Cellecor is set to captivate the hearts and wrists of Young Executives, Entrepreneurs, Tech Enthusiasts, Gadget Reviewers, Students, Young Professionals, Gym Instructors, and Fitness person.*

- **Price Range: Rs. 1,200 - Rs. 3,500**



Available on Online & Offline :



- **Advantage for our Business**

- **Expanding Economy:** Introducing new Smartwatches allows businesses to broaden their product range.
- **Increasing Variation:** Offering a variety of products within the category
- **Competitive Edge:** Regularly adding new SKUs keeps the product line fresh and competitive.

- **Expected Growth**

Cellecor anticipates a steady growth of 5% to 8% in its Smartwatch segment, reflecting a positive trend in the consumer electronics market. This projection aligns with the increasing demand for intelligent wearables that seamlessly integrate with users' lifestyles.



Step into Pixel-Perfect Tomorrow : Cellecor's launches 5 new SKUs for Smart Tv

- Cellecor's Smart TV is set to redefine the living room experience, bringing a new era of connectivity and entertainment. Cellecor is launching **new model 50"inch Smart Tv and 5 more SKUs.**

- **Why Cellecor for Smart Tv?**

In a succinct answer, Cellecor encapsulates affordability, innovation, clarity, and seamless functionality. The Smart TV is not merely a device; it's a gateway to a world of limitless entertainment possibilities.

- **Top- Notch Features:**

1. Crystal Clear Brilliance: 4K Ultra HD LED TV.
2. Immersive Audio
3. Dolby Atmos and Optical Sound Output.
4. Crystal Clear Visibility Sleek Aesthetics
5. Bezel-less, Metallic Bodntuitive Control

- *This collection is tailored to cater to the diverse needs of our **tier 2 and tier 3 audience** who are budget-conscious shoppers, smart home users, home entertainment enthusiasts, and family-oriented consumers, Cellecor ensures that everyone can partake in the revolution.*

- **Price Range: Rs. 10,000 – Rs. 50,000**



Available on Online & Offline :



- **Advantage for our Business**

1. **Customer Engagement:** New Smart TV SKUs provide opportunities to engage with existing customers.
2. **Profitability:** Expanding the product line can contribute to increased sales and profitability.
3. **Cross-Selling Opportunities:** New Smart TV SKUs create opportunities for cross-selling.

- **Expected Growth**

Cellecor envisions a robust 10% growth in its Smart TV segment, reflecting a buoyant outlook in the consumer electronics market. This positive projection aligns with the increasing consumer demand for advanced, connected entertainment solutions.



Cellecor Introduces the TWS 10 new SKUs: Ultimate Audio Freedom

- Comprising **10 distinct SKUs**, this collection is designed to redefine on-the-go audio, offering a harmonious fusion of style and substance. Step into a world of untethered audio freedom with Cellecor's TWS lineup.

No more tangled wires or restrictions – just pure, uninterrupted sound that follows you wherever life takes you.

- **Top- Notch Features:**

1. Environment Noise Cancellation
2. Powerful or deep bass
3. Fast Charging
4. Crystal Clear Sound
5. Auto Connect

- *Cellecor's TWS lineup is carefully curated for the discerning **Tier 2 and Tier 3 audience**, who are young professional, a tech-savvy student, or a fitness enthusiast, these earbuds cater to the diverse needs and preferences of a dynamic and vibrant demographic. Cellecor's TWS lineup marks a significant stride in the evolution of on-the-go audio.*

- **Price Range: Rs. 800 – Rs. 1,500**



Available on Online & Offline :



- **Advantage for our Business**

1. **Brand Image:** Continuously innovating and adding new products enhances a brand's image as forward-thinking and committed to meeting consumer needs.
2. **Adaptation to Technology Changes:** Consumer electronics is a rapidly evolving industry. Introducing new SKUs allows businesses to adapt to technological advancements, ensuring that their product offerings remain contemporary and in line with industry standards.
3. **Retailer and Partner Relationships:** Retailers often appreciate a dynamic product line, as it attracts customers and encourages repeat visits. Introducing new SKUs can strengthen relationships with retail partners and increase shelf space.

- **Expected Growth**

Cellecor anticipates a robust growth of 7% to 10% in its True Wireless Stereo (TWS) segment, reflecting a dynamic and positive trend in the consumer electronics market. This optimistic projection aligns with the increasing demand for wireless and convenient audio solutions.



Cellecor Soundbar – Redefining Sound

- In a stride towards innovation, Cellecor is proud to introduce 2 new Soundbar SKUs that promise to redefine your audio experience. Imagine transforming your living space into a cinematic audio haven where every sound is crisp, clear, and immersive. With the Cellecor Soundbar duo, this dream becomes a reality. Let's delve into the features that make these soundbars stand out.

- **Top- Notch Features:**

1. Bluetooth V5.3
2. 3D Surround Sound
3. Type C Charging
4. Mic-in Built
5. AUX and USB Compatible.

- *The Soundbar duo by Cellecor is a harmonious blend of advanced technology and chic aesthetics, catering to a diverse audience ranging from budget-conscious shoppers to tech enthusiasts, entrepreneurs, and even fitness tech bloggers.*

- **Price Range: Rs. 999 – Rs. 10,000**



Available on Online & Offline :



- **Advantage for our Business**

1. **Strategic Positioning:** A robust and continuously evolving product line positions the brand strategically, signaling to consumers that it is at the forefront of technological advancements and committed to providing the latest and best in consumer electronics.
2. **Feedback and Improvement:** Launching new SKUs allows the brand to gather customer feedback, enabling continuous improvement and refinement of existing products based on real-world usage.

- **Expected Growth**

Cellecor anticipates a notable growth of 5% to 7% in its Soundbar segment, reflecting a positive outlook in the consumer electronics market. This projection aligns with the increasing demand for immersive audio experiences in home entertainment systems.



15 New SKUs of Cellecor Featured Phones to Suit Every Need

- In an era dominated by smartphones, Cellecor takes a step back to address the needs of those who appreciate simplicity and reliability. The new Featured Phone lineup by Cellecor introduces 15 models designed to revolutionize communication in rural areas and offices. With a focus on essential features, these phones are poised to become the go-to devices for those who value reliability and functionality.

- **Top- Notch Features:**

1. Touch Keypad
2. 2000-mAh Battery
3. Digital Camera
4. Sleek & Slim Design
5. Speaker MP3 & MP4 Player

- *By offering a range of models, each catering to different preferences, Cellecor ensures that everyone, regardless of location or profession, can step into the future of communication with confidence.*

- **Price Range: Rs. 900 – Rs. 2,000**



Available on Online & Offline :



- **Advantage for our Business**

1. **Strategic Positioning:** A robust and continuously evolving product line positions the brand strategically, signaling to consumers that it is at the forefront of technological advancements and committed to providing the latest and best in consumer electronics.
2. **Feedback and Improvement:** Launching new SKUs allows the brand to gather customer feedback, enabling continuous improvement and refinement of existing products based on real-world usage.

- **Expected Growth**

Cellecor anticipates a substantial 10% growth in its Feature Phone category following the launch of 15 new SKUs. This strategic expansion aligns with evolving consumer preferences, offering a diverse range of feature-rich devices. The brand's commitment to innovation and accessibility positions it for significant success in the competitive feature phone market.



Cellecor Breaks Sonic Boundaries *with the Launch of 2 New Headphones*

- Cellecor, a trailblazer in the realm of cutting-edge audio technology, proudly introduces its debut headphone SKUs, promising a transcendental auditory experience. With a perfect blend of performance and elegance, these headphones are set to redefine the way we perceive and enjoy sound.

- **Top- Notch Features:**

1. Gaming headset
2. Bluetooth V5.3
3. Superior bass sound
4. Foldable design
5. Hands-free

- *Meticulously crafted for audio connoisseurs, these headphones boast cutting-edge technology that ensures every note, beat, and melody is experienced with unparalleled clarity and depth. Whether you're a **music enthusiast**, a **gaming aficionado**, or simply seeking solace in podcasts, Cellecor's headphones promise an auditory journey like no other.*

- **Price Range: Rs. 1,000 - Rs. 1,500**



Available on Online & Offline :



- **Advantage for our Business**

1. **Strategic Positioning:** A robust and continuously evolving product line positions the brand strategically, signaling to consumers that it is at the forefront of technological advancements and committed to providing the latest and best in consumer electronics.
2. **Feedback and Improvement:** Launching new SKUs allows the brand to gather customer feedback, enabling continuous improvement and refinement of existing products based on real-world usage.

- **Expected Growth**

Cellecor anticipates a 5% growth in the headphone segment, reflecting a positive trajectory in the consumer electronics market. This expected growth is a testament to Cellecor's commitment to innovation, quality, and meeting evolving consumer demands.



Powerful Charging, Swift Results: *Introducing Cellecor ZPDQC 24W Charger*

- Introducing the Cellecor ZPDQC 24W Charger, a powerhouse for swift device charging. Engineered for efficiency and speed, this cutting-edge charger ensures rapid replenishment of your devices. With advanced technology and a sleek design, the ZPDQC **24W Charger** by Cellecor brings a new level of convenience to your charging experience.

- **Top- Notch Features:**

1. Wide input current range
 2. Short-circuit Protection
 3. Overload Protection
 4. Over-circuit Protection
 5. Over-voltage Protection
- *Cellecor proudly introduces the ZPDQC 24W Charger, designed to cater to the diverse needs of audiences in **Tier 2, Tier 3, and Tier 4 regions**. This powerful yet affordable charger ensures rapid device charging, bringing cutting-edge technology to users in emerging markets. Experience efficiency and accessibility with Cellecor's latest innovation.*

- **Price Range: Rs. 350 - Rs. 500**



Available on Online & Offline :



- **Advantage for our Business**

1. **Versatility Across Devices:** Designed to cater to a wide range of electronic devices, ensuring compatibility with various gadgets.
2. **Tier 2, Tier 3, and Tier 4 Accessibility:** Expanding market reach by addressing the charging needs of consumers in Tier 2, Tier 3, and Tier 4 regions.
3. **Consumer Convenience:** Prioritizing user convenience by offering a charger that meets the diverse charging needs of modern consumers.

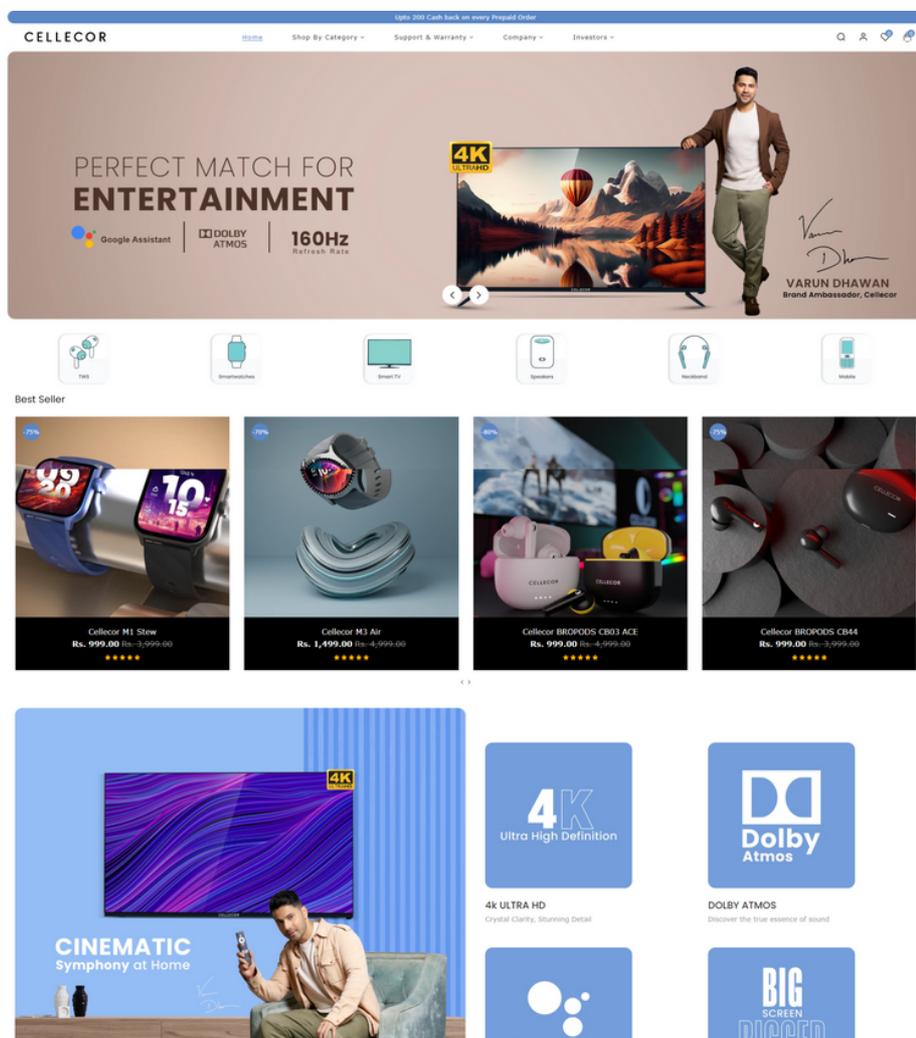
- **Expected Growth**

Cellecor anticipates a remarkable 10% growth in its Charger category, driven by the introduction of innovative solutions like the ZPDQC 24W Charger. This projection reflects a commitment to meeting evolving consumer needs and reinforces Cellecor's position as a leader in providing efficient, high-performance charging solutions.



Milestone of achieving 500+ official website(cellecor.com) orders in a single day

- In a strategic shift from exclusive availability on e-commerce platforms, our listed electronics gadgets brand has successfully intensified **Direct-to-Consumer (D2C)** sales (cellecor.com), achieving a noteworthy milestone of processing **500+ online orders** in a single day on our D2C website.
- This achievement marks a significant evolution in our company's approach, emphasizing a direct connection with consumers.
- The success is attributed to targeted marketing initiatives, technological enhancements for seamless transactions, and the positive impact on brand visibility and market positioning.
- Looking forward, we are committed to sustaining and expanding this momentum through planned growth strategies, upcoming product launches, and continuous innovation. We express our gratitude for the support from investors, customers, and stakeholders who have contributed to this remarkable journey.



Events : *International Review meet with Distributors and Product Launch*

- The one-on-one meetings with distributors were highly successful, significantly strengthening our relationships. This bond is poised to fuel further business growth, as the personalized interactions foster trust and collaboration, laying the foundation for mutual success and prosperity.
- Conducting distributor meets with our sales teams proved invaluable. The collaborative sessions enabled us to gather market insights, receive product feedback, and devise effective customer engagement strategies for diverse regions, ultimately leading to significant business enhancement.
- We have been consistently organizing distributor meets to build and strengthen our enduring bond with the distributors. This regular practice showcases our commitment to nurture and deepen relationships to sustain mutual growth for long-term success.
- The distributor meet yielded an exceptional response for our newly launched products. Witnessing an instant sale of 25,000 Smartwatches, 1,500 Smart TVs, and 50,000 feature phones showcased the overwhelming success and market demand, affirming our strategic product launch.

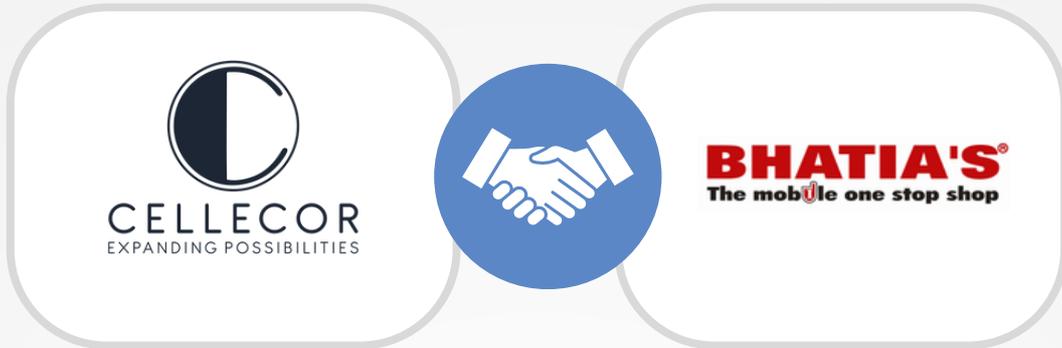


Collaborations

Making Happiness Affordable Throughout the India



Cellecor's Partnership with **Bhatia Communication** Sparks Excitement Across Gujarat



Bhatia Communication is engaged into retail and wholesale distribution business of trading mobile handsets, tablets, data-cards, mobile accessories, air conditioners, Washing Machines and other Electronic Equipment. They sell smart mobile handsets of all the brands including APPLE I-PHONE, SAMSUNG, OPPO, GIONEE, VIVO, HONOR, JIO, REALME, REDMI, NOKIA etc, mobile related products, tablets, data cards, accessories under one roof through their owned 81 retail outlets chain located all over the South Gujarat region including Surat, Vapi, Valsad, Navsari, Vyara and other towns of South Gujarat. They also provide the same services through our 17 franchisee retail chain dealers located in the South Gujarat region.

- **Cellecor Now Available at Bhatia Communication**

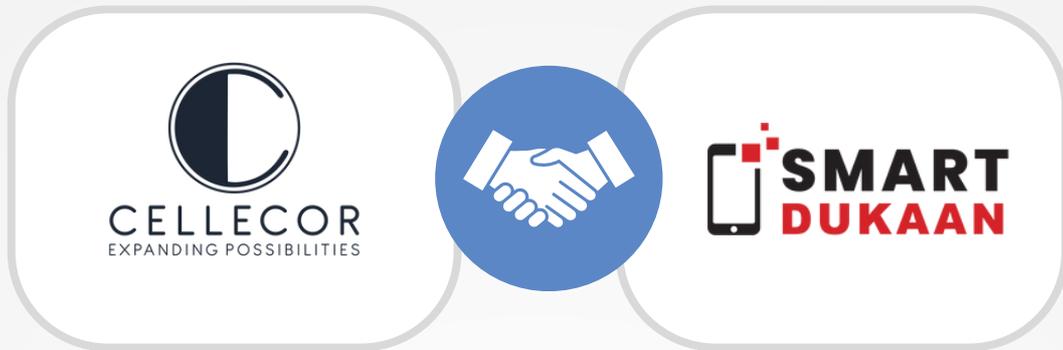
Imagine strolling into your local **Bhatia Communication** partner store, and there, in vibrant displays, lies the complete spectrum of Cellecor's technological marvels. From feature-packed mobiles to chic wearables, futuristic hearables, and smart appliances—the convergence of innovation and accessibility is now at your fingertips. Bhatia Communication transforms into a tech oasis, inviting you to explore the future of connectivity and style.

- Cellecor is set to captivate the hearts and wrists of Young Executives, Entrepreneurs, Tech Enthusiasts and other **tier 2 and tier 3 audience** that is keen for entertainment in different devices all over Gujarat

- **Expected Growth**

The strategic collaboration between Cellecor and Bhatia Communication is poised to propel significant growth, with anticipated revenues ranging between 25 to 50 Crores.

Cellecor's Partnership with **Smart Dukaan** across North India



SmartDukaan is India's fastest growing Smartphone retail chain with over 350 stores across 100 cities in 6 states. They have created a tech-led Retail & Distribution company that is revolutionizing distribution of smart products across urban, semi-urban and rural areas.

- **Cellecor Now Available at SMART DUKAAN**

Picture this: you walk into your local Smart Dukaan store, and there, at your fingertips, is an array of Cellecor's cutting-edge products. From sleek and powerful mobiles to stylish accessories, futuristic wearables, immersive hearables, and smart appliances for your home—the possibilities are endless. This collaboration turns each **Smart Dukaan** store into a tech wonderland, where innovation meets convenience.

- Cellecor is set to captivate the hearts and wrists of Young Executives, Entrepreneurs, Tech Enthusiasts and other **tier 2 and tier 3 audience** that is keen for entertainment in different devices all over Gujarat

- **Expected Growth**

The anticipated growth for Cellecor through its collaboration with Smart Dukaan across North India is poised to reach an impressive 25 to 50 Crores. This strategic partnership leverages the expansive reach of Smart Dukaan's retail network, providing Cellecor with a substantial market presence.

Benefits of **COLLABORATION**

Increase Customer Interaction with Brand:

Engaging with these partners will increase the customer interaction with the brand product and services.

Established Network:

1. **Distribution Channels:** These collab often have established distribution networks and relationships, providing efficient access to the local market.
2. **Retail Partnerships:** Leveraging these partnerships can open doors to retail collaborations, enhancing the visibility of products or services.

Community Engagement:

1. **Local Community Ties:** Local brands typically have established ties with the community, enabling meaningful community engagement initiatives.
2. **Social Responsibility:** Collaborations can enhance a brand's social responsibility efforts, contributing positively to the local community.

Sustainable Growth:

1. **Long-Term Relationships:** Building sustainable relationships with local partners contributes to long-term growth and stability in the local market.
2. **Mutual Growth:** Collaborative efforts can foster mutual growth, with each partner benefiting from the strengths and capabilities of the other.



Thank You!