CREATIVE NEWTECH

Creative Newtech Limited

CIN - L52392MH2004PLC148754

An ISO 9001:2015 Certified Company

Registered Office: 3rd & 4th floor, Plot No. 137AB, Kandivali Co-op Industrial Estate Limited, Charkop, Kandivali West, Mumbai 400067
Contact No.: +91 22 50612700 | **Email:** cs@creativenewtech.com | **Website:** www.creativenewtech.com

Date: 04th November 2026

To,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051

Symbol: CNL

To,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Scrip Code - 544631

Subject: Creative Newtech Limited approves acquisition of 100% stake in Zicom SaaS Private Limited for approximately Rs. 50.50 Crore (Enterprise Value) to strengthen its Surveillance and Managed Security Services Business

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Board of Directors of Creative Newtech Limited, at its meeting held on Wednesday, 4th November 2026, has **approved the acquisition of 100% of the equity share capital of Zicom SaaS Private Limited for a total consideration of approximately Rs. 50.50 Crore.**

The acquisition consideration comprises Rs. 25.00 Crore payable in cash and approx Rs. 25.50 Crore through a share swap arrangement involving the preferential issue of 2,25,000 equity shares of Creative Newtech Limited at an issue price of Rs. 1,133.33 per equity share.

The Board has also approved convening an Extraordinary General Meeting (EGM) of the shareholders on Saturday, 28th November 2026, to seek their approval for the preferential issue of equity shares towards the share swap consideration, in accordance with the applicable provisions of the SEBI ICDR Regulations, 2018.

Zicom SaaS Private Limited is an established player in India's electronic security industry, specialising in Security as a Service (SaaS), intelligent surveillance, 24×7 centralised monitoring, AI-enabled security solutions and managed security services. The acquisition is expected to strengthen Creative Newtech's presence in the surveillance and security solutions industry by combining its established technology distribution network and channel partnerships with Zicom's monitoring infrastructure, technical capabilities and existing customer relationships. The transaction is also expected to support the Company's transition from a primarily distribution-led business model towards an integrated, technology-led surveillance and managed security services platform, with

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opportunities for recurring revenue, cross-selling and participation in larger enterprise and institutional surveillance projects.

The acquisition has been approved by the Board of Directors and is subject to requisite shareholders' and regulatory approvals, wherever applicable, execution of necessary transaction documents and completion of applicable formalities. The Company will update the Stock Exchanges and stakeholders regarding further developments and completion of the acquisition, as applicable.

A detailed media release providing further information on the acquisition, transaction structure, Zicom SaaS's business operations and service capabilities, strategic rationale behind the transaction and expected benefits to Creative Newtech Limited is enclosed with this intimation.

This is for your record and reference.

For **Creative Newtech Limited**

TEJAS N DOSHI

Digitally signed by TEJAS N DOSHI
Date: 2026.11.04 12:33:56 +05'30'

CREATIVE NEWTECH LIMITED MUMBAI

Tejas Doshi
Chief Compliance Officer & Company Secretary
ACS – 30828

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Media Release

Proposed Rs. 50.50 Crore Acquisition of Zicom SaaS Private Limited

to Strengthen Its Surveillance and Managed Security Services Business

Mumbai, 04th November 2026: Surveillance is entering a new phase, where intelligent monitoring, remote intervention and continuous service management are becoming increasingly important to security operations. Creative Newtech Limited (NSE: CNL; BSE: 544631) is positioning itself to capitalise on this evolution through the proposed acquisition of Zicom SaaS Private Limited, combining its established strengths in technology distribution with specialised capabilities in managed security services.

Over the years, Creative Newtech has built an extensive distribution network, cultivated strong channel partnerships and established its presence across technology categories, including surveillance and networking. These strengths have helped the Company bring technology products to customers at scale. The proposed acquisition offers an opportunity to extend this role beyond equipment supply into the continuous monitoring, intelligence and management of security infrastructure.

With Zicom SaaS's experience in centralised monitoring, intelligent surveillance and subscription-based security services, Creative Newtech aims to strengthen its surveillance business, deepen customer relationships, participate in larger institutional opportunities and pursue recurring revenue streams through ongoing service arrangements.

Transaction Overview

- **Target:** Acquisition of 100% of the equity share capital of Zicom SaaS Private Limited from its holding company, Onyx SaaS Private Limited.
- **Total consideration:** Approximately Rs. 50.50 crore (Enterprise value).
- **Cash component:** Rs. 25.00 crore.
- **Share swap component:** Approximately Rs. 25.50 crore through the proposed preferential issue of 2,25,000 equity shares of Creative Newtech Limited at an issue price of Rs. 1,133.33 per share, in accordance with the applicable provisions of the SEBI ICDR Regulations, 2018.

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The proposed transaction combines cash consideration with the issuance of Creative Newtech equity shares to the seller and will be subject to requisite approvals and applicable completion requirements.

Zicom SaaS: An Established Business in Continuous Security Management

With roots in India's electronic security industry dating back to the 1990s, Zicom SaaS Private Limited was established in 2011 as part of the Zicom Group. Rather than being limited to the sale of CCTV cameras or security equipment, Zicom SaaS has developed a Security as a Service (SaaS) model, under which customers can access surveillance equipment, remote monitoring, maintenance and security management services against recurring subscription charges. This approach can reduce the need for customers to build and independently manage complex security operations.

Through its centralised monitoring infrastructure, Zicom can remotely supervise geographically dispersed facilities, including bank branches, ATMs, retail outlets and other business premises, monitor the functioning of security systems and coordinate responses to alerts.

Its principal offerings include:

- **24×7 Command and Control Centre:** Centralised monitoring of large networks of sites, real-time alerts and coordinated incident response.

- **ATM Active Deterrence:** AI-enabled detection of suspicious activity or equipment tampering, supported by operator verification, two-way audio warnings and response coordination where installed systems permit.

- **Virtual Security Guard:** Centrally monitored cameras, sensors and remote intervention capabilities that can supplement physical guarding at selected locations.

- **Surveillance System Health Monitoring:** Automated alerts for camera malfunction, hard-disk failure, recording interruption and connectivity loss, helping customers maintain operational readiness of installed systems.

- **AIoT Solutions:** Applications combining artificial intelligence and connected devices for energy management, attendance monitoring, footfall counting, and video-based housekeeping and hygiene monitoring.

- **Residential Security (MYCS – Make Your City Safe):** Surveillance, access control and equipment maintenance for residential communities. According to information cited in Zicom's business materials, MYCS serves more than 4,500 housing societies through a service network spanning over 800 cities and towns.

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- **Infrastructure as a Service (IaaS):** Dedicated, outsourced monitoring infrastructure and Command and Control Centre arrangements for large customers, including a banking-sector use case described in Zicom's published materials.

These capabilities address requirements across banking, financial services, retail, industrial establishments, warehouses, offices and residential communities. Importantly, the same installed surveillance infrastructure may support not only security monitoring but also operational insights such as customer footfall, attendance, store operations and energy usage.

A Strategic Addition to Creative Newtech's Surveillance Business
Creative Newtech has an established technology distribution business, an extensive network of channel partners and relationships across multiple customer segments. The Company is exploring opportunities to expand its surveillance business across cameras, recording equipment and related security solutions.

Zicom SaaS complements these strengths with remote monitoring infrastructure, Command and Control Centre operations, intelligent video analytics, ongoing maintenance capabilities and relationships across the security industry. Together, these capabilities create an opportunity for Creative Newtech to move beyond the supply of surveillance hardware and become a long-term provider of integrated technology and managed security solutions.

The proposed combination could create three avenues for growth:

- **Greater Business from Existing Markets:** Zicom's banking, enterprise and residential customers could generate demand for surveillance equipment, replacements and upgrades, while Creative Newtech's distribution and channel network could help Zicom's services reach a broader customer base.

- **Comprehensive Security Contracts:** The ability to offer equipment, installation, integration, monitoring, analytics and maintenance through a coordinated solution could address more of each customer's security requirements.

- **Participation in Institutional Projects:** Combined hardware and managed-service capabilities could improve the Company's ability to pursue larger banking, enterprise, industrial and government surveillance opportunities requiring centralised monitoring and sustained support.

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Expanding from Product Sales to Long-Term Service Relationships

For a surveillance business, the initial sale of equipment represents one revenue opportunity. The years of monitoring, maintenance and security management that follow represent another. Zicom's service-led model presents the possibility of extending customer relationships beyond the point of product installation.

Creative Newtech sees scope to develop bundled offerings under which surveillance cameras, recording equipment, installation, remote monitoring and maintenance services may be provided through monthly or annual arrangements, subject to commercial feasibility, technical compatibility and customer requirements. For customers operating numerous locations, a single coordinated solution may simplify procurement, service management and accountability.

There may also be opportunities to use the same surveillance infrastructure for multiple applications. For example, a multi-location retail customer could potentially combine security monitoring with footfall analysis, attendance tracking, operational compliance and energy management, creating additional service opportunities without entirely separate equipment deployments.

Creative Newtech's market reach and experience in building technology businesses could support the expansion of Zicom SaaS's managed-security services, while Zicom's customer relationships could contribute to demand for surveillance products and upgrades across the equipment lifecycle.

Strategic Significance for Creative Newtech

Creative Newtech believes the proposed acquisition offers the following strategic opportunities:

- **Service Capability:** Addition of centralised monitoring, analytics, remote intervention and ongoing maintenance alongside surveillance products.
- **Recurring Revenue Opportunity:** Scope for longer-term service arrangements and improved visibility of customer relationships and revenue over time.
- **Integrated Offerings:** Potential to combine hardware, software, monitoring and service support under one solution.
- **Cross-Selling and Reach:** Opportunities to introduce Creative Newtech's surveillance products to Zicom's existing customers and extend Zicom's services through Creative Newtech's channel network.
- **Larger Opportunities:** A broader offering for enterprise, banking, industrial and institutional surveillance projects that require monitoring capability and long-term service support.

The benefits of the proposed acquisition will depend on successful completion and integration, customer adoption, contract economics, capital requirements and effective execution of the combined business strategy.

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Management Comment:
Commenting on the proposed acquisition, **Mr. Ketan Patel, Chairman & Managing Director of Creative Newtech Limited**, said:
"Creative Newtech began its journey in technology distribution and, over the past three decades, has steadily expanded its capabilities in brand development, market expansion and technology solutions. Our approach has been to build on our existing strengths and identify opportunities that allow us to participate more extensively in the businesses we serve.

The proposed acquisition of Zicom SaaS is an important step in this direction. We have an established network for bringing surveillance technology to market, and Zicom brings the experience and infrastructure required to monitor, manage and maintain security systems. We see an opportunity to combine these capabilities and offer customers a wider range of solutions, supported by ongoing services.

The commercial opportunity is particularly interesting because security requirements continue throughout the life of the equipment. We believe this could help us develop recurring revenue streams, deepen customer relationships and expand our presence across enterprise and institutional markets. Subject to successful completion and integration, our objective is to build surveillance and managed security services into a significant long-term business vertical for Creative Newtech."

Company Overview:

Established in 1992, Creative Newtech 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 Newtech 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 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.

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Creative 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 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 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 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 centers, among others. Such expertise and superior quality of service has led to increased confidence of brands, many of which have chosen Creative 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.creativenewtech.com

For further information please contact:

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