



CREATIVE
NEWTECH

Investor Presentation

Q4 FY25-26

Creative Newtech Limited

Empowering Technology Brands Across Consumer & Enterprise Markets

Honeywell

CYBERPOWERPC

sparsh
feel secure

Lexar



MATRIX
TELECOM | SECURITY

**COOLER
MASTER**

instax
FUJIFILM

SAMSUNG



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Who is Creative Newtech



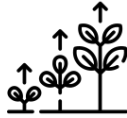
Brand Business

Driving owned and licensed brands for scalable, profitable growth.



Leading Market Entry Specialist

Trusted partner for the world's top technology and lifestyle brands.



End-to-End Value Creation

From marketing and logistics to after-sales – enabling brands to grow faster.



Brand Business

Development of an in-house portfolio of owned and licensed brands that leverages our distribution muscle to capture higher margins, brand equity and durable growth beyond pass-through volumes.



Over Three Decades of Expertise

30+ years of innovation and partnership-driven success.



India's Widest Brand Network

Pan-India reach across 300+ cities, retail, modern trade, and e-commerce.



Expanding Global Horizons

Supporting brand expansion beyond India into international markets.



Market Entry Specialist

Nationwide distribution of technology and consumer brands across online and offline channels, with shift from pure throughput to value-added categories to drive predictable, recurring scale.

A Diversified House of Brands





Management Team



Ketan Patel

Founder and CMD

A technologist with a humble background and an experience 30+ of years. With capital not an option, he had to choose a long gestation period for success. He firmly believes that in the technology business, operating leverage is substantial but always back ended.



Purvi Patel

Co-Founder and
President - Strategy & Sustainability

A woman with exceptional foresight, Purvi Patel manages Logistics, HR, Marketing, Operations and Administrative functions to enable smooth functioning of the business.



Vijay Advani

Whole Time Director

Mr. Advani is a seasoned Professional with 30+ years of experience since 1998 in Product, Sales & Operations. He looks after the complete sales of the organization and all major B2B relationships with an ease and competence like no other.



Mohit Anand

Co-Founder and
CEO - Secure Connection

As the CEO of Secure Connection, he is responsible for all facets of the business including, Sales, Marketing, Finance & Operations. He is currently building and scaling out Honeywell licensing business in over 29 countries. Ex-Microsoft, Ex-Belkin

Management Team



Ajit Thakur

Chief Financial Officer

Chartered Accountant with over 17 years of experience across finance, accounts, taxation, treasury, fund raising, and strategic planning. He has worked with organizations including Mahindra & Mahindra, Mahyco Group, Safal Group, Gitanjali Group, and Time Technoplast, with strong expertise in financial controllership, IPO readiness, and business transformation across diversified industries.



Tejas Doshi

Chief Compliance Officer & Company Secretary

With over 17+ years of expertise in corporate laws, regulatory filings and stakeholder management. An MBA in International Finance (UK) and a Professional Company Secretary & LLB excelling in IPOs, listing regulations, corporate governance, and legal compliance, including dispute resolution.



Amol Patil

Vice President - Product

MBA in Marketing with Engineering in Electronics and Telecom, with over 20 years of experience in IT industry. Mr. Patil's prowess lies in identifying latest market opportunities. With his excellent team management and execution skills, he is responsible for profitable management of products



Upendra Singh

Vice President - Sales

Bachelor of Commerce from Ranchi University, with nearly 30 years experience in Sales & Marketing. His expertise lies in vendor management, sales generation & market penetration. He has been in the IT hardware industry for over 11 years and he drives the national channel & corporate sales.

Management Comment



Commenting on the Company performance, Mr. Ketan Patel, Chairman & Managing Director of Creative Newtech said:

“The Company’s performance of FY26 reflects the strong progress we have made in strengthening Creative Newtech’s position across emerging technology segments while continuing to build a more scalable, future-ready, and value-driven business. Despite a dynamic and evolving market environment, we remained focused on disciplined execution, operational efficiency, technology expansion, and strengthening our presence across high-growth opportunities.

For Q4 FY26, our consolidated total income stood at Rs. 740.44 cr., reflecting a strong growth of 81.16% YoY compared to Rs. 408.72 cr. in the corresponding quarter last year. EBITDA for the quarter increased by 52.15% YoY to Rs. 29.39 cr., while PAT stood at Rs. 17.79 cr., registering a growth of 29.57% YoY. The quarter witnessed healthy business momentum driven by strong execution, growing enterprise participation, and continued traction across strategic technology verticals.

For the full year FY26, consolidated total income stood at Rs. 2,717.51 cr. as against Rs. 1,801.47 cr. in FY25, reflecting a robust growth of 50.85% YoY. EBITDA increased by 41.73% YoY to Rs. 104.00 cr., while PAT grew by 32.35% YoY to Rs. 70.29 cr. These results demonstrate the strength of our evolving business model, improving scale, and our ability to capitalize on emerging market opportunities while maintaining operational discipline.

During the year, we continued to strengthen our strategic focus on Surveillance, IoT, AI-enabled technologies, cybersecurity, drones, enterprise networking, and intelligent infrastructure solutions. We also expanded our ecosystem through new strategic partnerships and key Government orders, further reinforcing our positioning across enterprise technology, public safety, and infrastructure-led opportunities.

As digital transformation accelerates across industries and government ecosystems, we believe the demand for intelligent infrastructure, AI-driven solutions, connected devices, surveillance technologies, and secure enterprise networks will continue to grow significantly. Our increasing participation across these segments positions us strongly to benefit from the next phase of technology-led growth.

Looking ahead, our focus remains on strengthening technology partnerships, expanding market reach, improving operational efficiencies, and building scalable capabilities across next-generation technology verticals. With a diversified portfolio, deep market relationships, and continued investments in strategic growth areas, we remain confident in our long-term growth outlook and committed to creating sustainable value for all stakeholders.”



Financial Overview

Key Financial Metrics

Net Sales Revenue (INR Cr.)

INR 740.44

vs. INR 408.72 in Q4 FY25

Gross Margin

9.41%

vs. 11.54% in Q4 FY25

EBITDA

INR 29.39

vs. INR 19.31 in Q4 FY25

EBITDA Margin

3.97%

vs. 4.73% in Q4 FY25

PAT

INR 17.79

vs. INR 13.73 in Q3 FY25

Diluted EPS

10.74

vs. 8.40 in Q4 FY25

Quarter Highlights vs. Prior Year Period

- **Consolidated total income increased 81.16% YoY to ₹740.44 crore**
 - Driven by strong growth in revenue from operations across key business segments.
 - Continued demand momentum and higher execution supported robust top-line performance.
- **EBITDA increased 52.15% YoY to ₹29.39 crore**
 - EBITDA margin stood at 3.97% as compared to 4.73% in Q4 FY25
 - Higher operating scale was partially offset by elevated raw material costs and increased operating expenses.
- **Profit Before Tax (PBT) increased 37.21% YoY to ₹21.72 crore**
 - Reflecting improved operating performance despite higher finance costs.
- **Profit After Tax (PAT) increased 29.57% YoY to ₹17.79 crore**
 - PAT margin stood at 2.40% versus 3.36% in Q4 FY25, impacted by higher input and finance costs.

Overall, the company delivered strong revenue and profitability growth driven by robust business momentum, improved scale of operations, and sustained customer demand across core segments.



Key Developments

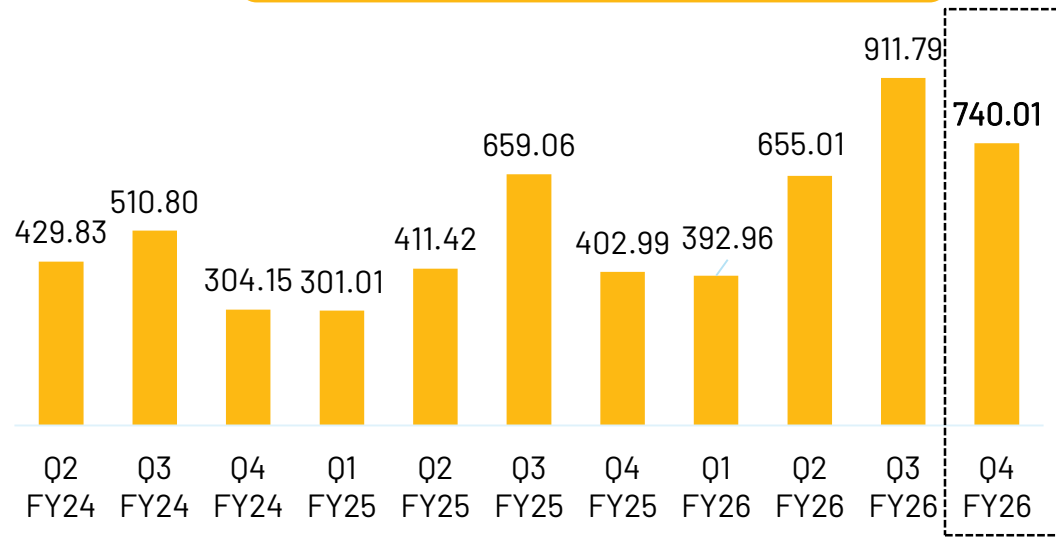
Recent Brand Agreements & Developments

- ✓ **Entered into a distribution agreement with Kaspersky** to enhance the cybersecurity portfolio, addressing growing demand for endpoint and enterprise security solutions in India.
- ✓ **Entered into Pan-India distribution agreement with PDRL** to drive adoption of indigenous drone technologies across agriculture, defence, and enterprise applications.
- ✓ **Received 2 major orders from Government of India**
 - ✓ **Order for integrated deployment of Body-Worn Camera solutions for the Motor Vehicles Department (RTO)** enhancing transparency, operational monitoring, and enforcement efficiency.
 - ✓ **Order for Disaster Management & Emergency Response Kits** to strengthen emergency preparedness and rapid response infrastructure capabilities.
- ✓ **Honeywell supplied Air Purifiers to the Singapore Ministry of Education** supporting improved indoor air quality and healthier educational environments.
- ✓ **Honeywell launched business operations in the Philippines** strengthening regional market presence and expanding international business reach.

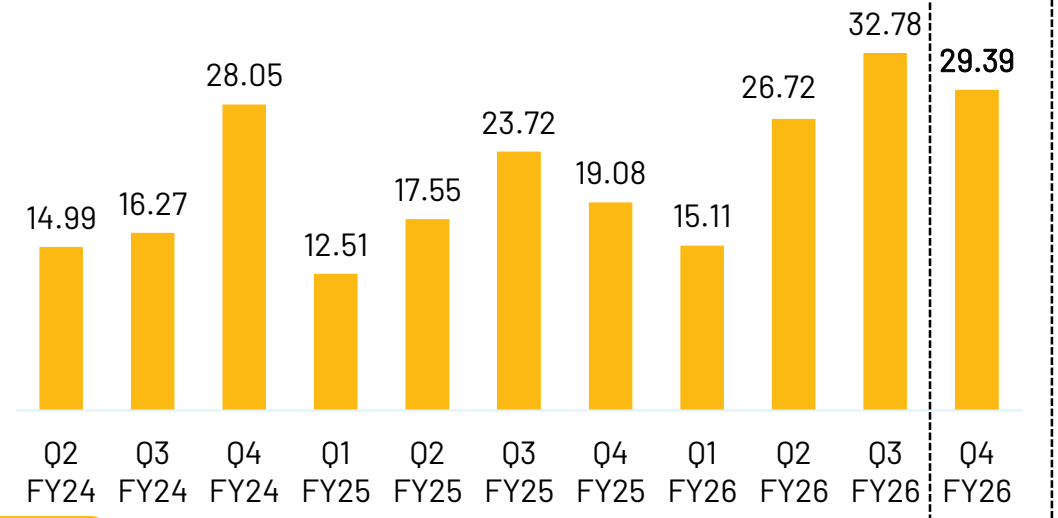


Q4 FY26 Consolidated Financial Highlight

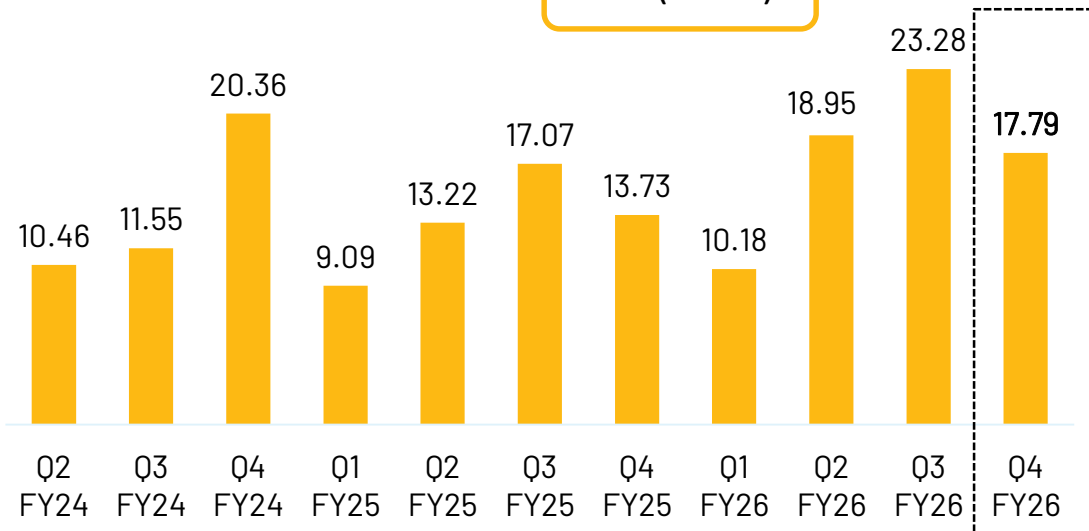
Revenue from Operations (Rs Cr.)



EBITDA (Rs Cr.)



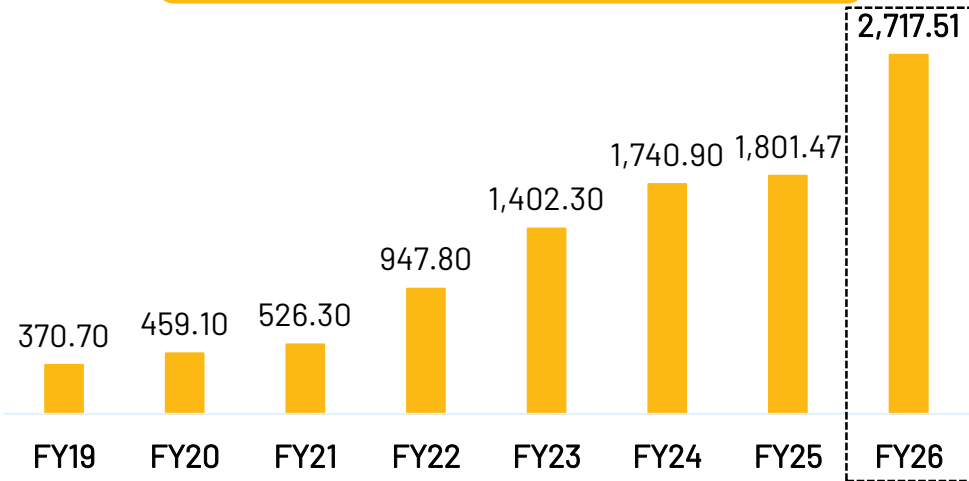
PAT (Rs Cr.)



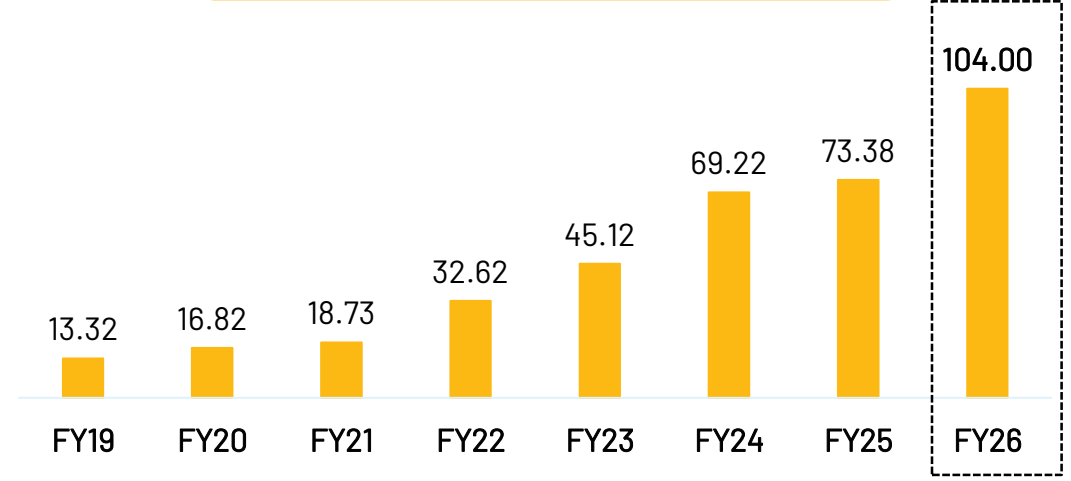


Annual Consolidated Financial Highlight

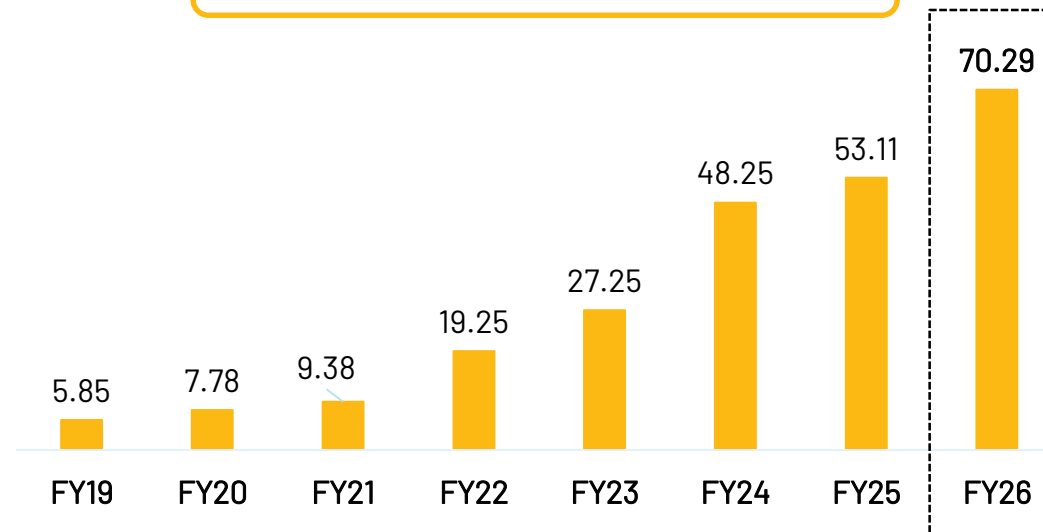
Revenue (Rs Cr.)



EBITDA (Rs Cr.)

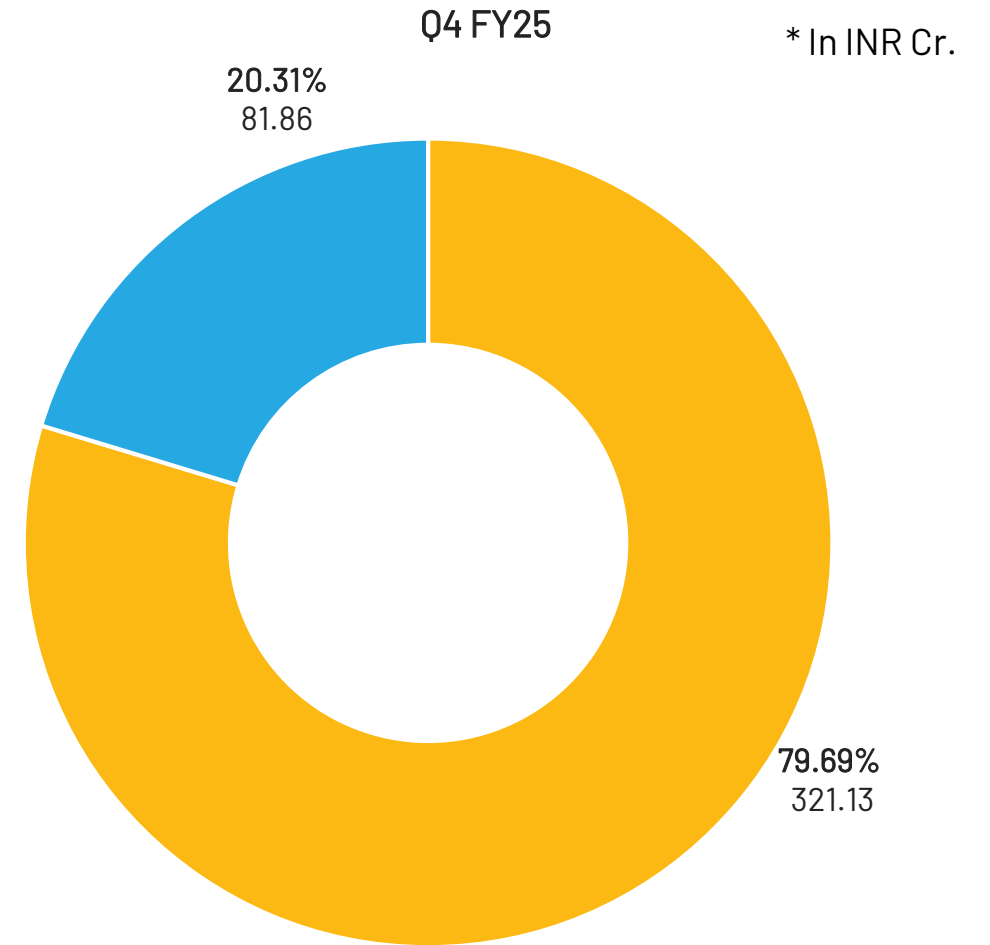
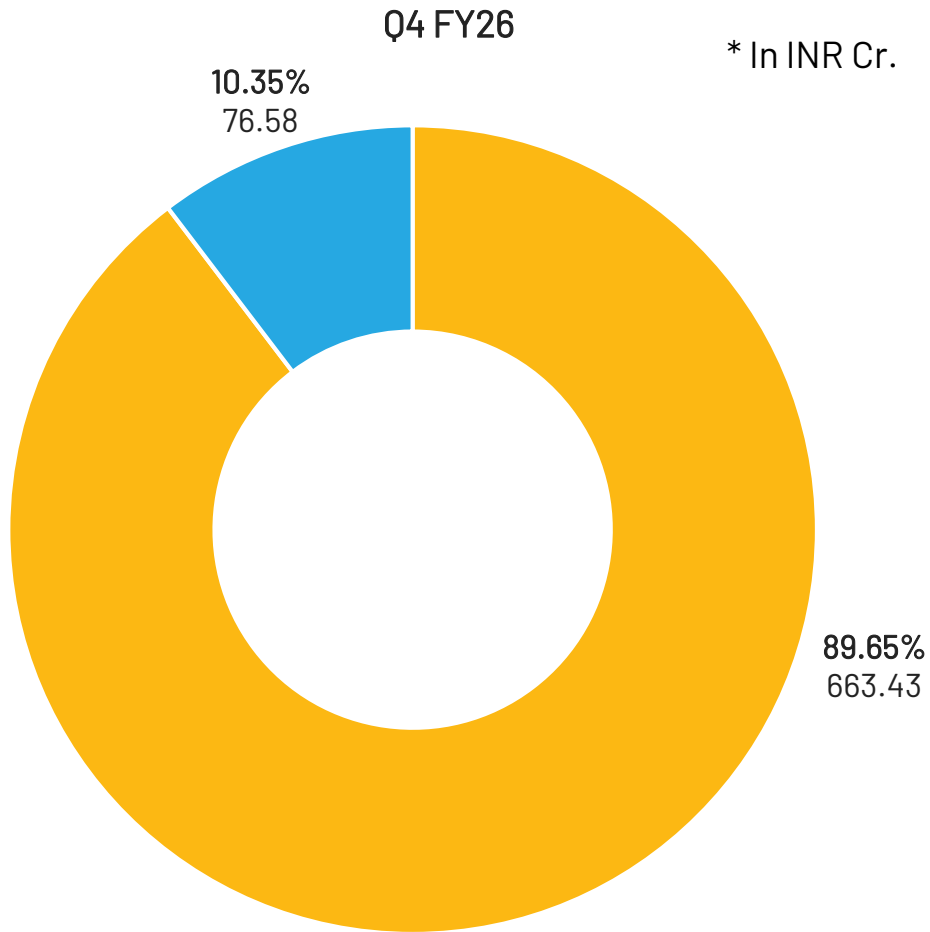


PAT (Rs Cr.)





Consolidated Segmental Revenue Q4 FY26 vs Q4 FY25

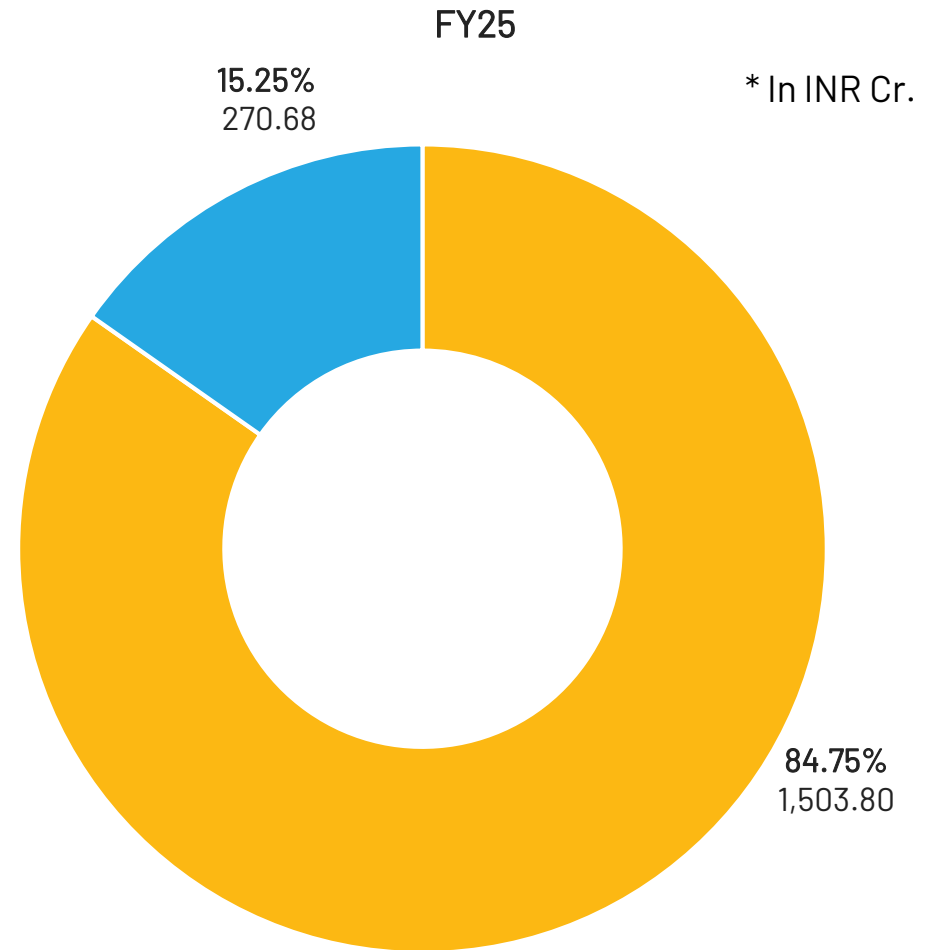
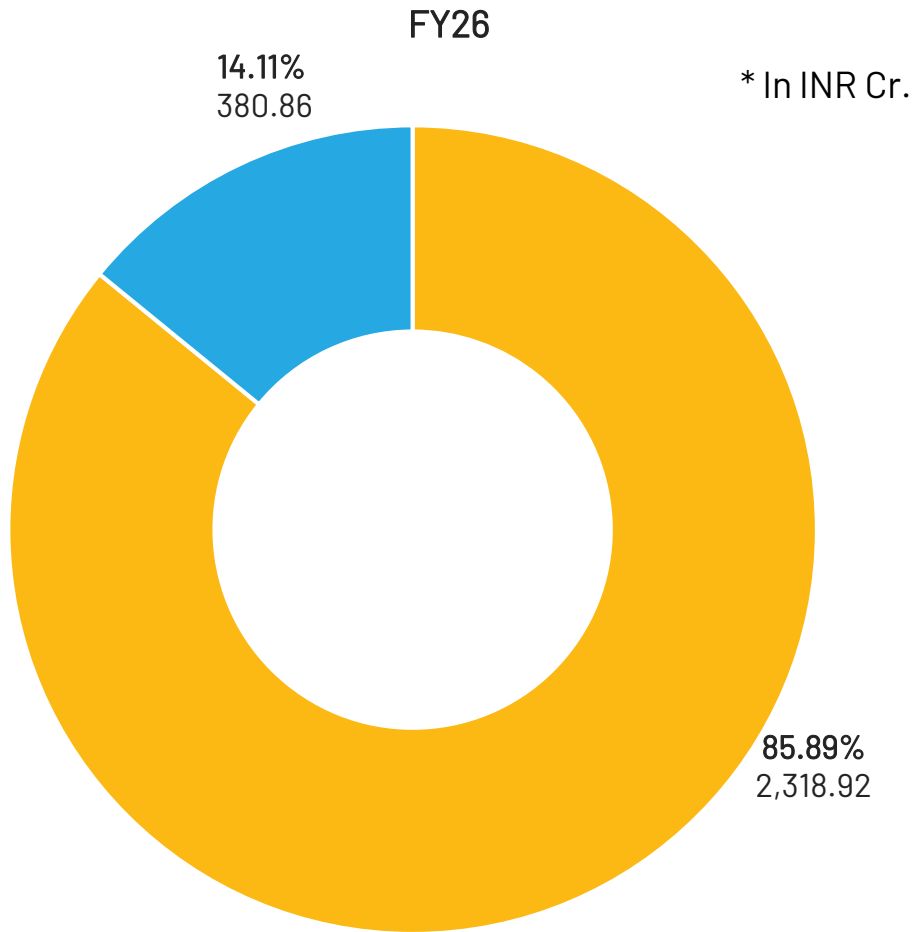



Brand Business

Market Entry Specialist Business



Consolidated Segmental Revenue FY26 vs FY25

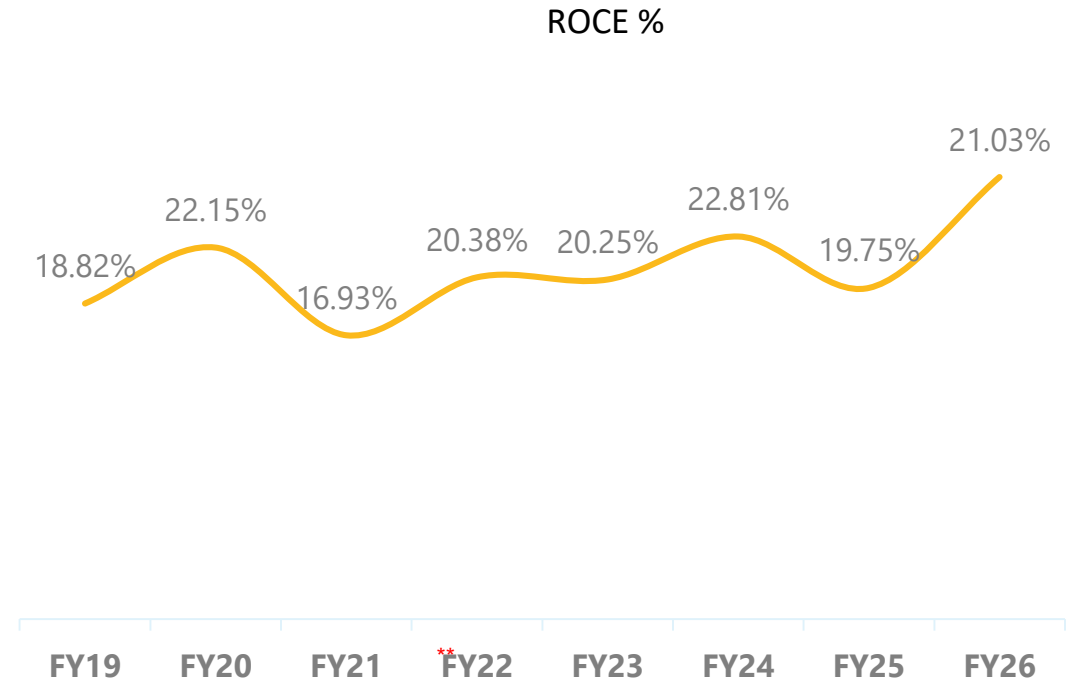
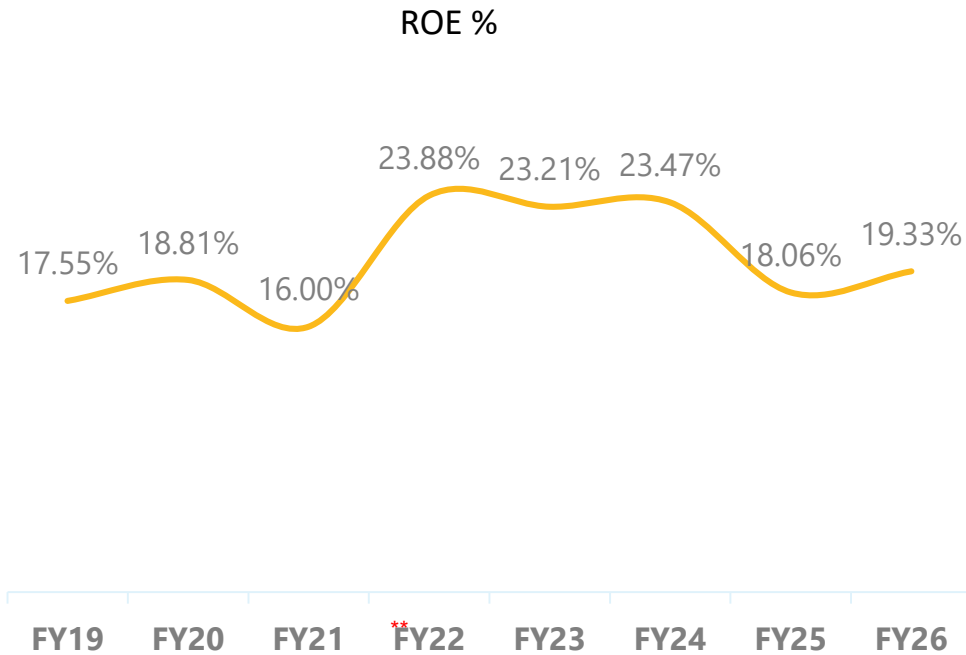


 Brand Business

 Market Entry Specialist Business



Consolidated Key Return Ratios



Focus on improving RoCE and long-term value creation

$RoE = Net\ Profit / Net\ Worth$ | $RoCE = EBIT / (Shareholders' Fund + Long-term\ Borrowing + Short-term\ Borrowing - Non-Current\ Investment)$

** FY21 Covid Year

NOTE: Due to the rising demand for Make in India products across both components and finished goods, the Company is focused on strengthening its supply chain and sourcing capabilities under the Market Entry Specialist business. As the portfolio is still being built, vendor credit remains limited, resulting in higher advance payments and temporarily lower margins, impacting ROE and ROCE.

To maintain strong relationships and support business growth, the Company has also extended higher credit to partners, leading to an increase in working capital requirements. This is a strategic decision aligned with long-term expansion plans. Going forward, the Company aims to enhance margins in the components segment and expects improved performance from the next financial year, while expanding its presence in finished goods to further capitalize on emerging distribution opportunities.

As per the financial results, the total borrowings increased from INR 69.53 Cr to INR 324.24 Cr. Out of the total increase, INR 171.19 Cr pertains to borrowings availed through the TReDS platform under supply chain finance arrangement, primarily utilized for payments to MSME vendors. Accordingly, these borrowings are directly linked to the settlement of dues payable to MSME suppliers.



India's Digital Infrastructure Boom — A Market in Acceleration

The Landscape Today

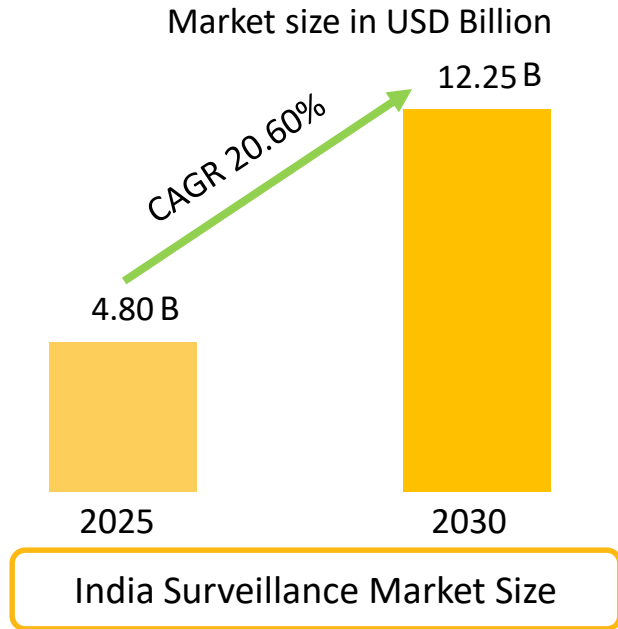
- India is undergoing one of the fastest digital transformations globally, powered by exponential growth in connectivity, data consumption, and technology adoption.
- The country's **digital economy is projected to surpass USD 1 trillion by 2030**, creating immense downstream opportunities in surveillance, networking, and data storage.
- Massive investments in **urban infrastructure, smart surveillance, and data ecosystems** are reshaping how cities, enterprises, and citizens operate.
- Government-led initiatives like *Digital India*, *Smart Cities Mission*, and *BharatNet* are driving deep technology penetration into both urban and rural India.

Policy Tailwinds & Investment Influx

- **PLI and Local Value Creation:** Incentives for electronics and surveillance manufacturing are catalyzing domestic capacity.
- **Data Sovereignty & Localization:** Regulatory emphasis driving demand for Indian data centres.
- **Private Capital Surge:** Global hyperscalers, OEMs, and Indian conglomerates are committing billions to digital infrastructure.
- **Digital Bharat Drive:** Expanding broadband and IoT coverage in semi-urban and rural India, driving decentralized data infrastructure needs.
- **National Security Focus:** Push for indigenous technology adoption and STQC certification in mission-critical sectors.
- **Green Infrastructure Incentives:** Policy-level promotion of energy-efficient data centres and low-power electronics manufacturing under sustainability mandates.



India Surveillance Market



- The India CCTV market was valued at **USD 4.8 billion in 2025** and is forecast to reach **USD 12.25 billion by 2030**, translating into a **20.60% CAGR** over the period.
- Current growth rests on the convergence of Smart Cities Mission rollouts, compulsory public-safety regulations, and a decisive shift toward indigenous manufacturing triggered by mandatory **STQC certification**.
- The program has already installed **76,000 cameras across 100 cities**, while airport and metro upgrades keep demand steady.

Policy & Structural Drivers

- *Smart Cities Mission & Safe City Projects* accelerating large-scale surveillance rollouts.
- **Mandatory STQC certification** and *Make-in-India* push shifting demand toward indigenous manufacturing.
- Government programs have already deployed **76,000+ cameras across 100 cities**; major expansion in metros, airports, and public infrastructure underway.

Strategic Insight

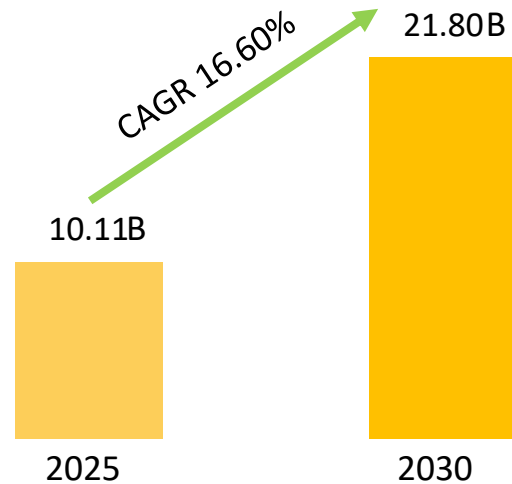
- *AI-driven surveillance replacing traditional CCTV for proactive, intelligent monitoring.*
- *Edge and cloud-based systems enabling real-time, scalable, and remote operations.*
- *Make-in-India manufacturing gaining traction through STQC-certified local production.*
- *Smart infrastructure integration linking surveillance with city, transport, and enterprise networks.*

SOURCE: [link](#)



India's Data Centre Market

Market size in USD Billion



India Data Centre Market Size

- India Data Center Market size is estimated at **USD 10.11 billion in 2025**, and is expected to reach **USD 21.80 billion by 2030**, at a **CAGR of 16.61%** during the period (2025-2030).
- India's data center IT load capacity projected to rise from **4.48 thousand MW (2025)** to **12.47 thousand MW (2030)** at a **22.72% CAGR**.
- **Regulatory localization mandates** creating sustained demand from *BFSI* and *public-sector* entities.

Policy & Structural Drivers

- *Data Localization & DPDP Act mandating storage of sensitive data within India.*
- *Infrastructure Status for data centres enabling easier financing and long-term investment.*
- *Strong support under Digital India, Make in India, and National Data Centre Policy.*
- *Hyperscalers (AWS, Google, Microsoft) and large Indian groups (Adani, Reliance, Hiranandani/Yotta) deploying billions into capacity expansion.*

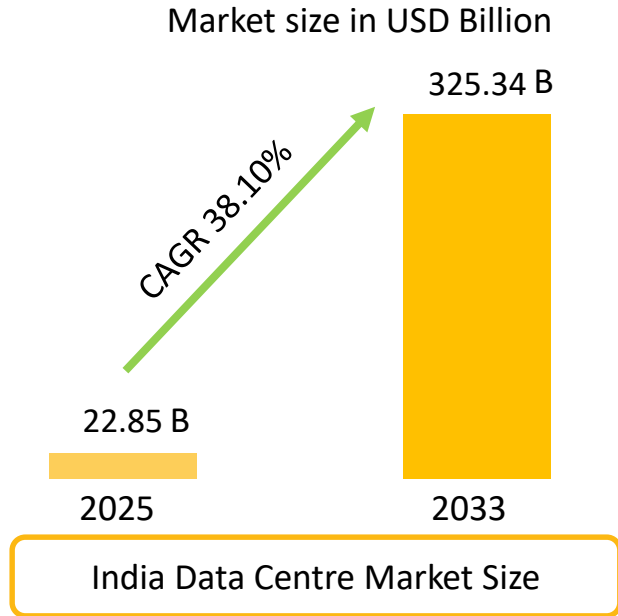
Technology & Infrastructure Shift

- *Movement from legacy copper-heavy networks to high-bandwidth structured cabling and fibre solutions.*
- *Rising emphasis on energy-efficient and green data centres, supported by renewable energy initiatives..*

SOURCE: [link](#)



India's Ai Market



- India Ai Market size is estimated at **USD 22.85 billion in 2025**, and is expected to reach **USD 325.34 billion by 2033**, at a **CAGR of 38.10%** during the period (2025-2033).
- Rapid enterprise adoption of **Generative AI, cloud AI, automation, and AI-led analytics** is accelerating market expansion across sectors.
- India is emerging as one of the **world's fastest-growing AI ecosystems**, supported by strong digital infrastructure and government initiatives.

Policy & Structural Drivers

- *Government initiatives such as IndiaAI Mission, Digital India, ONDC, and UPI creating a scalable digital ecosystem for AI deployment.*
- *Increasing enterprise investments in AI transformation, automation, and customer analytics across BFSI, healthcare, retail, telecom, and manufacturing sectors.*
- *Expansion of Global Capability Centers (GCCs) and rising AI talent pool strengthening India's position as a global AI hub.*
- *Growing investments by hyperscalers such as Microsoft, Google, AWS, and NVIDIA into AI cloud infrastructure and GPU capacity.*

Technology & Infrastructure Shift

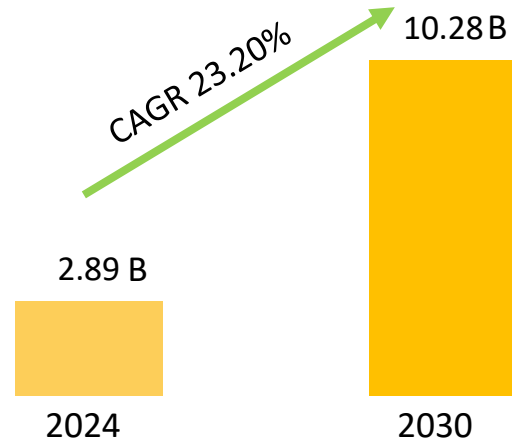
- *Rising adoption of AI-powered automation, copilots, predictive analytics, and intelligent surveillance systems across enterprises.*
- *Increasing focus on high-performance computing (HPC), GPU infrastructure, and AI-ready data centers to support large-scale AI workloads.*

SOURCE: [link](#)



India's IoT Market

Market size in USD Billion



India Data Centre Market Size

- India Ai Market size is estimated at **USD 2.89 billion in 2024**, and is expected to reach **USD 10.28 billion by 2030**, at a **CAGR of 23.20%** during the period (2024-2030).
- Rising adoption of **smart devices, industrial automation, connected infrastructure, and AI-integrated IoT ecosystems** is accelerating market growth across industries.
- India is emerging as a major IoT deployment hub driven by rapid digital transformation, 5G rollout, and increasing enterprise automation investments.

Policy & Structural Drivers

- *Smart Cities Mission and BharatNet expansion accelerating deployment of connected infrastructure across transportation, utilities, and governance systems.*
- *Rapid rollout of 5G networks enabling low-latency machine-to-machine communication and real-time IoT applications.*
- *Rising adoption of IoT-led monitoring systems across power, oil & gas, warehousing, logistics, agriculture, and manufacturing sectors.*
- *Increasing compliance requirements around asset tracking, energy monitoring, and industrial safety systems supporting enterprise IoT spending.*

Technology & Infrastructure Shift

- *Transition from standalone hardware systems toward connected and intelligent IoT ecosystems integrating sensors, cloud platforms, and analytics.*
- *Growing deployment of Industrial IoT (IIoT) for predictive maintenance, automation, remote diagnostics, and operational efficiency optimization.*
- *Increasing demand for smart surveillance, access control, environmental monitoring, and intelligent building management systems..*



Creative Newtech Has an Edge in Surveillance & Data Infrastructure

Strategic Alignment with National Priorities

Creative Newtech is fully aligned with *Make-in-India* and *Digital India* – focused on indigenous manufacturing and local value creation.

Strong Brand Partnerships

- Exclusive tie-ups with **Matrix** and **Sparsh** – two of the major STQC-certified Indian surveillance brands.
- Partnerships bring access to **certified, high-quality, and locally produced technology**.

Integrated Business Model

- Dual-engine model combining **Value-Added Distribution + Brand Ownership** for better control across the value chain.
- In-house technical capability, channel strength, and integration experience enable **end-to-end delivery**.

Established Market Presence

- Trusted distribution partner for over **50+ global and domestic brands** across IT, consumer tech, and enterprise segments.
- Nationwide network of resellers, system integrators, and retail partners ensures **deep market penetration**.



Creative Newtech Is Positioned to Capture the Opportunity

Surveillance Leadership

- Building **Surveillance as a Strategic Vertical** through partnerships with leading Indian OEMs.
- Offering **end-to-end solutions** – from cameras to structured cabling and system integration.

Data Centre Enablement

- Leveraging **Honeywell structured cabling** and **passive networking** products to serve hyperscalers and enterprise data centres.
- Positioned as a **technology enabler** in high-reliability, scalable infrastructure solutions.

Make-in-India Execution

- Expanding **local assembly and OEM partnerships** to improve agility, margins, and compliance with domestic sourcing norms.

Future-Focused Growth

- Preparing to **launch brand** in surveillance and smart technology segments – reinforcing long-term brand-led value creation.
- Strategic focus on **high-growth, infrastructure-linked categories** – Surveillance and Data Connectivity – that define India's next decade.



Strategic Evolution: The Past Six Months

Building Surveillance as a Strategic Vertical



- Entered the **surveillance and security systems** segment through partnerships with top-tier STQC-certified brands.
 - **Matrix and Sparsh** – two of the four major Indian STQC-approved players – are now our partners.
- Surveillance is a **high-growth market**, expected to grow at a strong CAGR driven by government initiatives, smart cities, and enterprise security demand.
- This initiative aligns perfectly with our **Structured Cabling Systems (SCS)** business, creating synergy for larger **B2B and system integration (SI)** opportunities.



Transition to Value-Added Distribution



- Shifted from pure distribution to **value-enhanced models**, incorporating component to finished goods supply chain, technical support, integration capabilities, and channel enablement.
- Strengthened vendor relationships and moved towards **Make-in-India tie-ups** to align with the government's manufacturing push and local value creation.



The Next Six Months: Strategic Growth Levers



Launching Our Own Brand

We are preparing to launch our **own brand** in **India** and **abroad**, reinforcing our **global presence**.

Why it makes sense:

- Builds on our existing channel strength and market insight.
- Allows for better margin control and product customization.
- Positions us for long-term brand equity and direct customer engagement.



Brand Acquisitions

We are actively exploring **acquisitions of complementary brands** – particularly in surveillance and smart technology – to strengthen our product portfolio and accelerate growth.



Make-in-India Partnerships

We are expanding local **manufacturing and assembly partnerships** to enhance competitiveness, improve supply chain agility, and capitalize on government incentives.



Way Ahead

We are evolving into Brand and a **Tech-enabled infrastructure company**, built on three pillars:

#1 Strategic Brand Ownership (Own + Acquired)



Building High-Margin Ecosystem with Owned & Acquired Brands

With a focused portfolio of owned and acquired brands, we are expanding into high-growth technology categories. This enhances margins, builds brand IP, and provides greater value-chain control. We continue scaling proprietary brands and adding complementary ones to deepen our ecosystem reach.

#2 Infrastructure Solutions in Surveillance & Data Connectivity



Driving Growth in Surveillance & Connectivity

We are extending into infrastructure solutions in surveillance, networking, and data connectivity – areas aligned with India's digital and public-safety push. This positions us as a key technology enabler for enterprise, government, and institutional clients through integrated, scalable solutions.

#3 Value-Added Market Entry Specialist

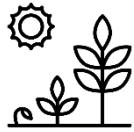


Transforming Distribution through Technology & Insights

We are strengthening our core distribution business through technology, analytics, and integrated services. Moving beyond logistics, we now deliver solutions-driven distribution that empowers partners with market insights, channel automation, and after-sales integration ensuring resilience and value creation across cycles.



Why Invest in Creative Newtech



- ✓ **Evolved Business Model:** Transitioned from pure distribution to a dual-engine model of distribution and brand ownership.



- ✓ **Aligned with India's Growth Themes:** Directly positioned in high-growth segments of surveillance and data infrastructure.



- ✓ **Strong Brand Partnerships:** Exclusive alliances with Matrix, Sparsh, CyberPower, and Honeywell enable access to top-tier technologies.



- ✓ **Make-in-India Advantage:** Focused on local manufacturing and STQC-certified product partnerships supporting national priorities.



- ✓ **Upcoming Own Brand Launch:** Expanding into proprietary brands to enhance margins and long-term value creation.



- ✓ **Proven Execution Capability:** Established distribution network, experienced management, and consistent financial performance.



- ✓ **Future-Ready Strategy:** Built to capture India's digital infrastructure decade through technology-led, value-added growth.



Q4FY26 Financial Highlights - Standalone & Consolidated *(In Cr.)*

INR Crore	Standalone			Consolidated		
	Q4 FY26	Q4 FY25	YoY %	Q4 FY26	Q4 FY25	YoY %
Revenue from Operations	717.92	351.71		740.01	402.99	
Other Operation Income	0.44	5.72		0.44	5.72	
Total Income	718.36	357.43	100.98%	740.44	408.72	81.16%
Total Raw Material	669.53	332.90		670.76	361.56	
Employee Cost	4.91	3.57		6.22	4.31	
Other Expenses	20.07	9.18		34.08	23.53	
Total Expenditure	694.51	345.66		711.06	389.40	
EBIDTA	23.85	11.78	102.53%	29.39	19.31	52.15%
EBIDTA Margin %	3.32%	3.29%		3.97%	4.73%	
Interest	7.13	2.89		7.18	2.93	
Depreciation	0.39	0.32		0.45	0.32	
Exceptional Items	0.00	0.00		0.04	0.23	
Profit Before Tax	16.33	8.57		21.72	15.83	
Tax	3.93	2.10		3.93	2.10	
PAT	12.40	6.47	91.64%	17.79	13.73	29.57%
PAT Margin	1.73%	1.81%		2.40%	3.36%	



FY26 Financial Highlights - Standalone & Consolidated *(In Cr.)*

INR Crore	Standalone			Consolidated		
	FY26	FY25	YoY %	FY26	FY25	YoY %
Revenue from Operations	2,551.16	1,638.55		2,699.77	1,774.48	
Other Operation Income	17.74	26.99		17.74	26.99	
Total Income	2,568.90	1,665.54	54.24%	2,717.51	1,801.47	50.85%
Total Raw Material	2,439.34	1,572.39		2,486.19	1,625.85	
Employee Cost	16.52	15.82		21.30	18.24	
Other Expenses	45.36	32.23		106.02	83.99	
Total Expenditure	2,501.23	1,620.43		2,613.51	1,728.09	
EBIDTA	67.67	45.11	50.02%	104.00	73.38	41.73%
EBIDTA Margin %	2.63%	2.71%		3.83%	4.07%	
Interest	20.43	9.95		20.66	10.16	
Depreciation	1.43	1.16		1.52	1.16	
Exceptional Items	0	0		0.05	0.52	
Profit Before Tax	45.82	34.00		81.76	61.54	
Tax	11.47	8.43		11.47	8.43	
PAT	34.35	25.56	34.36%	70.29	53.11	32.35%
PAT Margin	1.34%	1.53%		2.59%	2.95%	



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