CREATIVE
NEWTECH

Investor Presentation

Q1 FY26-27

Creative Newtech Limited

Empowering Technology Brands Across Consumer & Enterprise Markets

TEJAS N DOSHI

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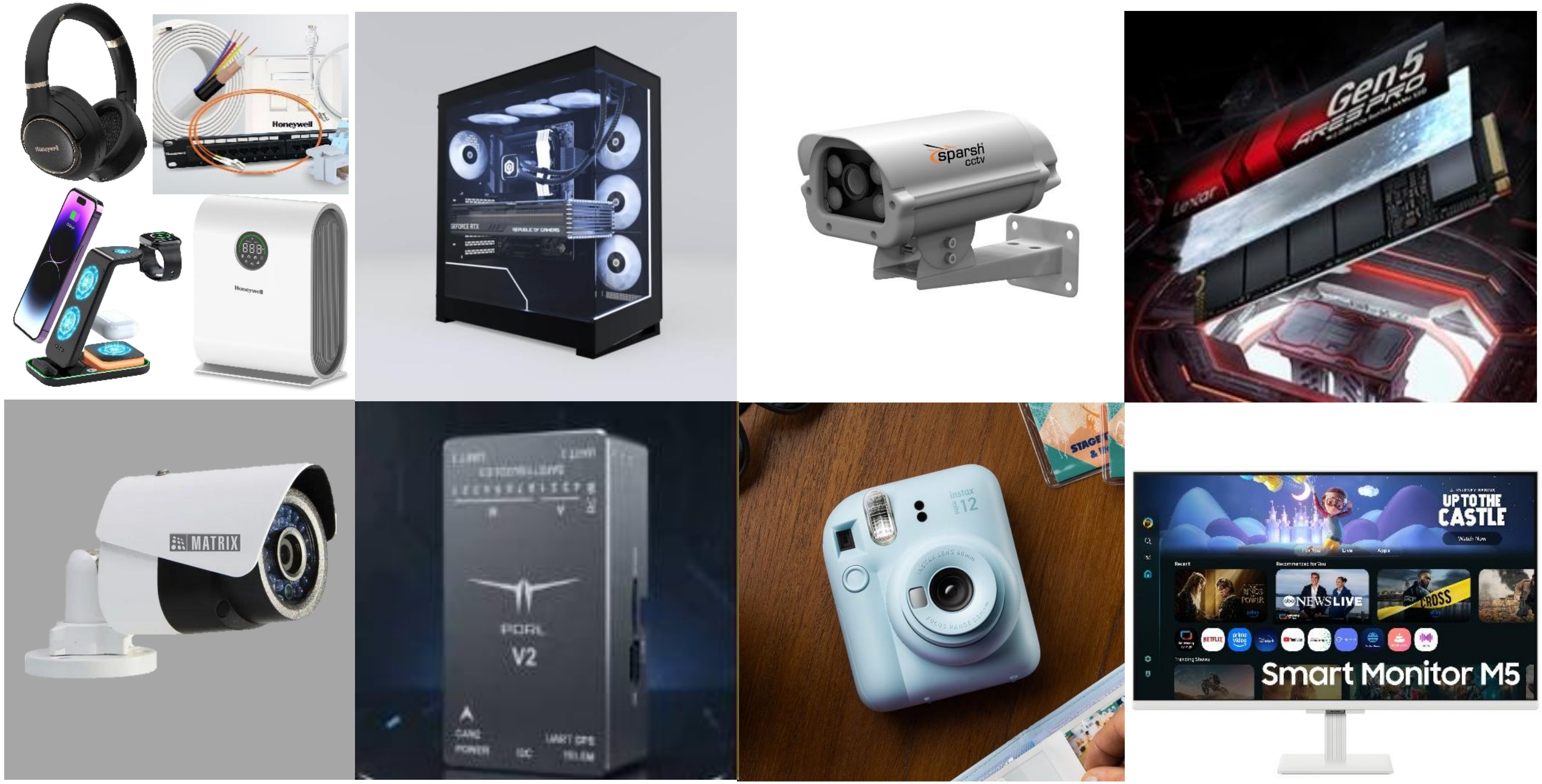
CREATIVE NEWTECH

Q1 FY 26-27 Investor Presentation

Honeywell | CYBERPOWERPC | sparsh feel secure | Lexar



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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.

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.

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.

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

Honeywell, sparsh feel secure, cricut, Cooler Master, zion TECH, ViewSonic See the difference, EIZO, CYBERPOWERPC, Lexar, instax FUJIFILM, SAMSUNG, AOC, INP, kaspersky, CORSAIR, MATRIX TELECOM | SECURITY, COLORFUL, rapoo, OM SYSTEM, PNY, wozoyo inspired innovation

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

Chief Strategy Officer

A leader with exceptional foresight, Purvi Patel has helped guide Creative Newtech's strategic direction through a sustainability-first lens. Her contribution supports responsible scale, stronger resilience, and enduring business value.

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 strong start to FY27 reflects Creative Newtech's continued execution across its technology-focused distribution platform and reinforces the resilience of our diversified business model. Despite a dynamic operating environment and evolving global technology landscape, we remained focused on driving profitable growth through disciplined execution, operational efficiency, and expanding our presence across high-growth technology segments.

For Q1 FY27, our consolidated total income stood at ₹476.84 crore, registering a growth of 20.06% YoY compared to ₹397.19 crore in the corresponding quarter last year. EBITDA increased by 64.73% YoY to ₹24.89 crore, while EBITDA margin improved to 5.22% from 3.80% in Q1 FY26, reflecting stronger operating leverage and improved operational efficiencies. Profit After Tax (PAT) stood at ₹13.54 crore, registering a growth of 32.89% YoY despite higher finance costs during the quarter.

The quarter was marked by several strategic milestones that further strengthened our long-term growth platform. We secured a ₹35.89 crore order from the Food Corporation of India (FCI) for the Smart Warehousing Project across 150 depots and received an Advance Work Order from BSNL for the BharatNet Middle Mile Network Project in the Odisha Telecom Circle, with a total project value of approximately ₹3,194.83 crore. We also expanded our consumer technology ambitions with the launch of WOZOYO, our global consumer technology brand under Secured Connection Limited (Hong Kong), entered into a strategic partnership with Ravel Electronics to strengthen India's fire and life safety technology ecosystem, and the acquisition of Infinova India, further enhancing our capabilities in surveillance and enterprise security solutions.

The rapid adoption of artificial intelligence, increasing investments in digital infrastructure, and growing demand for intelligent surveillance, cybersecurity, enterprise networking, and connected technologies continue to create significant opportunities across our focus areas. As enterprises and governments accelerate digital transformation initiatives, we believe our diversified portfolio, deep technology partnerships, and value-added distribution model position us well to capitalize on these long-term growth trends.

Looking ahead, our focus remains on expanding our technology portfolio, strengthening strategic partnerships, scaling WOZOYO into a meaningful consumer technology brand, integrating our recent acquisitions, and enhancing operational efficiencies across the business. Backed by strong execution capabilities, an expanding ecosystem of global technology partners, and increasing participation across enterprise, government, and consumer segments, we remain confident in our ability to deliver sustainable long-term growth and create lasting value for all our stakeholders."+

Financial Overview

Key Financial Metrics

Total Revenue (INR Cr.)	INR 476.84	vs. INR 397.19 in Q1 FY26
Gross Margin	12.09%	vs. 9.03% in Q1 FY26
EBITDA	INR 24.89	vs. INR 15.11 in Q1 FY26
EBITDA Margin	5.22%	vs. 3.80% in Q1 FY26
PAT	INR 13.54	vs. INR 10.18 in Q1 FY26
Diluted EPS	8.23	vs. 5.92 in Q1 FY26

Note

1. The Middle East business has been severely impacted by ongoing geopolitical tensions and instability. This has affected market demand, supply chains, and overall business operations in the region.
2. Approximately ₹8 crore has been incurred towards the launch and development of the WOZOYO brand. The expenditure primarily covers brand building, marketing, product development, and market expansion initiatives.

Quarter Highlights vs. Prior Year Period

- **Consolidated total income increased 20.06% YoY to ₹476.84 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 64.73% YoY to ₹24.89 crore**
  - EBITDA margin improved to 5.22% as compared to 3.80% in Q1 FY26.
  - Improved operating leverage and disciplined cost management contributed to margin expansion.
- **Profit Before Tax (PBT) increased 41.54% YoY to ₹16.70 crore**
  - Reflecting stronger operating performance despite a significant increase in finance costs.
- **Profit After Tax (PAT) increased 32.89% YoY to ₹13.54 crore**
  - PAT margin improved to 2.84% versus 2.56% in Q1 FY26, supported by higher profitability and better operating efficiency.

Overall, the company delivered healthy revenue and robust earnings growth during the quarter, driven by strong business momentum, improved operating leverage, and sustained demand across its core business segments, resulting in meaningful expansion in operating and net profit margins.

Key Developments

Recent Brand Agreements & Developments

- ✓ Received a ₹35.89 crore order from the Food Corporation of India (FCI) for the Smart Warehousing Project across 150 depots, strengthening the Company's presence in technology-led government infrastructure projects.
- ✓ Received an Advance Work Order (AWO) from BSNL for the BharatNet Middle Mile Network Project in the Odisha Telecom Circle, with a total project value of approximately ₹3,194.83 crore, reinforcing the Company's participation in India's digital connectivity infrastructure.
- ✓ Launched WOZOYO, a global consumer technology brand under its wholly owned subsidiary Secured Connection Limited (Hong Kong), marking the Company's strategic entry into the consumer electronics and smart lifestyle products segment.
- ✓ Partnered with Ravel Electronics to strengthen India's Fire & Life Safety Technology ecosystem by expanding the portfolio of advanced safety and security solutions for enterprise and institutional customers.
- ✓ Acquisition of Infinova India, enhancing the Company's capabilities in video surveillance, security solutions, and intelligent infrastructure, while strengthening its presence in the enterprise and public safety segments.

wozoyo
inspired innovation

DESIGNED IN JAPAN
FOR THE WORLD

TECH THAT HELPS YOU FIND YOUR FLOW

WOZOYO Sandbox

Charging Essentials

- Surge Protector
- Wireless Charger
- Wall Charger
- Travel Adapter
- Car Charger
- Charging Cables

Audio Devices

- BT Speaker
- Wired Speaker (India Only)
- Wireless Soundbar
- Wired Soundbar
- Headphones
- TWS Earbuds
- Wired Earphones

Laptop Essentials

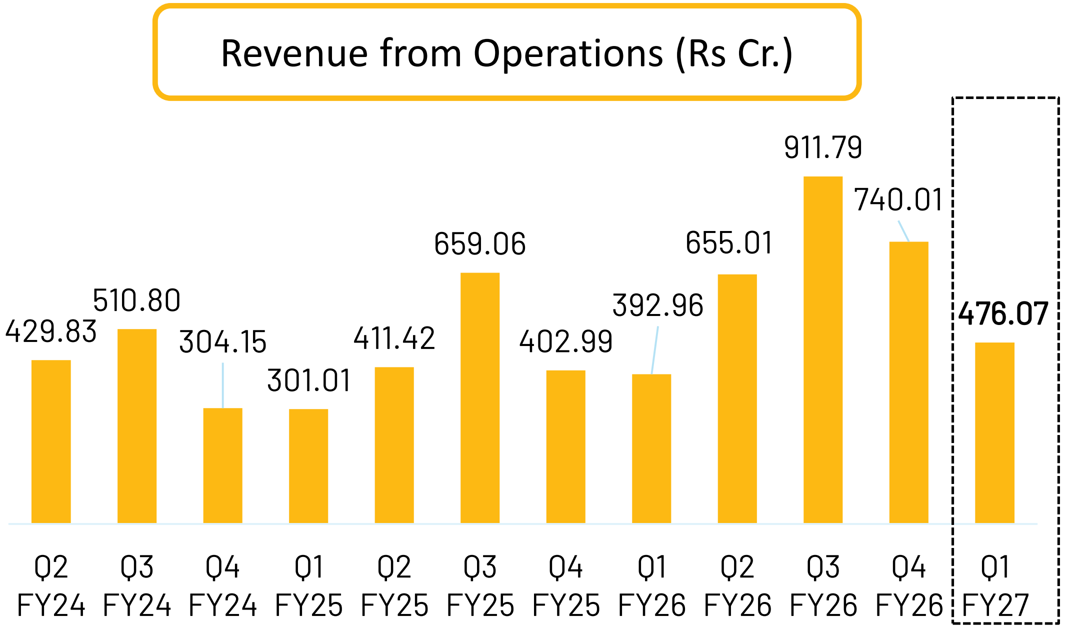
- HDMI Cables
- USB Hubs
- Docking Station
- Adapters

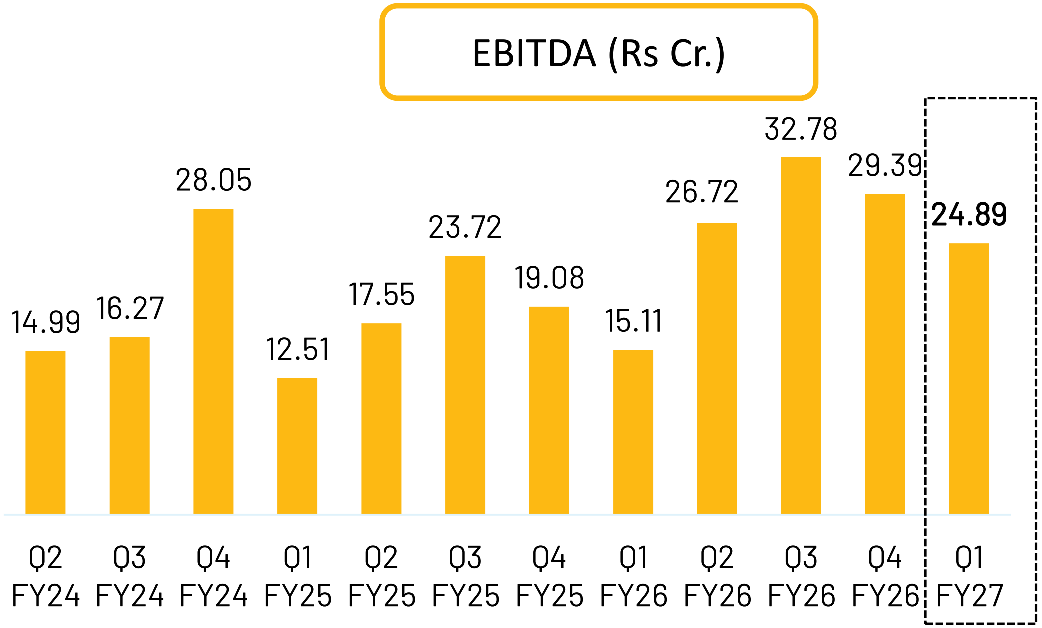
Smart Home

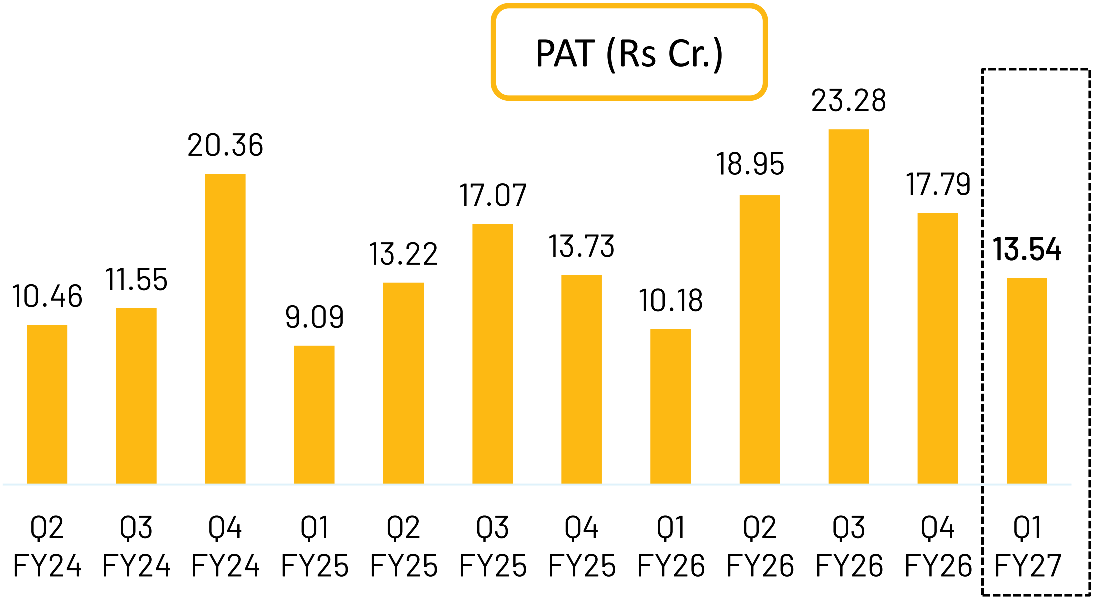
- Air Purifier

WOZOYO Products

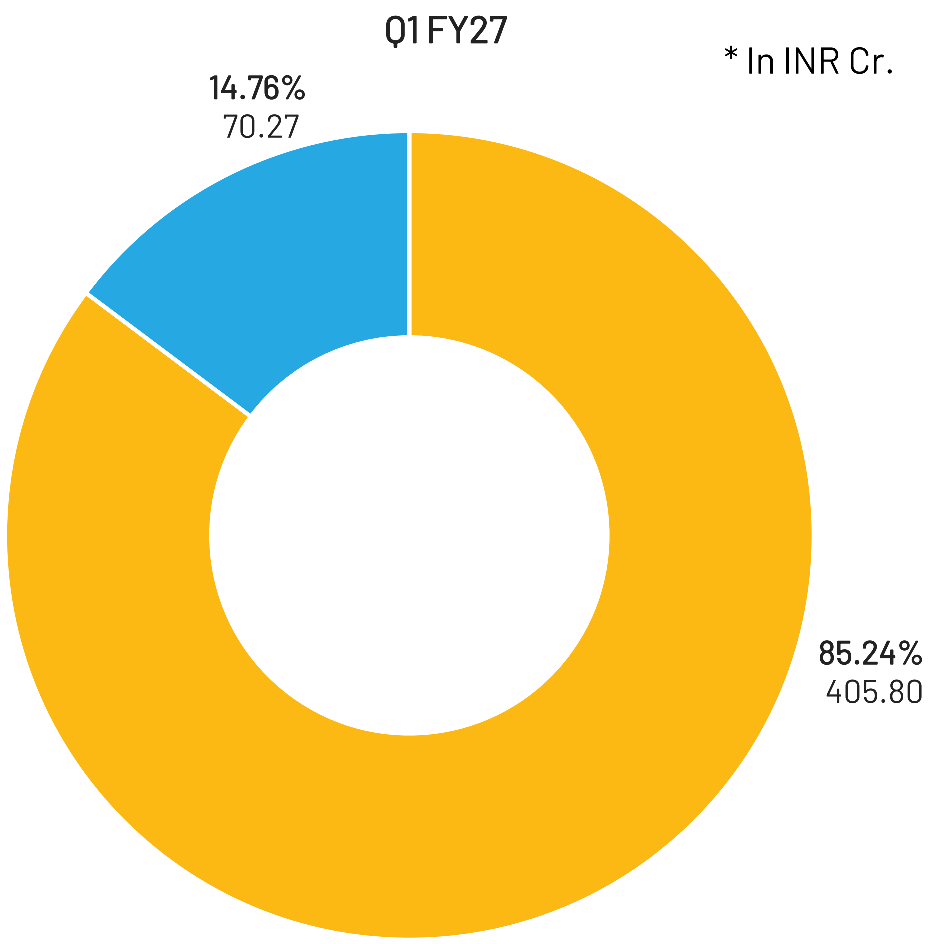
Q1 FY27 Consolidated Financial Highlight

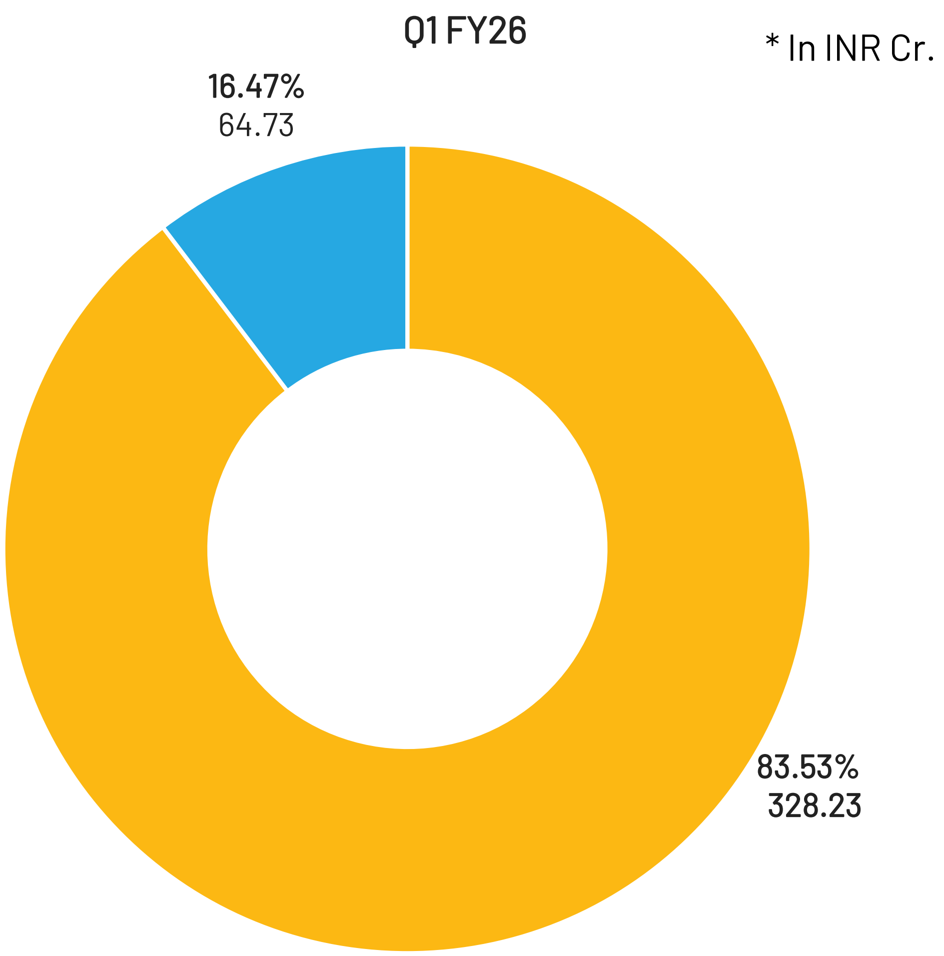






Consolidated Segmental Revenue Q1 FY27 vs Q1 FY26

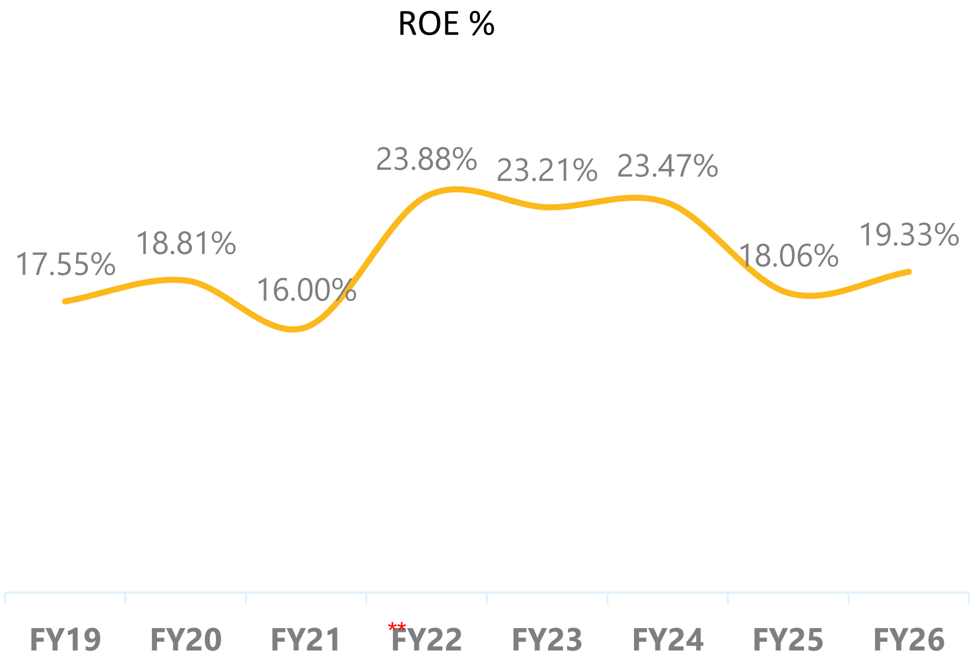


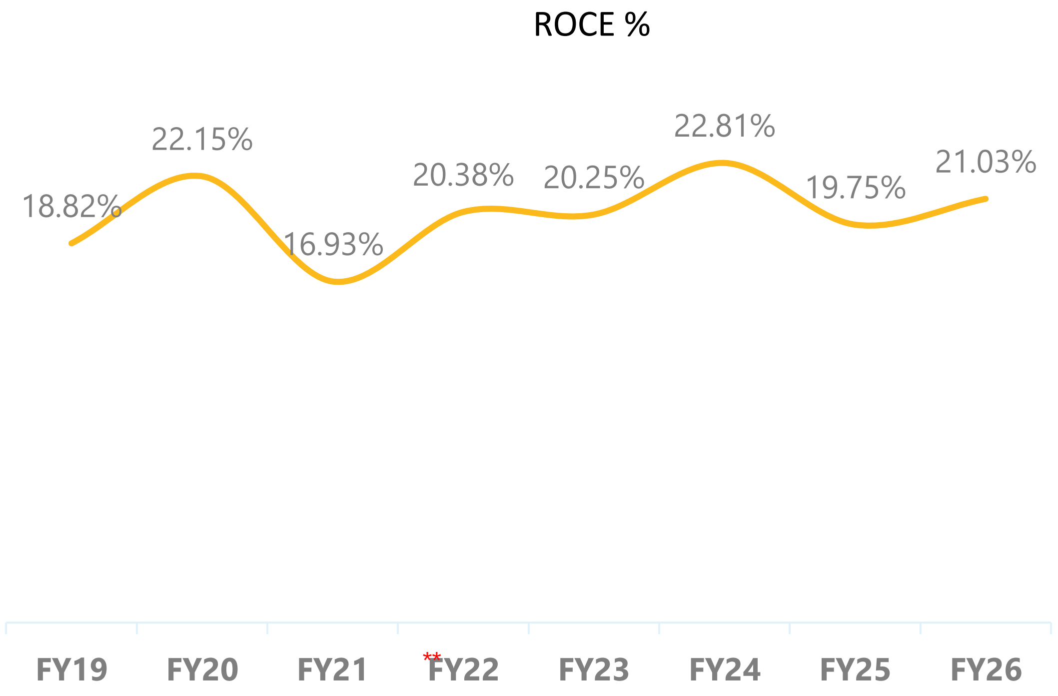


Brand Business

Market Entry Specialist

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.

India's Digital Infrastructure Boom — A Market in Acceleration

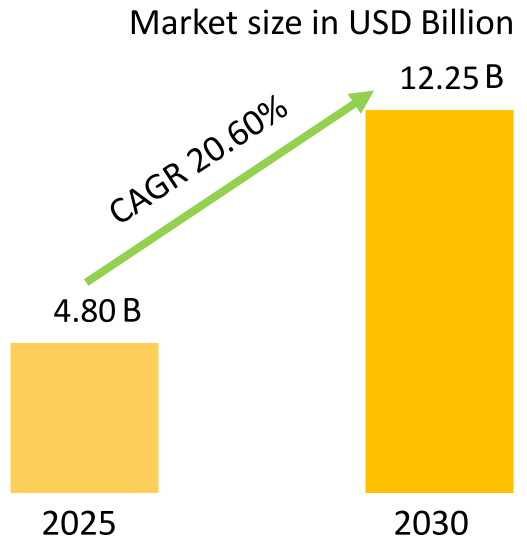
The Landscape Today

- 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



India Surveillance Market Size

- 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

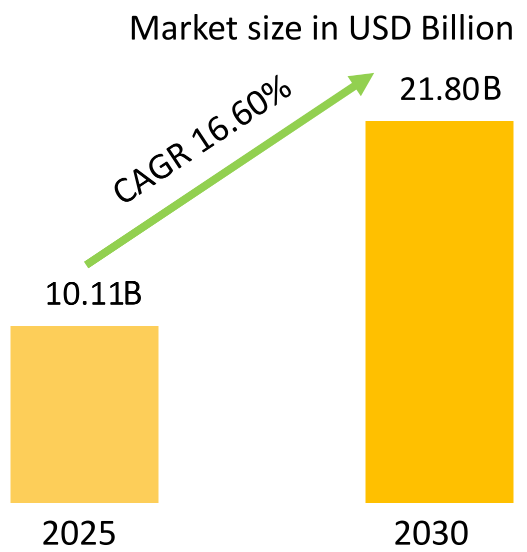
- *Smart Cities Mission* & *Safe City Projects* accelerating large-scale surveillance rollouts.
- **Mandatory STQC certification** and *Make-in-India* push shifting demand toward indigenous manufacturing.
- Government programs have already deployed **76,000+ cameras across 100 cities**; major expansion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



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

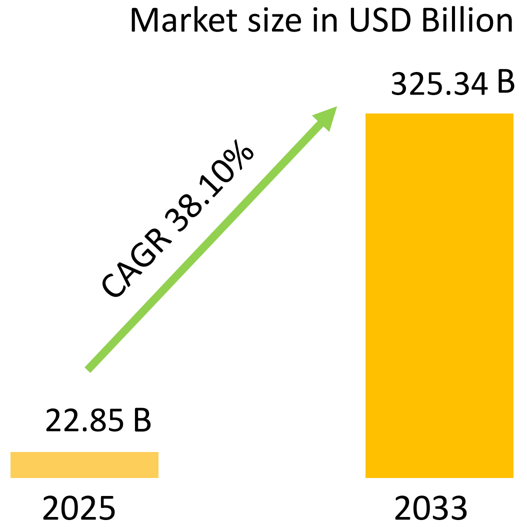
- *Data Localization & DPDP Act mandating storage of sensitive data within India.*
- *Infrastructure Status for data centres enabling easier financing and long-term investment.*
- *Strong support under Digital India, Make in India, and National Data Centre Policy.*
- *Hyperscalers (AWS, Google, Microsoft) 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 Data Centre Market Size

- 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

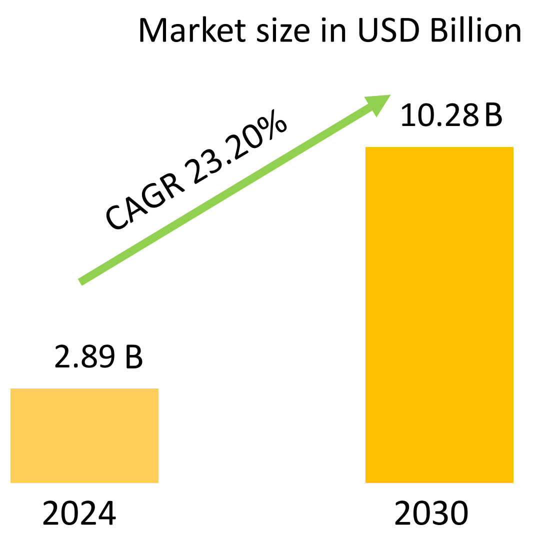
- *Government initiatives such as IndiaAI Mission, Digital India, ONDC, and UPI creating a scalable digital ecosystem for AI deployment.*
- *Increasing enterprise investments in AI transformation, automation, and customer analytics across BFSI, healthcare, retail, telecom, and manufacturing sectors.*
- *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



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..*

SOURCE: link

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.

Launched our own Brand

- We have launched our own consumer electronics Brand: WOZOYO
- WOZOYO has successfully started its operations in India & US

The Next Six Months: Strategic Growth Levers

Focus on Ai, IoT & Data Centres

We are strengthening our portfolio across AI infrastructure, data centres, surveillance, enterprise networking, cybersecurity, and intelligent edge computing to capitalize on the growing enterprise demand for next-generation digital infrastructure.

Government & Enterprise Projects

We are strengthening our participation in large-scale government and enterprise technology projects across telecom, smart infrastructure, surveillance and digital transformation.

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 Portfolio (Own + Acquired)

Driving Growth Through 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.

Q1FY27 Financial Highlights - Standalone & Consolidated *(In Cr.)*

	Standalone			Consolidated		
INR Crore	Q1 FY27	Q1 FY26	YoY %	Q1 FY27	Q1 FY26	YoY %
Revenue from Operations	447.51	352.72		476.07	392.96	
Other Operation Income	0.77	4.22		0.77	4.22	
Total Income	**448.29**	**356.94**	**25.59%**	**476.84**	**397.19**	**20.06%**
Total Raw Material	411.62	336.12		418.51	357.48	
Employee Cost	4.97	3.42		8.14	4.36	
Other Expenses	11.70	7.22		25.22	20.24	
Total Expenditure	**428.28**	**346.76**		**451.88**	**382.07**	
EBIDTA	**20.00**	**10.19**	**96.33%**	**24.96**	**15.11**	**65.19%**
EBIDTA Margin %	**4.46%**	**2.85%**		**5.24%**	**3.81%**	
Interest	7.48	2.96		7.63	3.01	
Depreciation	0.35	0.30		0.57	0.30	
Exceptional Items	0.00	0.00		0.07	0.00	
Profit Before Tax	**12.17**	**6.93**		**16.70**	**11.80**	
Tax	3.17	1.62		3.17	1.62	
PAT	**9.01**	**5.31**	**69.63%**	**13.54**	**10.18**	**32.89%**
PAT Margin	**2.01%**	**1.49%**		**2.84%**	**2.56%**	

CREATIVE
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Creative Newtech Limited

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