

**Date: 15<sup>th</sup> June 2026**

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

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

**Symbol: CNL**

**Scrip Code: 544631**

**Sub: Creative Newtech Limited Announces the Launch of WOZOYO, a Global Consumer Technology Brand, under its Subsidiary Secured Connection Limited (Hong Kong).**

Dear Sir,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a Media Release titled:

"Creative Newtech Launches WOZOYO, a New Global Consumer Technology Brand for Everyday Living, under its subsidiary Secured Connection Limited (Hong Kong)"

The Media Release pertains to the launch of WOZOYO, the Company's global consumer technology brand positioned in the affordable-premium segment.

Please take the same in records.

Thanking you,

Yours Faithfully

**For Creative Newtech Limited**



**Tejas Doshi**  
**Chief Compliance Officer & Company Secretary**  
**ACS - 30828**



**Mumbai, 15<sup>th</sup> June 2026**

## Media Release

### **Creative Newtech Launches WOZOYO, a New Global Consumer Technology Brand for Everyday Living, under its subsidiary Secured Connection Limited (Hong Kong)**



**WOZOYO**

inspired innovation

**Mumbai, 15<sup>th</sup> June 2026:** Consumer technology is increasingly becoming an extension of modern lifestyles, shaping how people work, communicate, learn, travel, entertain themselves, and manage their homes. As connected devices become more deeply integrated into everyday life, consumers are seeking products that combine design, reliability, convenience, and value within a seamless technology experience.

This shift is creating significant opportunities across audio products, charging solutions, IT accessories, personal wellness devices, and smart home technologies. Today, technology is part of almost everything we do, from work and entertainment to travel and smart homes. Consumers are looking for products that are simple to use, useful, and still feel premium at an affordable price.

Against this backdrop, **Creative Newtech Limited (NSE: CNL, BSE: 544631)**, a leading player in the digital infrastructure and technology distribution landscape, today announcing the launch of **WOZOYO**, a new consumer technology and lifestyle brand designed for the affordable-premium segment, under its subsidiary Secured Connection Limited (HK).



**WOZOYO** represents a new expression of technology - one shaped not just by performance, but by philosophy. At its core, WOZOYO is innovative in thinking, cool in expression, chic in design, and reliable in performance. Designed in Japan with love for the world, WOZOYO is shaped by experience.

The launch represents a strategic milestone in Creative Newtech's evolution and marks the Company's expansion into consumer technology brand ownership. It reflects a natural progression from enabling global brands to creating proprietary brands, allowing the Company to participate more deeply across the consumer technology value chain.

### **Built on Decades of Capability Development**

WOZOYO is not a standalone initiative. It is the outcome of capabilities that Creative Newtech has built over more than three decades across technology distribution, market development, product sourcing, brand licensing, contract manufacturing, quality assurance, channel management, and international business operations.

Throughout its journey, Creative Newtech has helped leading global brands establish, scale, and strengthen their presence across India and international markets. These experiences have provided the Company with deep insights into consumer behaviour, product categories, channel dynamics, sourcing ecosystems, and market opportunities.



By bringing together Creative Newtech has created a foundation that enables the development and scaling of consumer-facing brands such as WOZOYO.

### **A Consumer Technology Brand Designed for Modern Lifestyles:**

Rather than focusing on a single product category, WOZOYO has been designed as a consumer technology brand built around evolving lifestyle needs.

The brand's initial product ecosystem is focused on four key pillars:

1. **Connected Productivity:** Technology accessories designed to support modern work and hybrid lifestyles.
2. **Entertainment & Mobility:** Audio products and accessories that enhance everyday entertainment and on-the-go experiences.
3. **Smart Living:** Technology solutions designed to simplify and improve everyday living environments.
4. **Personal Wellness:** Products that support healthier and more comfortable living spaces.

The initial portfolio includes charging essentials, audio products, laptop accessories, connectivity solutions, and smart home products. Categories include surge protectors, wireless chargers, wall chargers, travel adapters, charging cables, Bluetooth speakers, soundbars, headphones, TWS earbuds, docking stations, USB hubs, adapters, air purifiers, and related consumer technology products.



## Strategic Value Creation for Creative Newtech:

The launch of WOZOYO aligns with Creative Newtech's long-term strategy of building scalable, higher-value business verticals and expanding participation across consumer technology categories.

The Company believes WOZOYO offers several strategic advantages:

- Creation of proprietary intellectual property and brand equity
- Participation in higher-value consumer segments
- Potential margin enhancement opportunities
- Increased direct engagement with consumers
- Leveraging existing distribution and channel infrastructure
- Utilising established retail, e-commerce, and enterprise relationships
- Creating a scalable brand for future category expansion

The launch also reflects the Company's broader ambition of building businesses that combine innovation, consumer relevance, and long-term value creation.



## Industry Opportunity:

Consumer electronics have evolved from functional devices into essential lifestyle products that influence how consumers work, communicate, learn, entertain, and manage their homes.

The global consumer electronics market was valued at approximately **US\$1.21 trillion in 2024** and is projected to reach approximately **US\$1.78 trillion by 2030**. WOZOYO's initial focus categories across audio products, air purifiers, and technology accessories represent a combined addressable market opportunity exceeding **US\$213 billion globally**.

The Company believes this opportunity is supported by increasing consumer preference for premium yet affordable products, rising adoption of connected devices, growing awareness around indoor air quality, expanding digital lifestyles, and the continued growth of e-commerce and omnichannel retail ecosystems.

**Management Comment:**

**Commenting on the partnership, Mr. Ketan Patel, Chairman & Managing Director of Creative Newtech Limited, said:**

*“For over three decades, Creative Newtech has helped global technology brands enter, scale, and grow across India and international markets. Through this journey, we have built deep capabilities across product categories, sourcing, manufacturing partnerships, channel development, digital commerce, and consumer insights.*

*WOZOYO represents the natural progression of this journey. It marks our strategic expansion into consumer technology brand ownership and reflects our ambition to move further up the value chain by creating proprietary brands with long-term growth potential.*

*Consumers today are looking for technology products that are reliable, thoughtfully designed, and seamlessly integrated into their daily lives. WOZOYO has been created to address this opportunity through a portfolio that combines design, performance, quality, and value.*

*We believe Creative Newtech's established distribution ecosystem, market expertise, and execution capabilities provide a strong foundation to scale WOZOYO over time. This launch is not only about introducing a new brand; it is about building a brand that can create long-term consumer relevance, sustainable growth, and shareholder value in the years ahead.”*





# Creative Newtech Limited

CIN - L52392MH2004PLC148754

*An ISO 9001:2015 Certified Company*

**Registered Office:** 3<sup>rd</sup> & 4<sup>th</sup> 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

## Company Overview:

Established in 1992, Creative Newtech Ltd (formerly known as Creative Peripherals and Distribution Ltd) 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.

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.



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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](http://www.creativenewtech.com)

*For further information please contact:*

**Creative Newtech Limited**

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**Note:** *This press release is for information purposes only and does not constitute an offer, invitation, or recommendation to buy or sell any securities of Creative Newtech Limited. Certain statements may be forward-looking and are subject to risks and uncertainties that could cause actual results to differ materially. The Company undertakes no obligation to update such statements except as required under applicable laws and regulations.*