

**Date: 18<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 Distribution Partnership with Ravel Electronics to strengthen Fire Detection and Life Safety Solutions across India**

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 Limited Partners with Ravel Electronics to Strengthen India's Fire and Life Safety Technology Ecosystem."

The media release is being issued by the Company in connection with its strategic partnership with Ravel Electronics Private Limited for distribution and market development of Fire Detection and Life Safety Solutions in India.

Please take the same in records.

Thanking you.

Yours Faithfully

For Creative Newtech Limited



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



## Media Release

### **Creative Newtech Limited Partners with Ravel Electronics to Strengthen India's Fire and Life Safety Technology Ecosystem**

**Mumbai**, 18th June 2026: With increasing emphasis on building safety, regulatory compliance, and critical infrastructure protection, the demand for advanced Fire Detection and Life Safety Systems continues to grow across commercial, industrial, healthcare, hospitality, educational, and government sectors. Organizations are increasingly seeking reliable, globally compliant, and technologically advanced fire safety solutions to safeguard people, assets, and operations.

In line with this growing opportunity, **Creative Newtech Limited (NSE: CNL, BSE: 544631)** has entered into a strategic partnership with **Ravel Electronics Pvt. Ltd.**, India's leading manufacturer of Fire Alarm Detection Systems and Life Safety Solutions. Under this agreement, Creative Newtech Limited will serve as the Master Distributor for Ravel Electronics' Conventional and Addressable Fire Alarm Systems, strengthening the availability and market reach of globally compliant fire safety solutions across India.

As part of the collaboration, Creative Newtech will also drive market expansion and channel development for **AARAL**, Ravel's flagship Enterprise Series Fire Detection and Alarm platform designed for large-scale commercial, industrial, and mission-critical applications requiring advanced monitoring, intelligent detection, and seamless system integration.

Ravel Electronics has consistently been at the forefront of innovation in the Indian Fire & Life Safety industry. The company achieved a landmark industry milestone by becoming the **first Indian manufacturer to secure UL Listing across its Fire Alarm Detection System product portfolio**, reinforcing its commitment to delivering products that meet the highest international standards of safety, quality, and performance.

Further strengthening its leadership position, Ravel recently introduced UL 8th Edition Detectors, becoming the first Indian company to bring the latest generation of UL-compliant detector technology to the Indian market. These next-generation detectors provide enhanced fire detection performance, improved immunity to nuisance alarms, and compliance with evolving global fire safety requirements.

With one of the largest Fire Alarm manufacturing facilities in India and the APAC region, Ravel offers a comprehensive range of Conventional Fire Alarm Systems, Intelligent Addressable Fire Alarm Systems, Voice Evacuation Solutions, Repeater Panels, Fire Alarm Accessories, and Enterprise-grade Life Safety Platforms. Its products are deployed across thousands of installations in India and international markets.

Through this partnership, Creative Newtech will leverage its extensive distribution ecosystem, enterprise sales reach, and channel partner network to strengthen the availability and adoption of Ravel's solutions. The collaboration will also enhance customer engagement, technical support, project development, and system integration capabilities across the region.

For Creative Newtech, the addition of Ravel's portfolio further strengthens its presence in the Surveillance, Security, Enterprise Technology, and Mission-Critical Infrastructure segments. The partnership aligns with the company's vision of enabling access to innovative, compliant, and future-ready technologies that address India's rapidly evolving infrastructure requirements.

Together, Creative Newtech and Ravel Electronics aim to accelerate the adoption of world-class Fire Detection and Life Safety technologies while supporting safer buildings, smarter infrastructure, and enhanced regulatory compliance across India.

### **Management Comment:**

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

*"India is building bigger, smarter and more complex infrastructure, and fire safety has to evolve with that growth. Today, Fire Detection and Life Safety is not just about meeting compliance requirements. It is about protecting lives, assets and business continuity.*

*At Creative Newtech, we have always believed in taking relevant, high-quality and future-ready technologies deeper into the Indian market. This partnership with Ravel Electronics fits that vision very strongly. Ravel has built exceptional credibility in this space through its product innovation, UL Listed Fire Alarm portfolio and advanced detector technology.*

*We are proud to partner with Ravel Electronics and support the wider adoption of their Conventional, Addressable and Enterprise Fire Alarm Systems. With our distribution strength, enterprise reach and channel network, we are confident that we can make advanced fire safety technologies more accessible to customers and partners across India."*

#### **Commenting on the partnership, Mr. Ashwin Rajasekaran, Managing Director, Ravel Electronics Private Limited said:**

*"We are delighted to partner with Creative Newtech Limited as we continue to expand Ravel's presence across India. Creative's strong distribution capabilities, market expertise, and extensive channel network make them an ideal partner to support our growth ambitions.*



# 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

*At Ravel, our mission has always been to develop world-class Fire Detection and Life Safety solutions that combine innovation, reliability, and compliance. Our milestones as the first Indian manufacturer to achieve UL Listing across our Fire Alarm product range and the first to introduce UL 8th Edition detector technology reflect that commitment. Together with Creative Newtech, we aim to make our Conventional, Addressable, and AARAL Enterprise solutions more accessible to customers and partners while contributing to safer buildings and stronger fire safety standards across the country."*

## 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.



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

*For further information please contact:*

## **Creative Newtech Limited**

Mr. Tejas Doshi  
Chief Compliance Officer & Company Secretary  
cs@creativenewtech.com

## **SAAA Consultants Pvt. Ltd. Investor Relations**

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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.