



# 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

**Date: 13<sup>th</sup> July 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**

**Subject: Creative Newtech Limited proposes to acquire Infinova (India) Private Limited to build a 'Make in India' Surveillance Technology Platform**

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 Monday, 13<sup>th</sup> July 2026 at 11:00 a.m., discussed and approved the **proposed acquisition of 100% of the equity share capital of Infinova (India) Private Limited, a part of the Infinova Global Group.**

**The Board of Directors has approved the budget of up to USD 4.00 Million (US Dollar Four Million only) for this acquisition.** The proposed acquisition includes Infinova's business operations in India, exclusive brand rights, technical assistance, existing experienced team, product assembly and manufacturing facility. This acquisition is expected to provide Creative Newtech with a strong foundation to progressively build its own Make in India surveillance technology platform, supported by local assembly and manufacturing capability, product ownership and stronger after-sales support. The transaction also supports the Company's transition from a primarily distribution-led model to a more integrated, technology-led surveillance business platform. This budget includes the consideration payable to the Infinova Group at closing, acquisition-related transaction costs, and professional fees and expenses incurred in connection with the proposed acquisition

*The proposed acquisition is subject to satisfactory due diligence, necessary approvals and execution of definitive agreements, and the Company will update the Stock Exchanges and stakeholders with final closing details and accurate transaction numbers upon completion.*



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A detailed media release providing further information on the proposed acquisition, the strategic rationale behind the transaction, an overview of the surveillance industry and the expected business benefits is enclosed with this intimation.

This is for your record and reference.

For Creative Newtech Limited

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



## Media Release

### Proposed acquisition of Infinova (India) Private Limited **Infinova®**

**Strategic move towards building Creative Newtech's own Make in India surveillance technology platform**

**Addition of manufacturing facility in India, brand rights and customers and service network**

**Expansion into owned surveillance technology and manufacturing platform**

**Supporting long-term growth in surveillance and security solutions**

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**Mumbai, 13<sup>th</sup> July 2026, Creative Newtech Limited (NSE: CNL, BSE: 544631):**

India's surveillance ecosystem is entering a new phase, with the focus shifting from mere deployment of security systems to building reliable, locally controlled and scalable technology platforms for critical infrastructure, public safety, enterprises and institutional security. With increasing policy focus on indigenization and trusted technology ecosystems, surveillance is emerging as an important pillar under the Government of India's **"Make in India"** initiative.

Recognizing this shift, Creative Newtech Limited is planning to acquire Infinova (India) Private Limited (CIN U29300PN2010FTC136937), an entity of the Infinova global group, marking a strategic step towards building its own surveillance technology platform aligned with India's self-reliance vision.

The transaction is at an advanced stage of finalisation and involves the proposed acquisition of Infinova's business operations in India, including its experienced team, product assembly and manufacturing facility, exclusive brand rights for India, technical support and access to its existing supply chain, technical assistance and OEM network. **The Board of Directors has approved a budget of up to USD 4.00 million (US Dollars Four Million only) for the acquisition.** Completion of the transaction is subject to satisfactory due diligence, receipt of necessary approvals and execution of definitive agreements.

## **About Infinova Group:**

**Established in 1993, Infinova Group** “Infinova” is a leading Global Security Products Manufacturer, headquartered in New Jersey, USA and having various offices worldwide. Infinova specializes in offering Integrated Video Surveillance Solutions with a constant endeavor to deliver cutting-edge technology. Their Integrated Solution Portfolio comprises of High Definition Smart IP Cameras, Specialized Cameras. Intelligent Video Management Software, Intelligent Network Video Recorders, Video Analytics, Artificial Intelligence Solutions, etc. Infinova specialises in integrated security and surveillance solutions, smart city infrastructure, Internet of Things (IoT) applications, and enterprise security systems for critical infrastructure, commercial establishments, and smart homes. With over three decades of experience, Infinova has built strong capabilities in product development, system integration, and research and development.

Infinova has an established operational and customer support footprint across **North America, Europe, the Middle East, Africa, and Asia**, serving government agencies and enterprise customers worldwide.

At its historical peak, Infinova generated annual revenues in excess of **approximately USD 450 million** and was recognized among the leading global security and video surveillance companies, including achieving a **Top 20 global ranking** in the internationally recognized **A&S Security 50** industry rankings.

Through its proven technology portfolio, integration capabilities, and extensive project execution experience, Infinova continues to be recognized as a trusted provider of advanced security and surveillance solutions for complex, large-scale, and mission-critical deployments Internationally, Infinova has contributed to several noteworthy deployments, including Yas Mall (UAE), Kuwait Customs landports, seaports and airport facilities, Amiri Diwan Halls in Qatar, Rompetrol Rafinare S.A. Refinery in Romania, the Turkey Metro, and numerous other projects across global markets..

## **About Infinova India:**

Infinova India is an established player in Security Surveillance Solutions space in India and is engaged in the assembly manufacturing, supply, integration, service, and support of electronic security and video surveillance solutions. As part of the globally recognized Infinova security technology ecosystem, Infinova India brings with it a comprehensive product and solution portfolio covering high-definition smart IP cameras, specialized cameras such as explosion-proof cameras, intelligent video management software,

intelligent network video recorders, video analytics, artificial intelligence-based solutions, traffic management solutions, and surveillance solutions for critical infrastructure, industrial, financial, retail, government, and enterprise applications.

Infinova India has a local assembly and manufacturing facility in Pune, India, which supports domestic project requirements and contributes to the Government of India's "Make in India" initiative. This India-based capability enables faster response to customer requirements, better project execution support, stronger service continuity, and greater alignment with the growing demand for trusted and locally supported surveillance solutions. Over the years, Infinova India has built a strong presence in the critical infrastructure segment in India. Its solutions have been deployed across several prestigious and large-scale projects, including smart and safe cities, metro projects, airports, defense establishments, oil and gas facilities, power plants, industrial sites, correctional facilities, courts, and other high-security environments.

Some of the notable project references include Mumbai Safe City, Nagpur Smart City, more than 61 airports across India, Bangalore Metro, Dhaka Metro, IOCL, BPCL, HPCL, ONGC, NTPC, RCF, Bihar and Gujarat Jails and District Courts, Navy installations, SHAR, and several other deployments executed through Indian system integration partners.

### **Proposed Acquisition & Rational:**

The proposed acquisition will cover the transfer of Infinova India's business operations, assembly and manufacturing capabilities, brand rights for India, and the continuation of its experienced team with more than two decades of industry experience. It is also expected to ensure continuity of existing supplier relationships and OEM manufacturing partnerships, thereby enabling a smooth transition and supporting scalability of operations.

Further, the acquisition will provide Creative Newtech access to Infinova India's established support and service network across key locations in the country. This will strengthen Creative Newtech's after-sales capabilities, customer reach, project execution depth, and long-term service assurance in the surveillance segment.

With this proposed acquisition, Creative Newtech shall take a decisive step towards building its own surveillance technology platform and brand presence in the electronic surveillance space. The proposed addition of Infinova India will provide Creative Newtech with local assembly and manufacturing capability product ownership, brand rights, domain

expertise, and an established customer and project base. This will allow Creative Newtech to move beyond a primarily distribution-led model into a more integrated, technology-led and value-driven business platform.

Creative Newtech is also in the process of developing a comprehensive bouquet of surveillance products that are intended to be BIS and STQC compliant and aligned with the broader objectives of Make in India and Sell Global. The proposed acquisition of Infinova India is expected to provide a strong foundation for Creative Newtech to progressively build a trusted Make in India surveillance technology platform with enhanced product control, stronger service capability, and improved market positioning.

This development shall fit naturally within Creative Newtech's broader strategy of building a comprehensive surveillance platform. Over the years, the Company has created a strong foundation in the segment through partnerships with leading and compliant surveillance brands, including Sparsh and Matrix. The proposed acquisition of Infinova India, with its local assembly and manufacturing setup, established project references, experienced team, and India-focused brand rights, will further strengthen Creative Newtech's position in the surveillance and electronic security market.

For Creative Newtech, surveillance is increasingly emerging as a long-term infrastructure opportunity. The Company's focus is on building systems that combine precision, scalability, reliability, compliance, and strong after-sales support, while contributing to India's growing emphasis on indigenization, trusted sourcing, security and technological self-sufficiency.

The acquisition is expected to create operational and market synergies, enabling Creative Newtech to deepen its participation across infrastructure, industrial, government, enterprise, institutional, and commercial segments, while strengthening long-term growth visibility in the surveillance solutions business.

Cumulative Ventures LLP has been acting as the exclusive financial advisor and has been advising on the proposed transaction. Cumulative Ventures LLP is a mid-market investment bank advising Indian companies on fund raising (public and private), mergers and acquisitions, transaction support, and asset management.

## **Management Comment:**

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

*"This proposed acquisition will be a significant milestone in our journey of building a strong and future-ready surveillance platform with a clear focus on Make in India.*

*Over the years, we have built our surveillance business through partnerships and distribution. With Infinova India, we are now moving towards building our own brand, along with technology ownership and manufacturing capability, which is a critical step forward for us.*

*The market is clearly shifting towards trusted, locally manufactured surveillance solutions. Infinova India will add credible manufacturing capability, product ownership and an established service network, which will strengthen our ability to execute at scale.*

*By bringing these capabilities together with our nationwide reach and execution strength, we see a clear opportunity to build a more integrated, reliable and scalable surveillance platform for the long term."*

## **Surveillance Industry Overview & Outlook:**

India's video surveillance and security solutions market is witnessing strong growth, driven by rising investments in public safety, infrastructure development, urban security, transport networks and enterprise security. The market is estimated at approximately **USD 4.8 billion in 2025** and is projected to grow to around **USD 12.25 billion by 2030**, reflecting a CAGR of approximately **20-21%**.

Growth in the sector is supported by large-scale government initiatives such as the Smart Cities Mission, Safe City Projects and infrastructure upgrades across airports, metro networks, urban transport systems and other public infrastructure assets. Government-led deployments have already resulted in the installation of over 76,000 surveillance cameras across more than 100 cities, with continued expansion expected to sustain long-term demand.

The regulatory environment is also evolving, with increasing emphasis on trusted, compliant and domestically manufactured surveillance systems. Mandatory certifications and the Government of India's continued focus on Make in India are accelerating the shift towards locally manufactured and certified surveillance solutions.

Technologically, the industry is transitioning from conventional CCTV systems to AI-enabled, IP-based surveillance platforms. Advancements in video analytics, edge computing, cloud integration and intelligent monitoring are enabling real-time decision-making and large-scale system integration across city, transport, industrial and enterprise networks.

Overall, the industry outlook remains positive, supported by policy tailwinds, increasing security requirements and rapid adoption of advanced surveillance technologies. The growing preference for locally manufactured and certified solutions further strengthens the opportunity for players with manufacturing capability, technology ownership and execution strength in India.

### **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.

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



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

*For further information please contact:*

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