



CELLECOR GADGETS LIMITED

(Formerly Known As Unitel Info Limited, Unitel Info Pvt. Ltd.)

Reg. Office : Unit Space No.703, Seventh Floor, Jaksons Crown Heights Plot No.3B1

Twin District Centre, Secotor-10 Rohini New Delhi-110085

CIN. NO. U32300DL2020PLC375196 | Mail ID : accounts1@cellector.in | Land Line : 011 43034907, 01145038228

Website: www.cellector.com

Date: 25th April 2024

To,
National Stock Exchange of India Limited
Listing & Compliance Department
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra
Mumbai - 400 051 India.

Company Symbol: CELLECOR
Company ISIN: INE00MO01017

Subject: Detailed Presentation- "Earnings Update H2-FY24 & FY24"

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the detailed presentation titled "**Earnings Update H2-FY24 & FY24**" for your records and dissemination at your official website.

A copy of the same will also be uploaded on the Company's website www.cellector.com.

You are requested to kindly take the same on your record.

For and on behalf of
Cellector Gadgets Limited
(Formerly Known as Unitel Info Limited and Unitel Info Private Limited)

Ravi Agarwal
Managing Director
DIN: 08471502

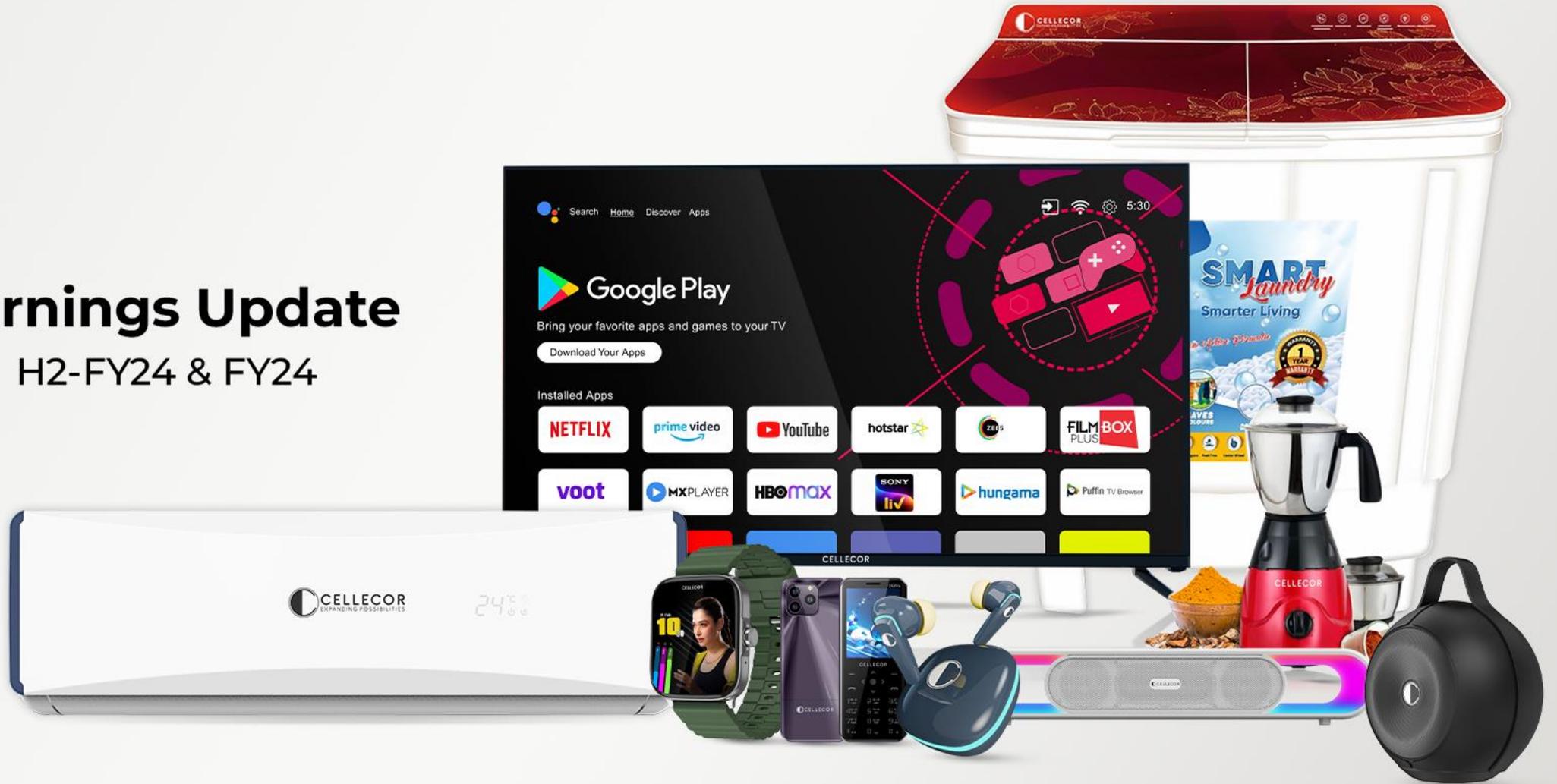
Encl.: a/a



CELLECOR
EXPANDING POSSIBILITIES

Earnings Update

H2-FY24 & FY24



Stellar Financial Performance

FY 23

FY 24

NET SALES

(Excluding GST)

₹ 26,435.2
Lakhs

₹ 50,045.4
Lakhs

89.3%

EBITDA

(Earning before Interest, Tax,
Depreciation and Amortisation)

₹ 1,256.7
Lakhs

₹ 2,964.9
Lakhs

135.9%

PAT

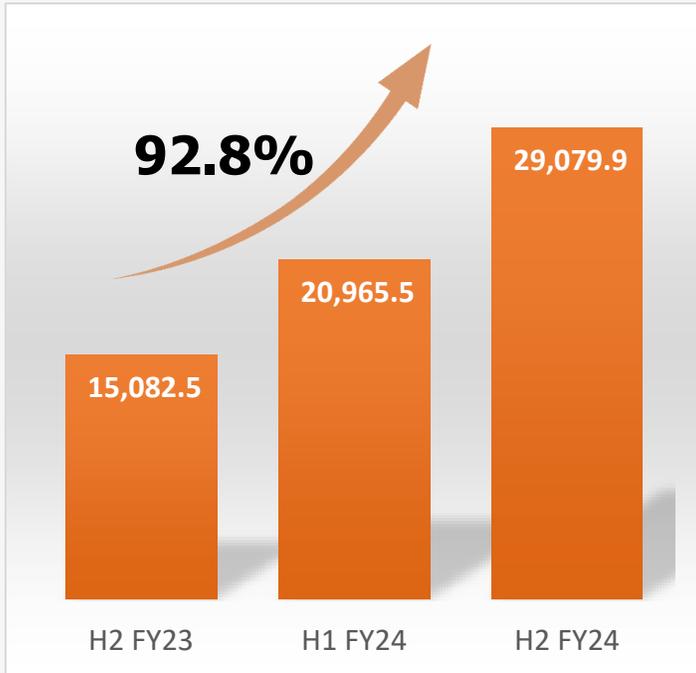
(Net Profit After Tax)

₹ 807.2
Lakhs

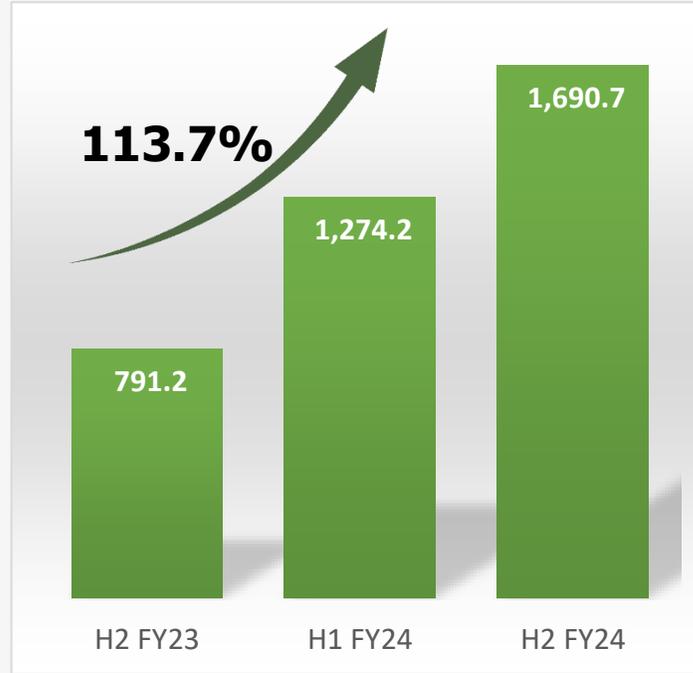
₹ 1,609.5
Lakhs

99.4%

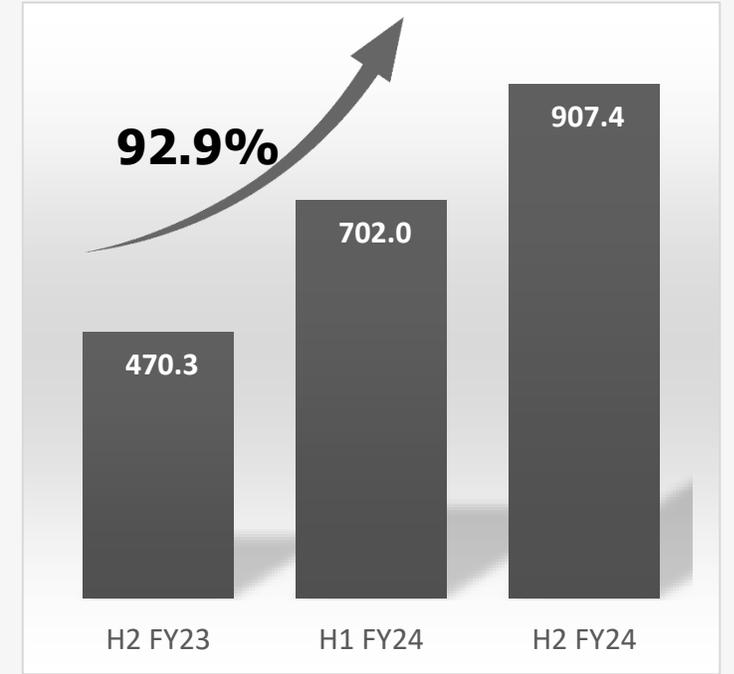
Growing Strength by Strength



SALES
(In Lakhs)



EBITDA
(In Lakhs)



PAT
(In Lakhs)

Profit & Loss (Half Yearly)

Particulars (in Lakhs)	H2-FY24 (1)	H1-FY24 (2)	% Change (1 vs 2)	H2-FY23 (3)	% Change (1 vs 3)
Income from Operations	29,080.0	20,965.5	38.7%	15,082.5	92.8%
Other Income	0.4	6.6		0.0	
Total Income	29,080.4	20,972.1	38.7%	15,082.5	92.8%
Cost OF Goods Sold	23,899.8	17,683.4	35.2%	11,928.9	100.4%
Gross Profit	5,180.6	3,288.6	57.5%	3,153.6	64.3%
Margin	17.8%	15.7%		20.9%	
Employee Benefit Expenses	791.4	658.6	20.2%	548.5	44.3%
Other Expenses	2,698.5	1,355.8	99.0%	1,813.9	48.8%
EBIDTA	1,690.7	1,274.2	32.7%	791.2	113.7%
Margin	5.8%	6.1%		5.3%	
Finance Costs	445.1	294.7	51.1%	137.5	223.8%
Depreciation and Amortisation Expenses	29.1	24.9	16.9%	23.2	25.2%
Tax	309.0	252.7	22.3%	160.2	92.9%
PAT	907.5	702.0	29.3%	470.3	93.0%
Margin	3.1%	3.4%		3.1%	
EPS (Rs.)	5.0	4.5		3.9	

Profit & Loss (Yearly)

Particulars (in Lakhs)	FY24 (1)	FY23 (2)	% Change (1 vs 2)
Income from Operations	50,045.4	26,435.2	89.3%
Other Income	7.1	1.4	
Total Income	50,052.5	26,436.6	89.3%
Cost of Goods Sold	41,583.2	20,880.8	99.2%
Gross Profit	8,469.3	5,555.8	52.4%
Margin	16.9%	21.0%	
Employee Benefit Expenses	1,450.0	1,051.9	37.8%
Other Expenses	4,054.3	3,247.2	24.9%
EBIDITA	2,965.0	1,256.7	135.9%
Margin	5.9%	4.8%	
Finance Costs	739.8	151.3	389.1%
Depreciation and Amortisation Expenses	54.0	45.6	18.3%
Tax	561.7	252.6	122.4%
PAT	1,609.5	807.2	99.4%
Margin	3.2%	3.1%	
EPS (Rs.)	8.9	6.9	

Balance Sheet

Key Ratios

Assets (in Lakhs)	FY 24	FY 23
Inventories	9,210.1	5,143.9
Trade Receivables	1,890.2	714.8
Cash and Cash Equivalents	444.7	16.4
Short-Term Loans and Advances	6,475.1	869.6
Other Current Assets	349.3	113.9
Property, Plant and Equipments	123.9	125.2
Other Assets	91.7	18.8
Total Assets	18,585.0	7,002.5

Equity and Liabilities (in Lakhs)	FY 24	FY 23
Trade Payables	1,463.7	2,483.7
Other Current Liabilities	455.8	780.0
Debt	7,474.4	2,084.4
Others	197.4	273.2
Total Liabilities	9,591.3	5,621.3
Shareholder's Funds	8,993.7	1,381.3
Total Equity and Liabilities	18,585.0	7,002.5



103.1%
3yrs CAGR Growth
Net Sales



181.3%
3yrs CAGR Growth
Net Profit



8993.7 Lakhs
Net Worth
as on 31.03.24



17.9%
ROE
for FY24



0.8
Debt Equity Ratio
as on 31.03.24



1.1
TOL/TNW
as on 31.03.24

Company Overview

Cellecor Gadgets journey in electronics device business, and selling products in its own brand, including mobile feature phones, smartwatches, TWS (True Wireless Stereo) earbuds, neckbands, and LED TVs -outsources from various electronic assemblers and manufacturers, started in 2012 as M/s Unity Communications-its founder Mr. Ravi Agarwal's proprietorship firm.

The company is promoted and managed with an enduring sustainable business strategy, wherein the Company is aiming to synergetic amalgamate business potential embedded in the ever-growing demand of electronic products with modern business approach of sourcing, producing, and marketing with an objective to provide quality products at affordable price.

Today, Cellecor Gadgets Ltd is a leading name in the consumer electronics industry, known for its innovative and cutting-edge technology. With a commitment to making happiness affordable, Cellecor offers a diverse range of products, including mobile phones, smart TVs, speakers, neckbands, TWS, soundbars, smartwatches, Washing Machines, and many more

The securities of the Company are listed on the NSE EMERGE (SME Platform of National Stock Exchange of India Limited) with Scrip Code: CELLECOR

Disclaimer: Certain statements, words in this document that are not historical facts are forward looking statements. Such forward looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks and many other factors that could cause actual result to differ materially from those contemplated by these forward looking statements. Cellecor Gadgets Limited shall not be in any way responsible for any action taken based on such statement.

Road Map For Future

We are on track of achieving Rs.1000 Crore milestone, by meticulously implementing our 6 point strategy

Sourcing	New Products	Availability	Manufacturing	R&D	Premium Brand
Strengthen our supply chain further by expanding and diversifying our pool of sourcing products, entered fresh arrangements for larger and/or exclusive production facilities, implementing better and faster inventory management systems across the locations..	We are expanding our product range to include air conditioners, Smart TVs, Laptops and Other items of home appliances, to cater the growing demand of quality products at affordable prices, fuelled by the increasing house-hold income, rapid urbanisation, uninterrupted power availability etc.	Increasing products availability across India by expanding company's warehouses, distributors count from 1,000+ to 1,400+, retail sales points from 32,000+ to 50,000+, ramping up online sales, entering tie-ups with retail chain stores, targeting Corporate Sales in big ways.	Inspired by the 'Make in India' initiatives, and to get benefitted by the PLI schemes announced by the Government of India, our management is intending to start its own manufacturing facilities, as a measure of backward integration.	Investing in Innovation and R&D capabilities to driving growth, fostering resilience, and maintaining relevance in today's competitive business landscape, thus ensuring long-term sustainability and value-creation for all the stakeholders.	Coming up with Trend-setting Premium Brand to cater diverse needs of tech aficionado, style connoisseur, fitness enthusiast, audiophile explorer, tech savvy business professional, home entertainment enthusiast, and other high-end consumers, who believe only in unmatched quality, innovative, par-excellence products.

Target Revenue

1st Milestone: Rs. 250 Crore

2nd Milestone: Rs. 500 Crore

3rd Milestone: Rs. 1000 Crore

Achievement

FY 23 Sales: **Rs. 265** Crore

FY 24 Sales: **Rs. 501** Crore

Achieving shortly...

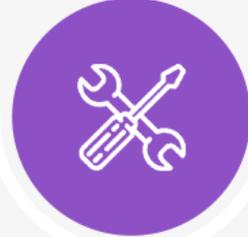
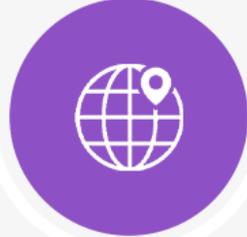
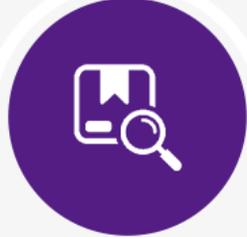
Strong Capabilities

4x Revenue
growth in last 3
years

400+
SKUs

1000+
Distributors

32K +
Retailers



12 Years
of expertise in Tech
Manufacturing &
Sales

28
States
Presence

1500+
Service
Centres

Our Product Categories



Smart TV



Smartwatch



Earbuds



Speakers



Neckband



Mobiles



Charger



Powerbank



Headphone



Earphones

Our Latest Product Launches



Washing Machine



Mixer Grinder



Soundbar



Air Conditioner

Soon To Be Launched Products



Portable Smart TV



Ceiling Fan



Geyser



Microwave



Laptop



Smartphones



Big Screen Smart TV

Management Commentary



RAVI AGARWAL

Managing Director and Co Founder

We are delighted to present to you our impressive financial and business outcomes. This financial year's exceptional performance can be attributed to the substantial increase in sales volume and the significant growth in the percentage of value-added products. Cellector remains committed to investing in key areas that are crucial for driving future growth, while also intensifying our efforts to seize emerging opportunities and deliver enhanced value to our esteemed customers



NIKHIL AGGARWAL

Whole Time Director and Co Founder

The company has achieved another year of impressive performance, demonstrating strong growth momentum, and exceptional success in securing new contracts. Furthermore, our efforts to expand our distribution network have resulted in increased sales volume, allowing us to make our products accessible to a wider range of customers. Our primary focus remains on fulfilling our stated objectives, supported by a promising pipeline of opportunities.

Management Insights

- **Economic and Infrastructure Development:** India's dynamic economic expansion has significantly enhanced access to electricity and improved educational standards, fostering a burgeoning middle class.
- **Shift in Consumer Electronics:** Once considered luxury items, electronics have now become fundamental necessities for the average Indian household.
- **Mission and Accessibility:** Our primary objective is to make essential electronic products accessible to everyone, staying in step with evolving consumer demands.
- **Targeted Market Research:** Our thorough market research has revealed a mixed landscape in electronics: some categories are waning, while others are seeing rapid growth. We are strategically focusing on these growing sectors to build a resilient business.
- **Consumer-Centric Strategy:** We are dedicated to continuously analyzing market trends and consumer preferences, which drives our product development and marketing strategies.
- **Affordable Quality:** We ensure our products are priced competitively, making them affordable while upholding high standards of quality, thus addressing the diverse budgetary needs of our customer base.

Conclusion: By concentrating on sectors of the market poised for growth and maintaining affordability, we aim to play a pivotal role in furthering India's economic narrative and achieving sustainable progress in tandem with the nation.



Thank You!

www.cellecor.com