



CELLECOR GADGETS LIMITED

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

Reg. Office : Plot No 12, Block AG Shalimar Bagh, Delhi - 110088

CIN: NO. L32300DL2020PLC375196 | Mail ID : accounts@cellecor.in | Landline : 011 43034907, 01145038228

Website: www.cellecor.com

Date: October 23, 2026

To,

**Listing & Compliance Department
National Stock Exchange of India Limited**

Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra
Mumbai - 400051, India

Company Symbol : **CELLECOR**
Company ISIN : **INE00MO01025**

Subject: Submission of Media Release – Appoints Arvind Kumar Verma as Head - E-Commerce

Dear Sir/Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to submit Media Release titled – Cellecor Gadgets Limited Appoints Arvind Kumar Verma as Head - E-Commerce. The Media Release is enclosed with this letter as Annexure I.

This announcement is in line with our commitment to keep all our stakeholders informed about company's growth.

Thanking You,

Yours Faithfully,
For and on behalf of
Cellecor Gadgets Limited

RAVI
AGARWAL
AL

Digitally signed
by RAVI
AGARWAL
Date: 2026.10.23
14:39:06 +05'30'

Ravi Agarwal
Managing Director
DIN: 08471502
Annexures: As stated above



CELLECOR GADGETS LIMITED Appoints Arvind Kumar Verma as Head - E-Commerce

New Delhi, October 2026: CELLECOR GADGETS LIMITED, a growing consumer electronics and home appliances company, announces the appointment of **Mr. Arvind Verma as Head - E-Commerce**. The appointment is aimed at strengthening the Company's digital commerce capabilities and accelerating growth across e-commerce, quick commerce, its brand website, and Direct-to-Consumer (D2C) channels.

Mr. Verma has over a decade of experience across the consumer electronics, electrical appliances and e-commerce industries, with expertise in e-commerce management, key account management, category management, sales planning, P&L management, inventory management, pricing, product launches and marketplace growth.

Prior to joining CELLECOR, Mr. Verma was associated with **Orient Electric Limited**, where he was responsible for managing and scaling its Flipkart e-commerce business across fans, seasonal and kitchen appliances. His responsibilities included business planning, market share expansion, P&L management, supply chain efficiency, inventory planning, pricing and consumer offers.

Earlier, during his tenure with **Haier Appliances India**, he managed the Flipkart business across multiple appliance categories. His experience included managing major online platforms, product launches, pricing, inventory planning and marketplace performance.

Mr. Verma has also held e-commerce roles with **Godrej Appliances** and **ONIDA**, where he managed marketplace businesses across platforms including Flipkart, Amazon and Tata Cliq, with responsibilities spanning sales targets, profitability, product lifecycle management, competition tracking, demand planning and new product launches.

In his new role at CELLECOR, Mr. Verma will lead the **Company's E-Commerce, Quick Commerce, Website and D2C businesses**. His responsibilities will include strengthening marketplace presence, expanding digital sales channels, improving product availability, driving profitable growth and developing a stronger integrated digital commerce ecosystem.

His appointment reflects CELLECOR GADGETS LIMITED's continued focus on building its leadership team to support the Company's growing portfolio and expanding consumer reach.

About Cellecor Gadgets Limited

Cellecor Gadgets Limited began its journey in 2012 as M/s Unity Communications, founded by Mr. Ravi Agarwal. Over the years, the Company has built a strong presence in the consumer electronics and home appliances segment.

Cellecor offers a wide range of products, including Smart TVs, smart gadgets, wearables, mobile phones, speakers, soundbars, TWS, smartwatches, washing machines, home and kitchen appliances.

In addition, the Company follows a sustainable business approach focused on sourcing, product development, and marketing. Its objective is to deliver quality, feature-rich products at affordable prices. Today, Cellecor continues to expand its portfolio and strengthen its presence across the consumer electronics industry, with a focus on innovation, accessibility, and everyday utility.

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

For more information, visit: <https://cellecor.com>

You may also contact: Ms Bindu Gupta

Director

cs@cellecor.in

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