Creative Newtech Limited

CIN - L52392MH2004PLC148754

An ISO 9001:2015 Certified Company

Registered Office: 3rd & 4th 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: 23rd November 2026

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

Symbol: CNL

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

Scrip Code - 544631

Subject: Creative Newtech Limited Honoured with "Highest Growing Premium Partner – Monitor Biz" Award at Samsung VD Leadership Summit 2026, South Korea

Dear Sir/Madam,

We are pleased to inform you that Creative Newtech Limited has been recognised with the prestigious **"Highest Growing Premium Partner – Monitor Biz"** award at the Samsung VD Leadership Summit 2026, held at **Samsung's Headquarters in Suwon-si, South Korea.**

This recognition marks an important milestone in the Company's partnership with Samsung and acknowledges its strong business growth, market development initiatives and contribution towards expanding Samsung's premium monitor business.

In this regard, please find enclosed herewith the Media Release providing further details of this recognition, its significance and the Company's continued focus on strengthening its partnership with Samsung.

We request you to kindly take the same on record.

For **Creative Newtech Limited**

TEJAS N DOSHI
Digitally signed by TEJAS N DOSHI
Date: 2026.11.23 08:20:14 +05'30'

Tejas Doshi
Chief Compliance Officer & Company Secretary
ACS – 30828

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Media Release

Creative Newtech Limited Honoured with "Highest Growing Premium Partner – Monitor Biz" Award at Samsung VD Leadership Summit 2026 in South Korea



Mumbai, November 23, 2026: Creative Newtech Limited (NSE: CNL | BSE: 544631), one of India's leading technology distribution and market development companies, is pleased to announce that it has been recognised with the prestigious **"Highest Growing Premium Partner – Monitor Biz"** award at the **Samsung VD Leadership Summit 2026**, held at **Samsung's Headquarters in Suwon-si, South Korea.**

The recognition marks an important milestone in Creative Newtech's ongoing partnership with Samsung and acknowledges the Company's strong growth, business performance and contribution towards expanding Samsung's premium monitor business.

The Samsung VD Leadership Summit 2026 brought together key business leaders and partners to celebrate achievements, strengthen strategic relationships and discuss opportunities for future growth.

This achievement reflects Creative Newtech's philosophy of building strong partnerships, delivering consistent performance and growing together with its global technology partners.

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Recognition of Strong Growth and Business Excellence

The **"Highest Growing Premium Partner – Monitor Biz"** award recognises Creative Newtech's contribution to the growth and development of Samsung's premium monitor business.

This achievement reflects the Company's continued efforts towards strengthening market penetration, expanding business opportunities, developing distribution channels and delivering value to customers through its strong market reach and business execution capabilities.

Creative Newtech's association with Samsung demonstrates its ability to work closely with leading global technology brands and contribute meaningfully to their growth in the Indian market. Through its established distribution network, understanding of market requirements and customer-focused approach, the Company continues to support the availability and adoption of innovative technology products across different customer segments.

The award also acknowledges the collective efforts of Creative Newtech's sales, marketing, business development and operational teams, whose dedication and commitment have played an important role in building and strengthening the Samsung business.

Strengthening a Long-Term Strategic Partnership

Creative Newtech considers its relationship with Samsung an important part of its business portfolio. The recognition further reinforces the strength of this partnership and the shared commitment of both organisations towards expanding market opportunities and delivering innovative technology solutions.

As demand for advanced visual display products continues to evolve, premium monitors are becoming increasingly relevant across professional, commercial, gaming and productivity applications. Creative Newtech remains focused on capitalising on these opportunities by enhancing market reach, strengthening channel engagement and supporting the growth of Samsung's premium display portfolio.

The Company believes that continued collaboration with leading global brands, combined with its market development capabilities and execution-focused approach, will help create further opportunities for business expansion and long-term value creation.

Commitment to Continued Growth

Receiving this recognition at Samsung's global headquarters in South Korea represents a significant achievement for Creative Newtech and reflects its growing capabilities as a trusted technology distribution and market development partner.

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The award serves as an encouragement for the Company to continue strengthening its operational capabilities, improving customer engagement and pursuing new growth opportunities in the premium technology segment.

Creative Newtech remains committed to deepening its association with Samsung, expanding its presence in the visual display business and maintaining its focus on innovation, collaboration and sustainable business growth.

The Company extends its appreciation to Samsung for this recognition and acknowledges the contributions of its employees, business partners, channel associates and customers who have supported this journey.

Management Commentary

Commenting on this achievement, **Mr. Ketan Patel, Chairman and Managing Director of Creative Newtech Limited**, said:
"We are extremely proud and honoured to receive this prestigious recognition from Samsung at its VD Leadership Summit 2026 in South Korea. This award reflects the strength of our partnership with Samsung, the trust placed in our capabilities and the dedication of our entire team. Our association with Samsung has been built on shared values, mutual trust and a common vision for growth. We remain committed to strengthening this partnership, expanding our market presence and creating greater value for our customers and stakeholders. This recognition motivates us to continue delivering strong performance and achieving new milestones together."

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 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 centres, 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

For further information please contact:

Creative Newtech Limited
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Note: *This press release/media 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.*