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Contact No.: +91 22 50612700 | Email: cs@creativenewtech.com | Website: www.creativenewtech.com

**Date: 31<sup>st</sup> December 2025**

**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**

**Sub: Creative Newtech Limited announces Pan-India distribution agreement with EIZO Private Limited (Indian subsidiary of EIZO Corporation, Japan.)**

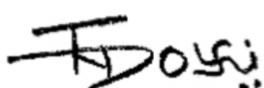
Dear Sir,

Please find attached Media Release regarding announcement of PAN-India distribution agreement with EIZO Private Limited (Indian subsidiary of EIZO Corporation, Japan.), a globally respected Japanese company known for its advanced imaging and high-end visual solutions.

Thanking you,

Yours Faithfully

For Creative Newtech Limited



**Tejas Doshi**  
Chief Compliance Officer and Company Secretary  
ACS – 30828



## Media Release

### **Creative Newtech and EIZO India Join Forces to Accelerate India's Security, Surveillance, and Mission-Critical Growth.**



**Mumbai, 31<sup>st</sup> December 2025:** As India strengthens its focus on safety, infrastructure resilience, and intelligent surveillance, the role of superior imaging technology is becoming central to how decisions are made and risks are managed. Surveillance today is no longer about visibility alone. It is about accuracy, depth, and reliability at scale.

Recognizing this evolution, **Creative Newtech Limited** (NSE: CNL, BSE: 544631) has entered into a Pan-India distribution partnership with **EIZO Private Limited, as the party to the agreement with the Indian subsidiary of EIZO Corporation, Japan.** A globally respected Japanese company known for its advanced imaging and high-end visual solutions.

EIZO is known worldwide for its reliable performance in demanding environments. Its solutions are used in surveillance, command centers, industrial sites, air traffic control, healthcare systems, and other critical operations where accuracy matters. The company's surveillance portfolio includes long-range cameras, enabling reliable monitoring over extended distances. Additionally, EIZO's robust range of IP solutions, ultra-high sensitivity

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cameras, and image optimization solutions streamline surveillance and video analysis for security control rooms, operations centers, and post-incident analysis rooms.

Through this collaboration, Creative Newtech will lead market development, distribution, and solution integration for EIZO's surveillance and professional imaging portfolio across India. Leveraging its nationwide distribution network, system-integrator relationships, and deep understanding of regulated and mission-critical markets, Creative Newtech will strengthen EIZO's presence across sectors such as infrastructure, industrial monitoring, and institutional surveillance.

This partnership fits naturally within Creative Newtech's ongoing expansion in the surveillance domain. Over the years, Creative Newtech has built a strong presence through partnerships with two of India's four STQC-certified surveillance brands, establishing credibility in quality and compliance. The addition of EIZO enhances this foundation with advanced Japanese imaging technology, enabling Creative Newtech to offer comprehensive surveillance and monitoring solutions spanning long-range cameras, visualization systems, and control-room infrastructure.

For Creative Newtech, surveillance is evolving from a category of products to a pillar of infrastructure. The focus is now on systems built for precision, continuity, and long-term reliability; qualities that define how the company continues to shape India's next phase of intelligent surveillance.

A key long-term focus of the collaboration is **Make in India**. EIZO has outlined its intent to explore local manufacturing in India in the coming years. Creative Newtech will support this transition by providing market access, operational scale, and on-ground execution capabilities, aligning global technology with India's indigenization and self-reliance objectives.

The partnership reinforces Creative Newtech's strategy of building high-quality, future-ready technology platforms while expanding its presence in high-growth surveillance and imaging categories.

## **EIZO's Surveillance Portfolio: Japanese Precision for India's Growth Story:**

EIZO's portfolio represents more than technology; it reflects a philosophy that clarity drives better decisions and precision builds trust. Every product is a result of decades of Japanese craftsmanship, engineered to perform where consistency and reliability are non-negotiable.

At its core lies a range of ultra-high sensitivity cameras capable of viewing long distances like five kilometers and above with remarkable accuracy. Designed for critical infrastructure and wide-area surveillance, these systems ensure visibility even in the most demanding conditions. Advanced low-light and night-vision imaging technologies bring clarity to environments where every frame count, while IP-based systems sustain accuracy and stability during continuous operations.

EIZO's expertise extends beyond capture. Its professional-grade displays and visualization systems form the command layer of air-traffic towers, industrial control rooms, defense installations, and enterprise surveillance centers. Signal-processing and decoding technologies bring these systems together, turning data into clear, actionable visuals.

Every EIZO product is built for endurance, long operational life, consistent colour fidelity, and minimal downtime. These qualities make EIZO a trusted partner in global security and infrastructure. With a roadmap aligned to Make in India, the company is committed to combining Japanese precision with India's growing manufacturing strength, creating imaging systems that inspire confidence, empower safety, and endure with purpose.

### **Management Comment:**

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

*"We see imaging and surveillance as long-term national infrastructure, not just a product category. Our partnership with EIZO reflects that belief. EIZO's Japanese engineering excellence in surveillance cameras and professional monitors, combined with their intent to manufacture in India, aligns closely with how we are building Creative's future."*

*Over the years, we have focused on creating a surveillance platform based on quality, compliance, and execution. Alongside Sparsh and Matrix, the addition of EIZO strengthens this platform with advanced imaging capability and global technology depth.*

*This partnership is about building capability in India, bringing world-class imaging technology closer to the market, supporting indigenization, and contributing to a stronger, more self-reliant surveillance ecosystem over time."*

### Commenting on the partnership, Mr. Rohan Chahande, Managing Director and CEO of EIZO Private Limited, said:

*"This partnership with Creative Newtech Limited is a strategic milestone in accelerating EIZO's growth in India's security, surveillance, and mission-critical markets. India is witnessing rapid expansion across smart cities, transportation, public safety, and critical infrastructure, and EIZO is committed to supporting this transformation with world-class visual technology.*

*EIZO is a global visual technology company, trusted worldwide for Japanese-engineered display solutions designed for 24x7 mission-critical environments. Our solutions are widely deployed in surveillance command centers, traffic management systems, defense, and infrastructure projects where reliability and precision are essential.*

*By combining Creative Newtech Limited's strong market reach with EIZO's advanced, AI-ready visualization portfolio, we aim to scale our presence across government, PSU, and enterprise sectors, and contribute meaningfully to India's next phase of secure, intelligent infrastructure growth."*

### 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.

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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 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)**

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