



Cello World Limited

(formerly known as 'Cello World Private Limited')

Regd. Office: 597/2A, Somnath Road, Dabhel, Nani Daman, Daman & Diu - 396 210. (India)

Admin Office: Cello House, Corporate Avenue, 'B' Wing, 8th Floor, Sonawala Road, Goregaon (E), Mumbai - 400 063, (India),

Tel: 022 6997 0000, e-mail: cello.sales@celloworld.com, grievance@celloworld.com

Website: www.corporate.celloworld.com **CIN:** L25209DD2018PLC009865

November 11, 2025

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 Scrip Code: 544012	National Stock Exchange of India Limited Exchange Plaza, C-1, Block - G, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 Symbol: CELLO
---	---

Sub: Investor Presentation

Dear Sir(s)/ Madam(s),

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, enclosed herewith the Investors' Presentation for the second quarter ended on September 30, 2025.

You are requested to take the same on record.

Thanking you.

Yours faithfully,

For Cello World Limited

Hemangi Trivedi
Company Secretary & Compliance Officer
M.no. A27603
Encl: A/a



Cello World Limited

Investor Presentation | November 2025



This presentation has been prepared by and is the sole responsibility of **Cello World Limited** (the "Company"). By accessing this presentation, you are agreeing to be bound by the trailing restrictions.

This presentation does not constitute or form part of any offer or invitation or inducement to sell or issue, or any solicitation of any offer or recommendation to purchase or subscribe for, any securities of the Company, nor shall it or any part of it or the fact of its distribution form the basis of, or be relied on in connection with, any contract or commitment thereof. In particular, this presentation is not intended to be a prospectus or offer document under the applicable laws of any jurisdiction, including India. No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. There is no obligation to update, modify or amend this communication or to otherwise notify the recipient if the information, opinion, projection, forecast or estimate set forth herein, changes or subsequently becomes inaccurate.

Certain statements contained in this presentation that are not statements of historical fact constitute "forward-looking statements." You can generally identify forward looking statements by terminology such as "aim", "anticipate", "believe", "continue", "could", "estimate", "expect", "intend", "may", "objective", "goal", "plan", "potential", "project", "pursue", "shall", "should", "will", "would", or other words or phrases of similar import. These forward-looking statements involve known and unknown risks, uncertainties, assumptions and other factors that may cause the Company's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements or other projections. Important factors that could cause actual results, performance or achievements to differ materially include, among others: (a) our ability to successfully implement our strategy, (b) our growth and expansion plans, (c) changes in regulatory norms applicable to the Company, (d) technological changes, (e) investment income, (f) cash flow projections, and (g) other risks.

This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. The Company may alter, modify or otherwise change in any manner the content of this presentation, without obligation to notify any person of such change or changes.

Cello®
Companion for Life



**Financial
Highlights**



Commenting on the Result, Mr. Pradeep Rathod, Chairman & Managing Director, Cello World Limited said

"I am pleased to share that in Q2FY26, Cello World Limited delivered a healthy performance, reporting revenue of Rs. 587 crores, up 20% year-on-year, and achieving an EBITDA of Rs. 141 crores. Our Glass plant in Falna is ramping up as per the plan with about 55% utilization, which is expected to reach 80% by Q4FY26. While the plant is in the gestation phase, the margin structures will continue to be impacted.

Broadly, the current quarter benefited from strong festive momentum across our key categories, supported by robust consumer demand and efficient execution. Despite the recent GST rate changes, which had a minimal impact on our portfolio, this performance reflects the strength of our brand, disciplined operations, and continued focus on execution excellence.

As we look ahead, with new capacities coming onstream across plasticware and steel bottles, along with our continued focus on efficiency, innovation, and portfolio expansion, we remain confident of entering FY27 on a stronger footing."

Q2 & H1FY26 Financial & Operational Highlights



Q2 Q1

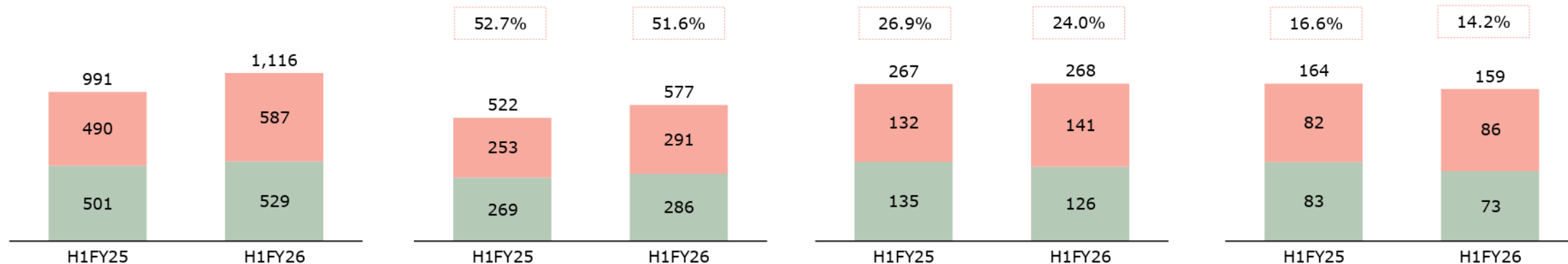
(Rs. Crs.)

Revenue from Operations

Gross Profit

EBITDA

PAT (Attributable to Owners)

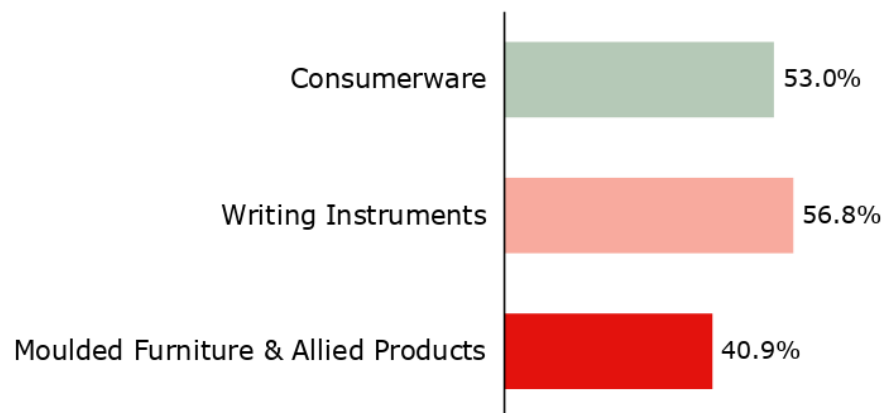
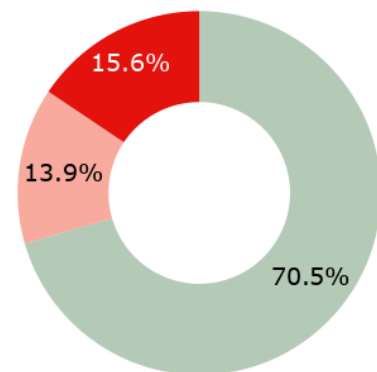


Revenue – Vertical Wise (H1FY26)

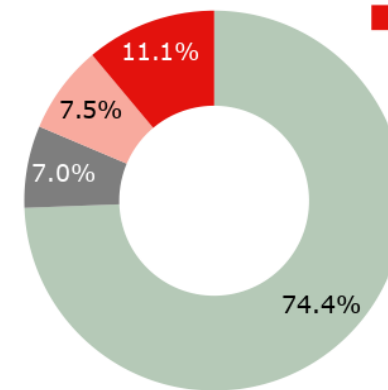
GP Margins – Vertical Wise (H1FY26)

Distribution Channel Mix (H1FY26)

Consumerware
Writing Instruments
Moulded Furniture & Allied Products



General Trade
Modern Trade
Exports
Online



Profit and Loss Statement

Consolidated Profit & Loss (Rs. In Cr)*	Q2FY26	Q2FY25	YoY	H1FY26	H1FY25	YoY
Revenues from Operation	587.4	490.1	20%	1,116.5	990.7	13%
Cost of Goods Sold	296.4	237.1		539.8	468.3	
Gross Profit	291.1	253.0	15%	576.6	522.4	10%
Gross Profit Margin %	49.5%	51.6%		51.6%	52.7%	
Employee Cost	61.7	52.5		122.2	104.7	
Other Expenses	101.7	81.9		217.7	169.8	
Other Income	13.6	13.3		30.8	19.3	
Share of Loss from Associates	-	-		-	-0.3	
EBITDA	141.3	131.9	7%	267.6	266.9	0%
EBITDA Margin %	24.0%	26.9%		24.0%	26.9%	
Depreciation	19.5	14.8		38.1	29.0	
EBIT	121.8	117.1	4%	229.4	237.9	-4%
EBIT Margin %	20.7%	23.9%		20.5%	24.0%	
Finance Cost	0.5	0.3		0.6	0.9	
Profit Before Tax	121.3	116.8	4%	228.8	237.0	-3%
Tax	29.9	30.0		56.8	61.1	
Profit After tax	91.3	86.8	5%	172.0	175.9	-2%
PAT Margin %	15.5%	17.7%		15.4%	17.8%	
Non Controlling Interest	5.7	5.1		13.3	11.7	
Profit After tax (Attributable to Owners)	85.7	81.6	5%	158.7	164.2	-3%
PAT Margin % (Attributable to Owners)	14.6%	16.7%		14.2%	16.6%	

Balance Sheet

Particulars (Rs. In Cr)*	September 2025	March 2025
EQUITY & LIABILITIES		
Equity		
Equity share capital	110.4	110.4
Other equity	2,183.0	2,057.0
Total equity attributable to owners of the Group	2,293.4	2,167.4
Non-controlling interest	249.2	241.1
Total Equity	2,542.6	2,408.5
Liabilities		
Non-current liabilities		
Financial liabilities		
i) Borrowings	-	-
ii) Lease liabilities	4.6	4.7
iii) Other financial liabilities	-	-
Provisions	5.6	4.8
Deferred tax liabilities (net)	19.7	15.2
Total non-current liabilities	30.3	24.7
Current liabilities		
Financial liabilities		
i) Borrowings	0.5	0.5
ii) Lease liabilities	0.5	0.1
iii) Trade Payables		
(a) Total outstanding dues of micro and small enterprises	50.9	33.6
(b) Total outstanding dues of creditors	127.1	116.6
iv) Other financial liabilities	19.3	25.4
Other current liabilities	22.0	24.9
Provisions	2.0	2.2
Current tax liabilities (net)	11.7	5.3
Total current liabilities	233.5	208.6
Total equity and liabilities	2,806.5	2,641.8

Particulars (Rs. In Cr)*	September 2025	March 2025
ASSETS		
Non-current assets		
Property, plant and equipment	608.2	600.1
Capital work in progress	50.7	18.8
Right-of-use assets	13.4	13.8
Intangible assets	1.4	1.7
Intangible assets under development	-	-
Financial assets		
ii) Investments in associates	-	-
iii) Other investments	31.6	30.8
ii) Loans	0.8	0.8
iii) Other financial assets	10.3	10.2
Deferred tax assets (net)	3.4	1.7
Income tax assets (net)	5.8	2.2
Other non-current assets	36.5	19.9
Total non-current assets	762.0	699.9
Current assets		
Inventories	501.0	524.6
Financial assets		
i) Investments	647.0	568.8
ii) Trade receivable	772.2	657.8
iii) Cash and cash equivalents	27.4	51.7
iv) Bank balances other than (iii) above	5.4	35.9
v) Loans	1.0	1.1
vi) Other financial assets	5.5	10.9
Other current assets	84.9	91.2
Total current assets	2,044.5	1,942.0
Total assets	2,806.5	2,641.8

Cash Flow Statement

Particulars (Rs. In Cr)*	H1 FY26	H1 FY25
Net Profit Before Tax	228.8	237.0
Adjustments for: Non - Cash Items / Other Investment or Financial Items	12.7	11.6
Operating profit before working capital changes	241.6	248.7
Changes in working capital	-59.3	-133.4
Cash generated from Operations	182.2	115.3
Direct taxes paid (net of refund)	51.5	50.4
Net Cash from Operating Activities	130.8	64.9
Net Cash from Investing Activities	-116.5	-420.5
Net Cash from Financing Activities	-38.6	357.6
Net Decrease in Cash and Cash equivalents	-24.3	2.0
Add: Cash & Cash equivalents at the beginning of the period	51.7	32.2
Cash & Cash equivalents at the end of the period	27.4	34.2



COMPANION
FOR LIFE



**About
Cello**

Amongst the Popular Consumer Products Companies in India



19,500+

No. of SKUs*

Most Diversified Product Portfolio Among Peers
Consumer Ware, Writing Instruments, Moulded Furniture and Allied Products

14

Own manufacturing facilities

4,000+

No. of Distributors*

Diverse range of products across different product categories, types of material and price points

78%

Revenues from in house manufacturing – **H1 FY26**

1,50,000+

No. of Retailers*

Over Six decades of experience with track record of scaling up new businesses and product categories with **Promoters have 80+ years combined experience**

24.0%

EBITDA Margins–
H1 FY26

20.3%

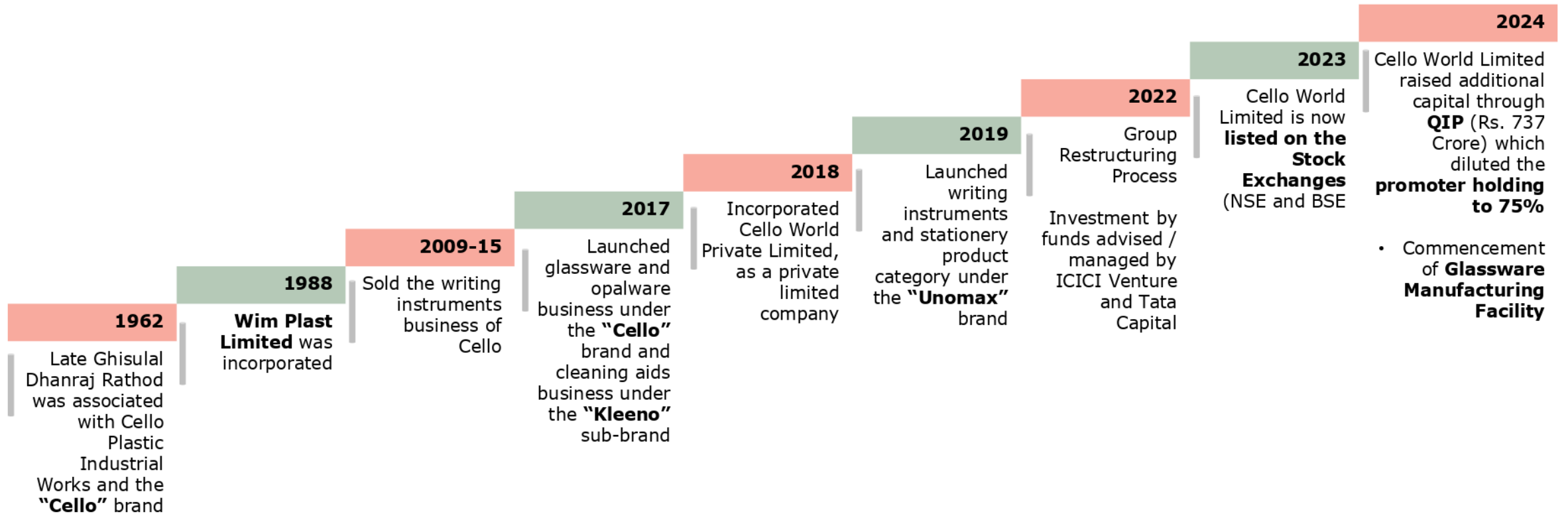
One of the Highest **RoCE*** in the Industry - FY25

PAN India Distribution Network
Presence across multiple channels with Nationwide sales and distribution network

14.2%




PAT (Attributable to Owners) Margins – **H1 FY26**

* ROCE = EBIT / Capital Employed. Capital Employed = Tangible Network + Total Borrowings + Deferred Tax Liability (Tangible Network = Total Equity – Intangible Assets – Deferred Tax Assets)



Prominent Player In The Consumer Market in India

cello®

Business Vertical	Consumer Ware	Writing Instruments	Moulded Furniture and Allied Products ¹
Market Size (Rs. Bn.) ²	377.00	133.50	205.00
Product Categories	<ul style="list-style-type: none"> ✓ Houseware ✓ Insulatedware ✓ Cleaning Aids ✓ Electronic Appliances 	<ul style="list-style-type: none"> ✓ Pen & Pencil ✓ Highlighters ✓ Correction Pens ✓ Markers 	<ul style="list-style-type: none"> ✓ Moulded Furniture ✓ Allied Products ✓ Air Coolers
Brands			
Revenue Contribution – FY25 (%)	68.4%	14.4%	17.2%
EBITDA – FY25 (%)	26.1%	27.4%	24.2%

1. Includes plastic moulded furniture and air cooler market
2. FY23 data as per Technopak Industry Report



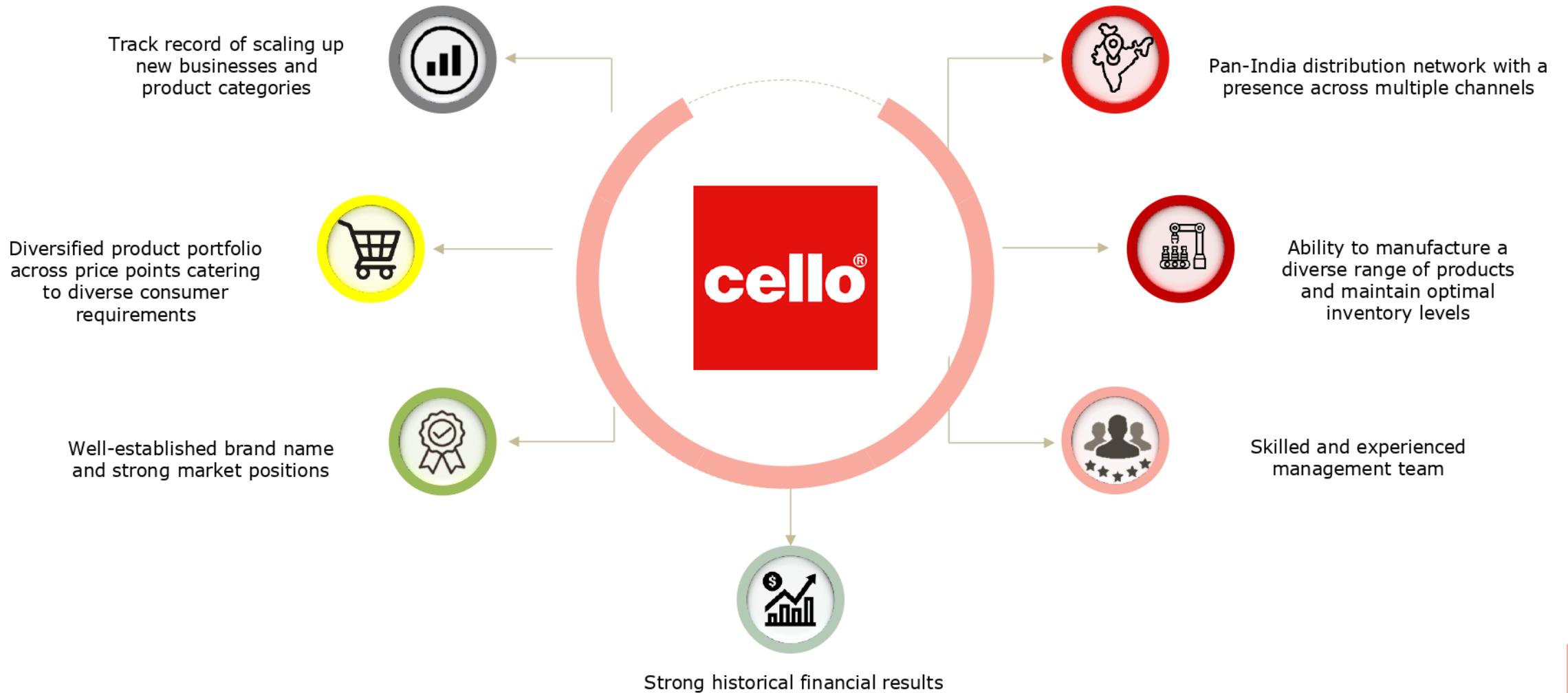
COMPANION
FOR LIFE



**Cello's
Strengths**

Cello's Strengths Will Continue To Drive Success

cello[®]



1. Well-established Brand Name And Strong Market Positions



1

"Cello" brand is well established and enjoys strong brand recall – Reflection of our vast experience, continuous product development and consumer understanding



2

Diverse array of promotional and marketing efforts, including, in-shop displays, merchandising, advertisements in print and social media, retail and product branding



3

Focus on strengthening the "Cello" brand equity and brand recall among our consumers



4

Engaged with tie-ups with large studios to market our lunch boxes, bottles and stationeries for children, using various cartoon characters



The Company is a prominent player in the consumerware market in India¹

"Cello" was awarded as one of the most trusted brands of India in 2021 by Commerzify

2. Diversified Product Portfolio



Consumer Ware



Cookware



Insulatedware



Hot Drinks



Dessert Set



Lunch Packs



Kids Tiffin & Bottles



Condiment Set



Bowl Set



Kitchen Appliances



Kleeno



Cups & Saucers



Bakeware



Pet Bottle



Storage



Drinkware



Gift Set



Writing Instruments



Liquid Ball Point Pens



Mathematical Instruments



Mechanical Pencil



Market & Highlighters



Wax Crayons



Gift Sets



Roller Pens



Executive Fountain Pens



Moulded Furniture and Allied Products



Lifestyle Collection



Premium Collection



Horeca Collection



Stools Collection



Storage Collection



Crates



Dustbin



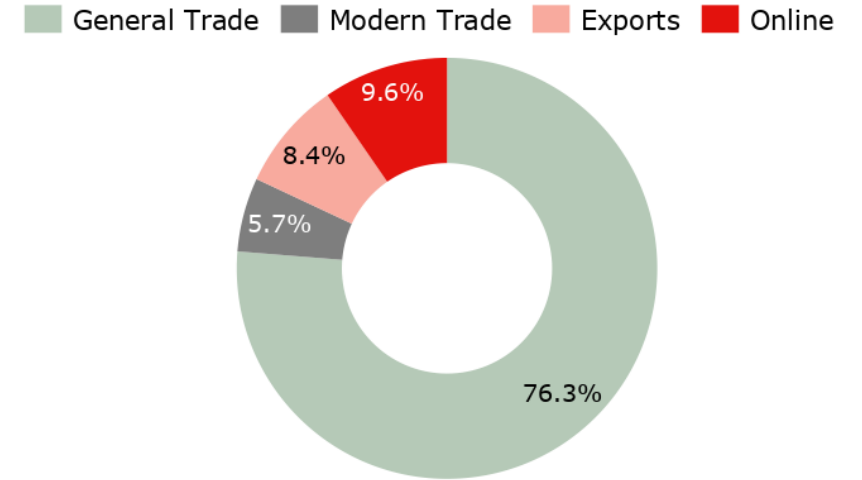
Air Cooler

Diverse range of products across different product categories, types of material and price points, which enables Cello to serve as a "one-stop-shop", with consumers across all income levels purchasing our products¹

3. Pan-India Distribution Network With A Presence Across Multiple Channels

Product Categories	Pan India Distribution Network ^{2,3}
Consumer Houseware	951 distributors and 79,993 retailers
Writing Instruments	29 super-stockist, 1,570 distributors and 65,072 retailers
Moulded Furniture and Allied Products ¹	1,693 distributors and 6,840 retailers

Distribution Channels Mix (FY25)



Our nationwide sales and distribution network is supported by our dedicated sales team

Ability to respond to our network of distributors and trade consumers, as well as changing consumer preferences and constantly fluctuating demand



Insights into consumer preference and market feedback



Check for product-market fit at an early stage before scaling them up



Structure appropriate pricing discounts and advertisement campaigns during festive seasons



Balance product availability and inventory levels to deploy resources in an efficient manner

1. Allied products includes the air-cooler segment

2. The data provided above are not unique to the individual product categories, and may overlap with the other product categories

3. As on 31st March 2025

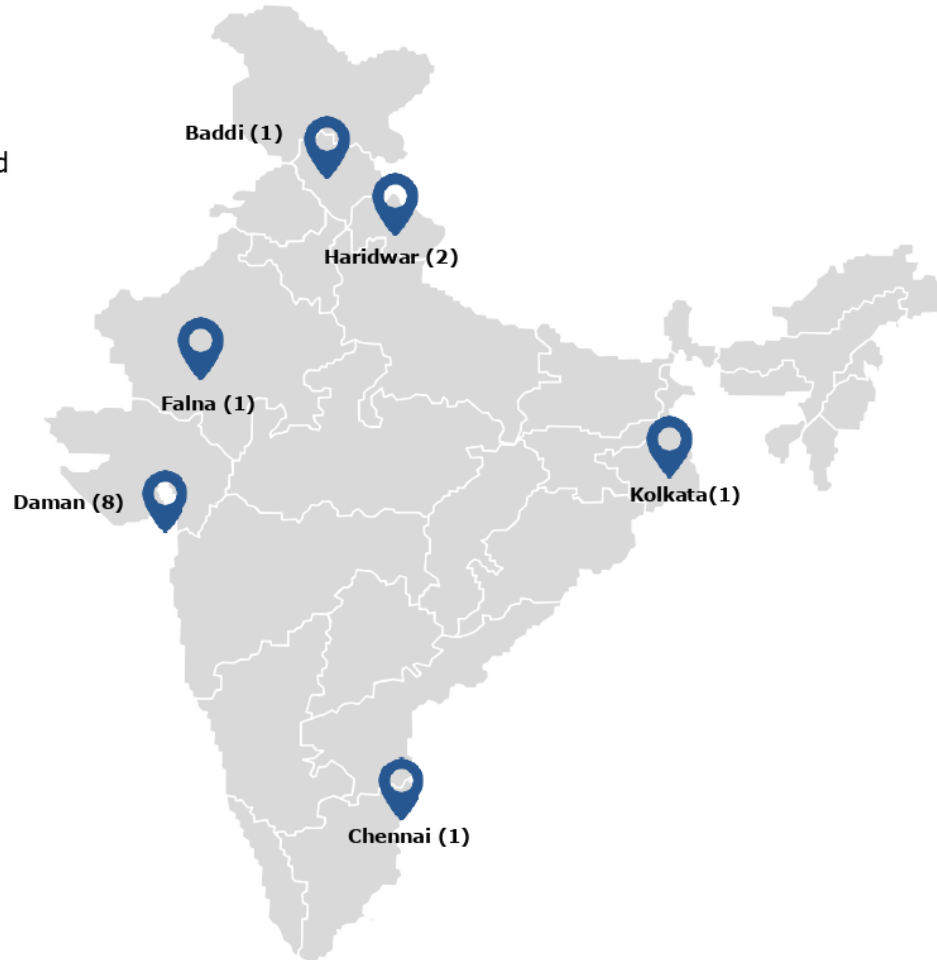
4. Ability To Manufacture A Diverse Range Of Products...

77%

FY25 revenues derived from in-house manufacturing

14

Manufacturing Facilities

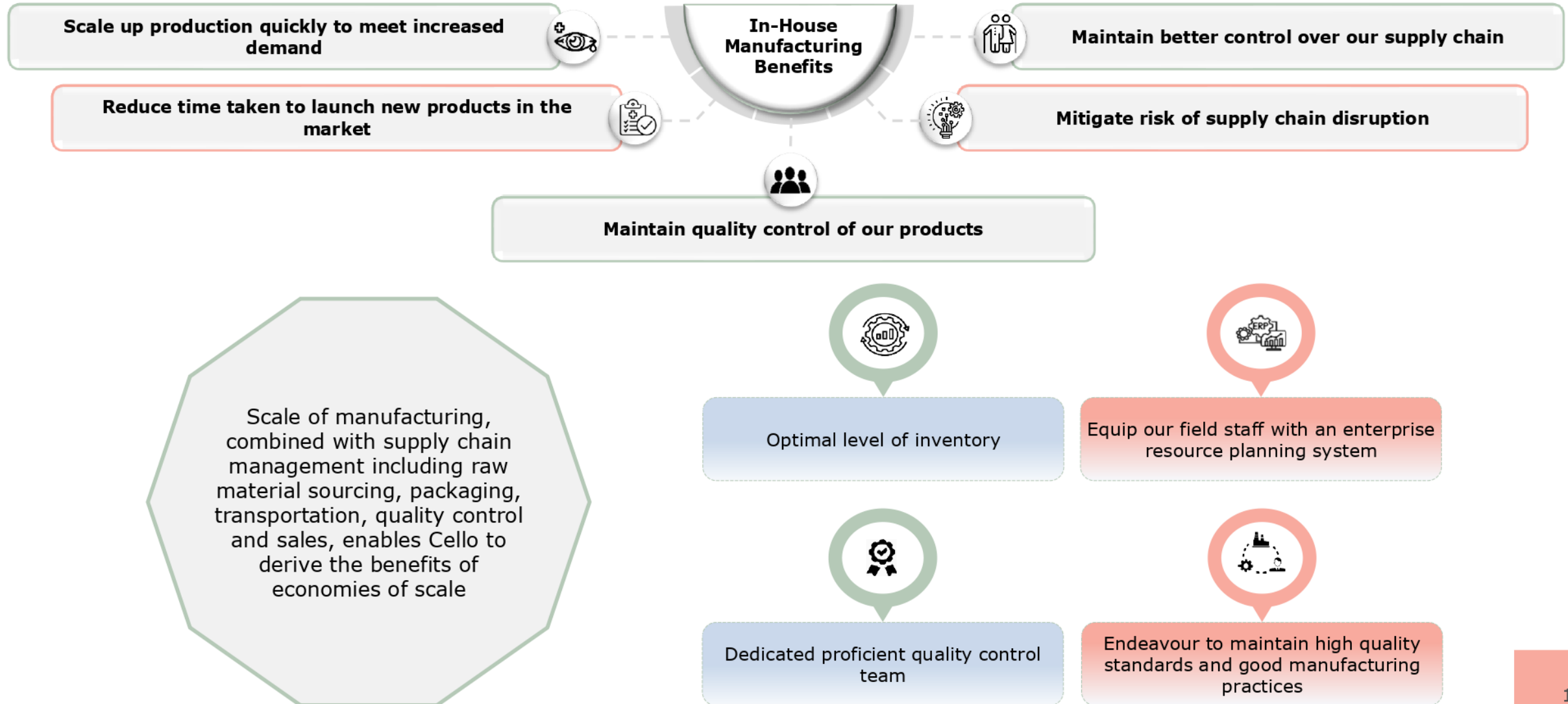


Mfr. Unit	Products Manufactured
Daman Unit-I	Plastic moulded furniture and other articles
Daman Unit-II	Plastic moulded furniture and other articles
Daman Unit-III	Plastic Extrusion Sheet
Daman Unit-IV	Household and Insulated ware
Daman Unit-V	Household and Insulated ware
Daman Unit-VI	Opalware and Glassware
Daman Unit-VII	Stationery and allied products
Daman Unit-VIII	Stationery and allied products
Haridwar Unit-I	Plastic moulded furniture and other articles
Haridwar Unit-II	Houseware, insulatedware, melamine and allied products
Baddi Unit-I	Plastic Extrusion Sheet
Chennai Unit-I	Plastic moulded furniture, other articles and tooling unit
Kolkata Unit-I	Plastic moulded furniture and other Articles
Rajasthan Unit	Glassware Facility

Cello is expected to become the only domestic consumer products company which has presence across all material types to have an in-house glassware manufacturing unit in India

* This capacity is on approximate basis and can vary based on changes in product mix
Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.

.. Leading to better control over supply chain



5. Board of Directors

Promoters have over 90 years of combined experience in the consumer products industry



Pradeep Ghisulal Rathod
Chairman and Managing Director

- 40+ years of experience in the business of manufacturing and trading in, inter alia, plastic articles, insulatedware articles and raw materials
- Director of our company since its incorporation



Pankaj Ghisulal Rathod
Joint Managing Director

- 35+ years of experience in the business of manufacturing and trading in, inter alia, plastic articles and raw materials and insulatedware articles
- Instrumental in launch of the writing instruments business and also has experience in marketing and product development of all consumer product categories
- Director of our company since its incorporation



Gaurav Pradeep Rathod
Joint Managing Director

- 10+ years of experience in the marketing of consumerware products
- Master's degree in Business Administration from University of Strathclyde, Scotland and Bachelor's degree in Science (Economics-finance) from Bentley University, Massachusetts
- Instrumental in launch of opalware products and growth of online and e-commerce sales
- Director of our Company since its incorporation



Gagandeep Singh Chhina
Non-Executive Director

- 20+ years of experience
- Post-graduate Diploma in Management from IIM, Calcutta and bachelor's degree in engineering (mechanical) from the Punjab Engineering College, Chandigarh, Panjab University
- Serves as the senior director, private equity at ICICI Venture Funds Mgmt. Company Limited
- Previous experience with Engineers India Ltd, WL Ross (India) Ltd and CRISIL Ltd.



Piyush Sohanraj Chhajed
Independent Director

- 20+ years of experience practicing as a chartered accountant
- Fellow of the Institute of Chartered Accountants of India



Pushap Raj Singhvi
Independent Director

- ~46 years of experience in the petrochemical industry
- Bachelor's degree in law from University of Calcutta
- Previous experience with Borouge (India) Private Limited as the Managing Director



Arun Kumar Singhal
Independent Director

- 45+ years of experience
- Bachelor's degree in engineering from Birla Institute of Technology and Science
- Previous experience with Johnson and Johnson, India and Johnson and Johnson, Asia Pacific



Sunipa Ghosh
Independent Director

- ~20 years of experience
- Post Graduate Diploma in Business Management from Indian Institute of Social Welfare and Business Management
- Fellow of Institute of Company Secretaries of India
- Currently, she is the director head of legal (India) and company secretary at Dassault Systemes Solutions Lab Private Limited



Manali Nitin Kshirsagar
Independent Director

- 10+ years of legal experience
- Bachelor's degree in Law from Government Law College, University of Mumbai
- Passed the professional programme examination held by Institute of Company Secretaries of India
- Enrolled as an advocate with the Bar Council of Maharashtra and Goa
- Previous experience with Parinam Law Associates and ALMT Legal

5. Experienced Management Team

Senior Management Team With Expertise Across Sectors



Atul Parolia

Chief Financial Officer

- 30+ years of experience in finance and accounting
- Associate of Institute of Chartered Accountants of India and Institute of Company Secretaries of India
- Leadership role in financial decision making and providing strategic financial input to senior management
- Associated with Cello group since November 1, 1991



Hemangi Trivedi

CS and Compliance Officer

- 13+ years of experience in legal and secretarial compliance
- Bachelor's degree in Commerce and Bachelor's degree in Law from University of Mumbai
- Associate of Institute of Company Secretaries of India
- Responsible for secretarial, compliance and legal functions
- Previous experience with Avaada Energy Private Limited and Sanjay Doshi and Associates



Rajesh Bang

CFO - Cello Household Products Private Limited

- 25+ years of experience in finance, accounts, taxation, internal control and costing
- Member of Institute of Chartered Accountants of India



Sreyas Jain

CFO - Unomax Stationery Private Limited

- 25+ years of experience in finance, accounts, taxation, treasury management and investments, compliances, statutory audit and internal control and costing
- Master's degree in Business Administration with specialization in finance from Institute for Technology and Management, Southern New Hampshire University



Mahesh Kedia

General Manager – Cello Industries Private Limited

- Passed final examination held by Institute of Chartered Accountants of India
- Previous experience with Supreme Industries Limited, Lester Infoservices Private Limited, Ranger Apparel Export Private Limited and Oudh Sugar Mills Limited



Satish Pancholi

General Manager, Finance and Accounts

- 15+ years of experience in finance and accounting
- Member of Institute of Chartered Accountants of India
- Previous experience with Health and Beauty Care Private Limited



Madhusudan Jangid

CFO – Wimplast Limited

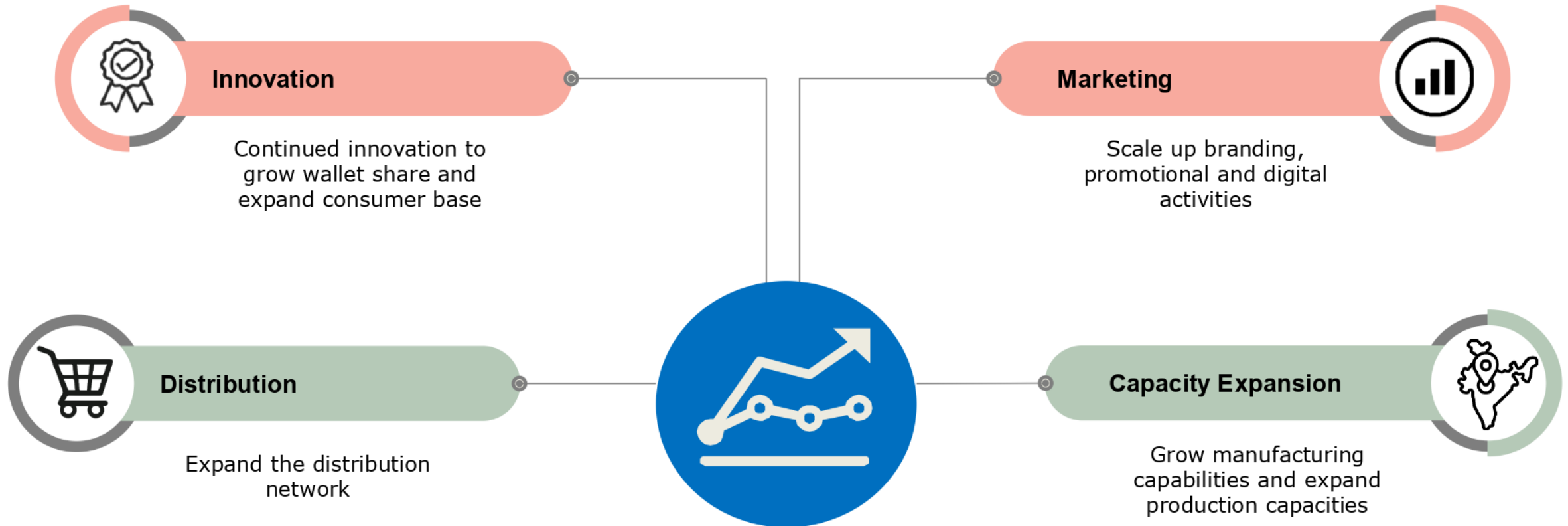
- 25+ years of experience in taxation, auditing, financial management consultancy, internal controls, statutory audit, compliances and litigation
- Associate of Institute of Chartered Accountants of India
- Joined Wim Plast Limited on July 1, 1999



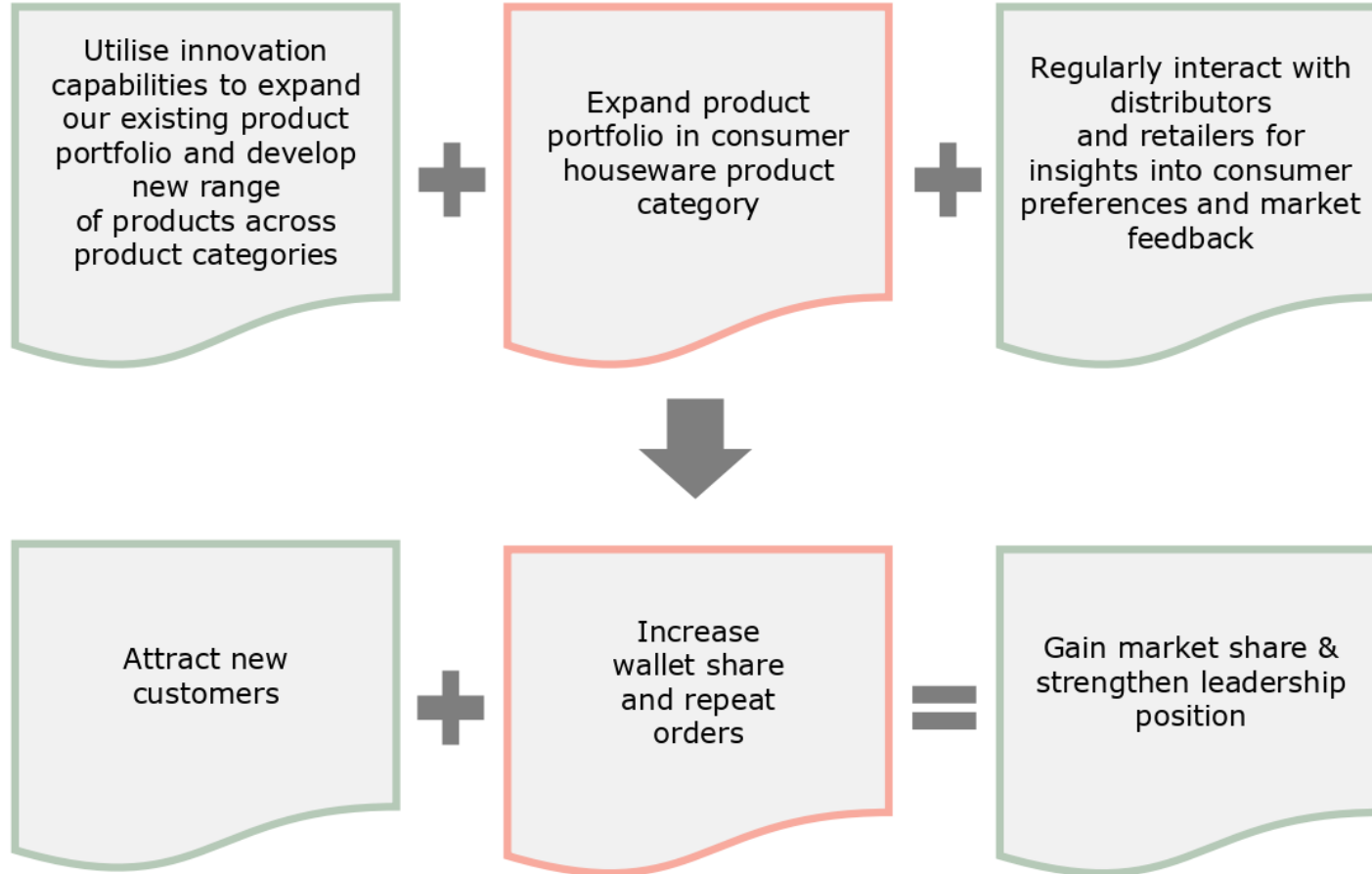
COMPANION
FOR LIFE



**Growth
Drivers**



1. Continued innovation to grow wallet share and expand consumer base



2. Expand Distribution Network



Enter in arrangements with more distributors and continue to nurture existing relationships

Increase sales velocity by incentivizing our distributors and retailers to increase the volume of products sold by them

Increase interactions with distributors and retailers, including through sales and marketing employees

Incentivise distributors through periodic and festival sales schemes, annual and periodic revenue targets and product-specific schemes (through discounts and gift hampers)

Increase presence in existing markets abroad by expanding distribution network and entering into new markets for writing instruments and stationery products

3. Scale up branding, promotional and digital activities

Focus on Branding And Promotional activities



Above and below the line marketing



Retail Branding



Advertisement channels such as television, digital media and social media



Product Branding



Increase our digital presence



4. Grow manufacturing capabilities and expand production capacities



Recently, commissioned new **Glassware Manufacturing** facility in Rajasthan with an annual capacity of **~20,000 tonnes**

This is being **operationalized** in a **phased manner**

Expanded opalware capacity in the manufacturing facility in Daman to increase our installed annual capacity to **25,000 tonnes** of opalware per annum

Undertake planned increases in installed capacities of plastic products, Insulated ware, moulded furniture and writing instruments and stationery



Lower dependence on the import of glassware

Expected to become the only domestic consumer products company with an in-house glassware manufacturing unit

4. Glassware manufacturing facility in Rajasthan

cello®



20,000

Installed Annual Capacities
(Tonnes)



~55%

Current Utilization Level

Facility to house European-made machinery that enables high productivity and precision in design and finish



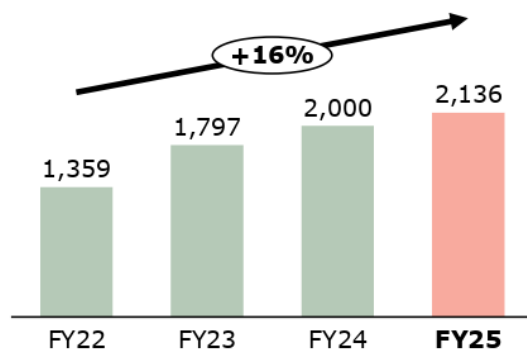
COMPANION
FOR LIFE



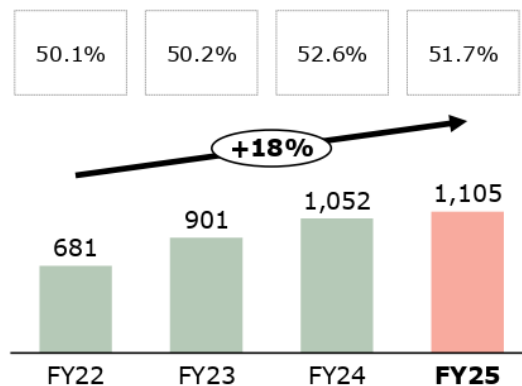
Historical Financials

Strong Financial Performance over years

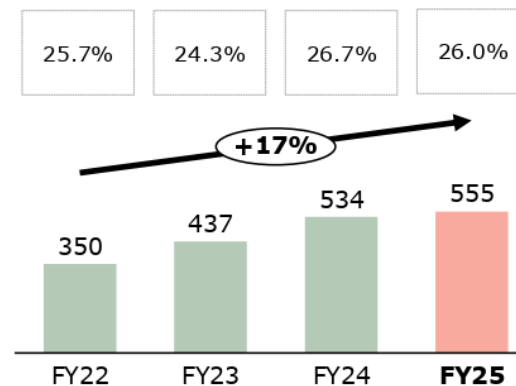
Revenue from Operations



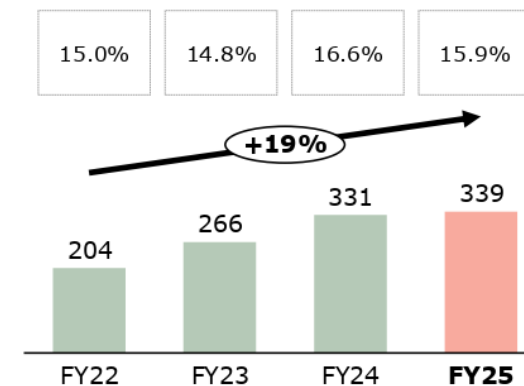
Gross Profit



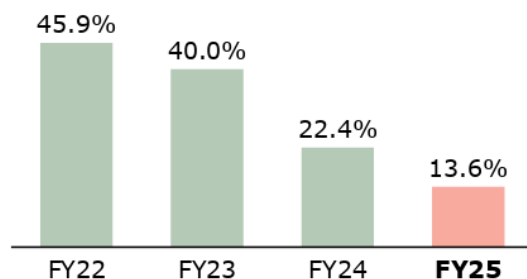
EBITDA



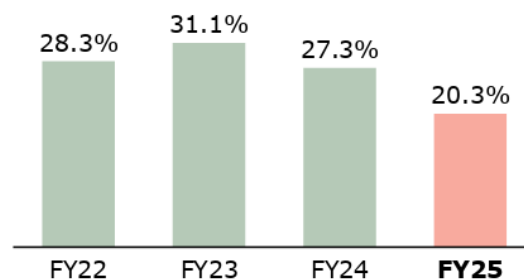
PAT (Attributable to Owners)



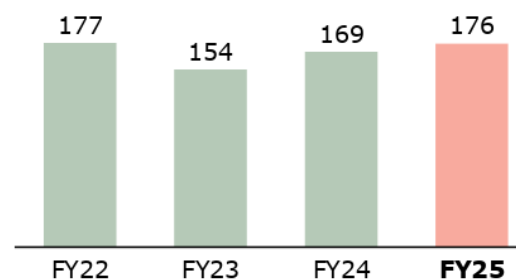
Return on Equity



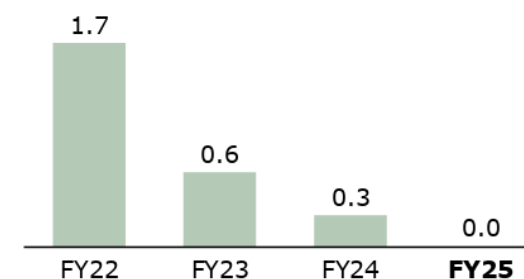
Return on Capital Employed



Working Capital (in days)

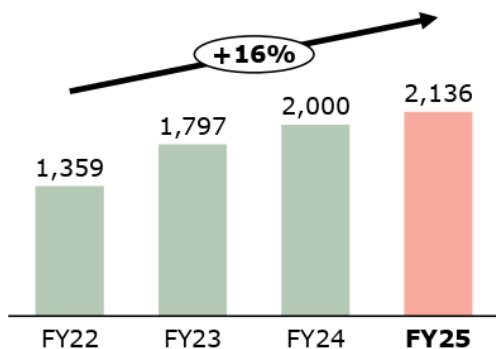


Debt to Equity



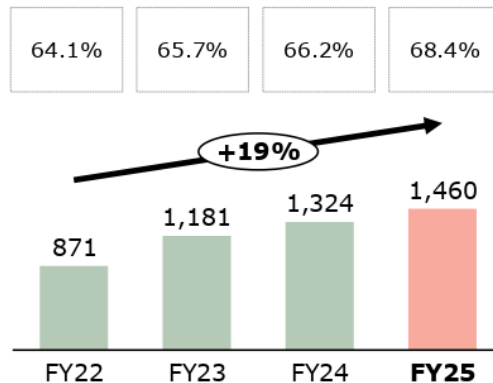
- *ROCE = EBIT / Capital Employed. Capital Employed = Tangible Network + Total Borrowings + Deferred Tax Liability (Tangible Network = Total Equity – Intangible Assets – Deferred Tax Assets)
- ROE = PAT/ Total Equity (excluding Capital reserve on business combination under common control)

Revenue from Operations

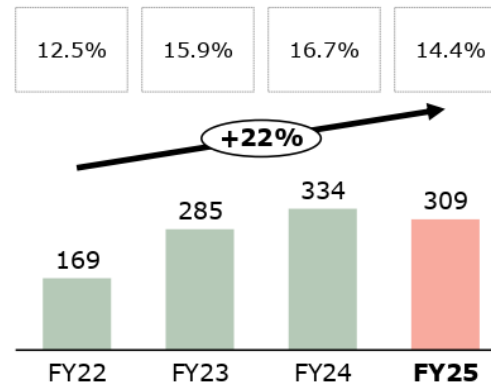


% Rev. Cont.

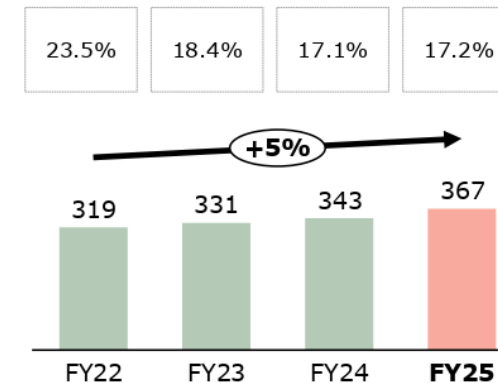
Consumer Ware



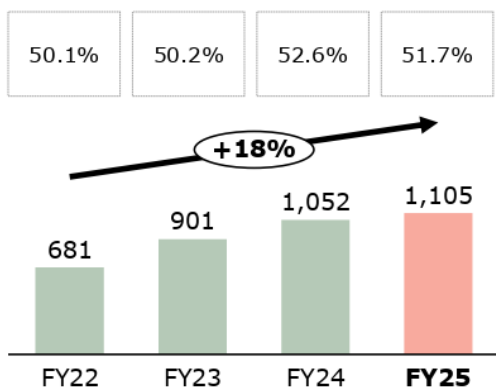
Writing Instruments



Moulded Furniture and Allied Products

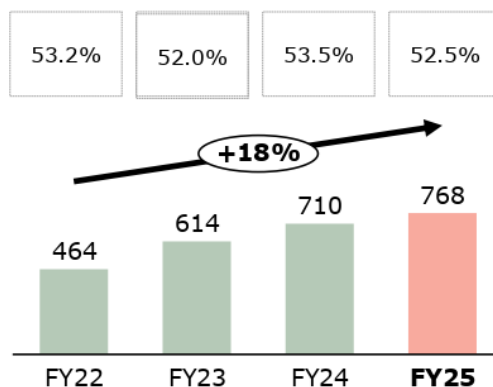


Gross Profit

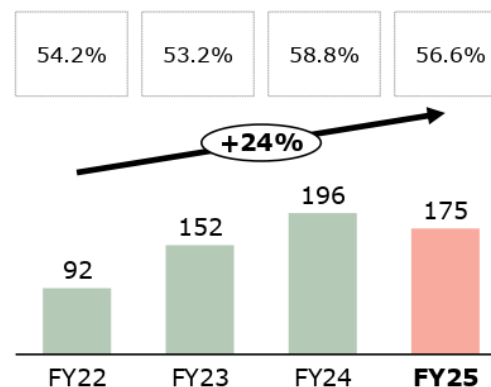


GP Margins

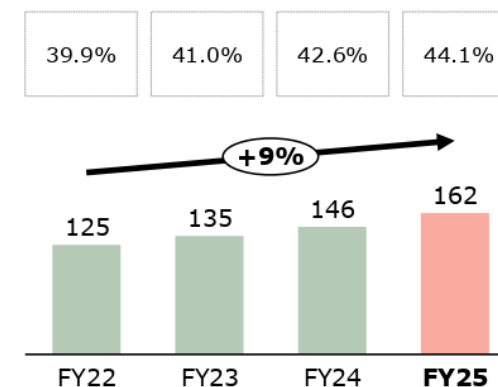
Consumer Ware



Writing Instruments



Moulded Furniture and Allied Products



Profit and Loss Statement

Profit & Loss (Rs. Crs.)*	FY25	FY24	FY23	FY22
Revenues from Operation	2,136.4	2,000.3	1,796.7	1,359.18
Cost of Goods Sold	1,031.5	948.4	895.5	678.6
Gross Profit	1,104.9	1,051.8	901.2	680.6
Gross Profit Margin %	51.7%	52.6%	50.2%	50.1%
Employee Cost	211.2	189.5	157.6	131.9
Other Expenses	383.3	352.7	323.1	215.1
Other Income	44.7	25.1	16.7	15.9
Share of Profit from JVs and Associates	-0.32	-0.47	-0.01	0.00
EBITDA	554.7	534.3	437.3	349.5
EBITDA Margin %	26.0%	26.7%	24.3%	25.7%
Depreciation	62.0	56.7	50.3	47.6
EBIT	492.7	477.6	386.9	302.0
EBIT Margin %	23.1%	23.9%	21.5%	22.2%
Finance Cost	1.5	2.6	1.8	2.9
Profit Before Tax	491.3	475.0	385.2	299.1
Tax	126.7	118.8	100.1	79.6
Profit After tax	364.6	356.2	285.1	219.5
PAT Margin %	17.1%	17.8%	15.9%	16.2%
Non-Controlling Interest	25.8	25.1	18.9	16.0
Profit After tax (Attributable to Owners)	338.8	331.1	266.1	203.5
PAT Margin % (Attributable to Owners)	15.9%	16.6%	14.8%	15.0%

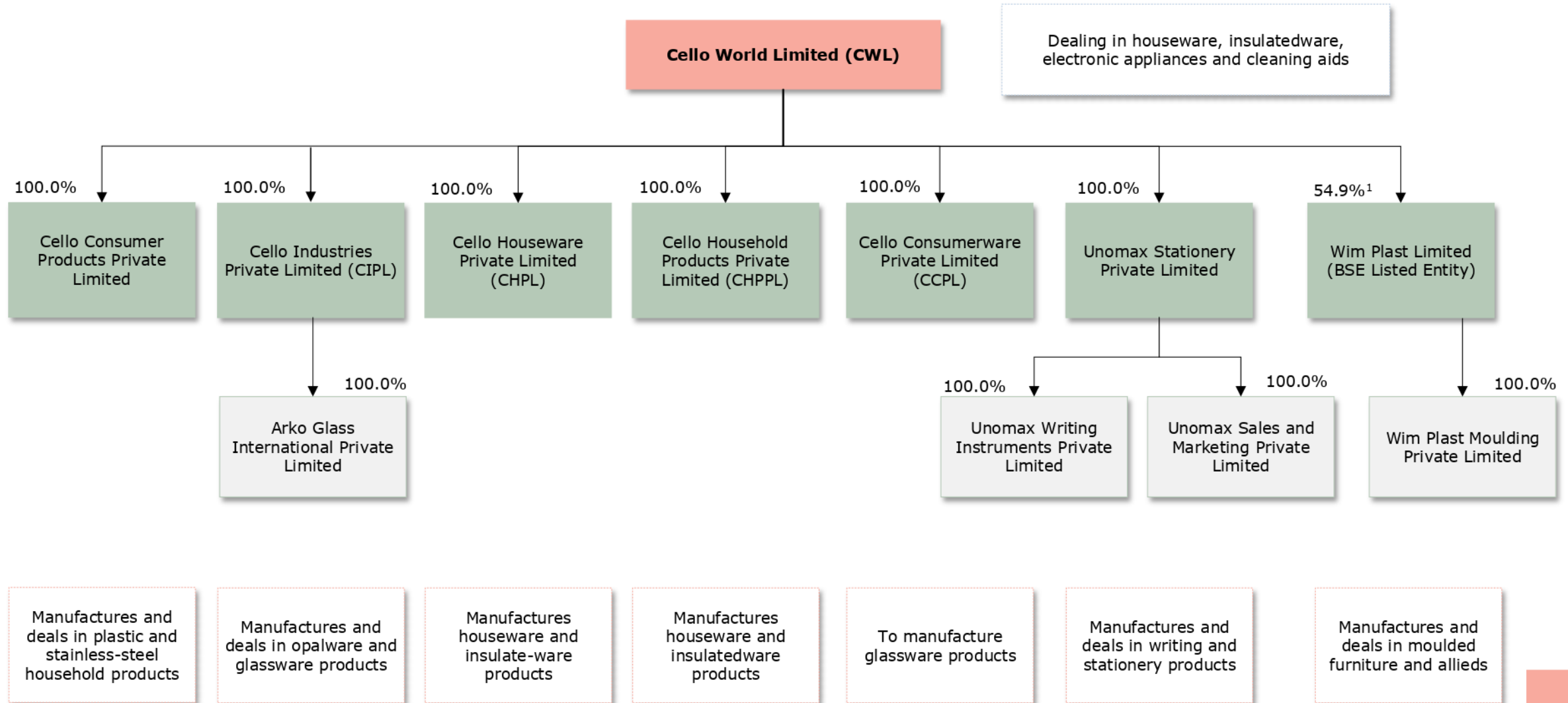
Balance Sheet

EQUITY & LIABILITIES (Rs. Crs.)*	March 2025	March 2024	March 2023	March 2022
Equity				
Equity share capital	110.4	106.1	97.5	0.01
Other equity	2,057.0	1043.1	239.0	87.6
Total equity attributable to owners	2,167.4	1,149.2	336.5	87.6
Non-controlling interest	241.1	220.6	199.9	185.1
Total Equity	2,408.5	1,369.9	536.4	272.8
Liabilities				
Non-current liabilities				
Financial liabilities				
i) Borrowings	-	27.7	8.7	-
ii) Lease liabilities	4.7	5.6	7.1	8.7
iii) Other financial liabilities	0.0	0.0	483.1	0.0
Provisions	4.8	2.5	2.5	4.5
Deferred tax liabilities (net)	15.2	12.6	8.4	8.4
Total non-current liabilities	24.7	48.5	509.8	21.6
Current liabilities				
Financial liabilities				
i) Borrowings	0.5	335.0	317.4	452.5
ii) Lease liabilities	0.1	2.4	1.9	1.7
iii) Trade payables				
(a) Total outstanding dues of micro and small enterprises	33.6	38.9	42.6	29.4
(b) Total outstanding dues of creditors other than micro and small enterprises	116.6	105.3	91.5	96.1
iv) Other financial liabilities	25.4	42.3	16.7	434.5
Other current liabilities	24.9	24.8	30.4	20.2
Provisions	2.2	1.6	1.4	1.5
Current tax liabilities (net)	5.3	3.2	3.6	3.4
Total current liabilities	208.6	553.5	505.5	1,039.3
Total Equity and Liabilities	2,641.8	1,971.8	1,551.7	1,333.7

ASSETS (Rs. Crs.)*	March 2025	March 2024	March 2023	March 2022
Non-current assets				
Property, plant and equipment	600.1	343.3	253.7	238.7
Capital work in progress	18.8	180.0	20.9	11.8
Right-of-use assets	13.8	16.2	17.6	19.3
Intangible assets	1.7	2.4	0.4	0.5
Intangible assets under development	0.0	0.0	4.8	2.8
Financial assets				
i) Investments in associates	0.0	0.3	0.8	-
ii) Other investments	30.8	55.3	49.8	35.0
iii) Loans	0.8	8.2	7.6	1.2
iv) Other financial assets	10.2	8.3	8.9	9.9
Deferred tax assets (net)	1.7	2.1	4.7	2.8
Income tax assets (net)	2.2	3.7	2.3	2.3
Other non-current assets	19.9	28.7	40.2	14.2
Total non-current assets	699.9	648.6	411.8	338.6
Current assets				
Inventories	524.6	462.2	429.8	376.5
Financial assets				
i) Investments	568.8	114.1	126.3	115.0
ii) Trade receivable	657.8	610.6	462.3	406.7
iii) Cash and cash equivalents	51.7	32.2	30.6	36.3
iv) Bank balances other than (iii) above	35.9	32.9	19.3	18.4
v) Loans	1.1	1.0	1.2	2.0
vi) Other financial assets	10.9	9.7	17.4	3.4
Other current assets	91.2	60.5	37.5	36.8
Total current assets	1,942.0	1,323.2	1,124.4	995.1
Assets classified as held for sale	-	-	15.4	-
Total assets	2,641.8	1,971.8	1,551.7	1,333.7

Cash Flow Statement

Particulars (Rs. Crs.)*	FY25	FY24	FY23	FY22
Net Profit Before Tax	491.3	475.0	385.2	299.1
Adjustments for: Non - Cash Items / Other Investment or Financial Items	21.3	38.9	58.2	45.2
Operating profit before working capital changes	512.6	513.9	443.4	344.3
Changes in working capital	-130.9	-166.7	-115.0	-72.8
Cash generated from Operations	381.7	347.2	328.4	271.5
Direct taxes paid (net of refund)	120.0	116.0	101.0	84.3
Net Cash from Operating Activities	261.7	231.2	227.4	187.3
Net Cash from Investing Activities	-553.4	-255.6	-556.8	-261.8
Net Cash from Financing Activities	311.2	26.0	323.8	94.1
Net Increase / (Decrease) in Cash and Cash equivalents	19.5	1.6	-5.7	19.6
Add: Cash & Cash equivalents at the beginning of the period	32.2	30.6	36.3	16.7
Cash & Cash equivalents at the end of the period	51.7	32.2	30.6	36.3



Thank You



Company:

Cello World Ltd.



CIN: L25209DD2018PLC009865

Mr. Atul Parolia – CFO

atul.parolia@celloworld.com / grievance@celloworld.com

+91 22 6997 0000

www.corporate.celloworld.com

Investor Relations (IR)

Strategic Growth Advisors Pvt. Ltd.

SGA Strategic Growth Advisors

CIN: U74140MH2010PTC204285

Ms. Shikha Puri / Mr. Deven Dhruva

shikha.puri@sgapl.net / deven.dhruva@sgapl.net

+91 98192 82743 / +91 98333 73300

www.sgapl.net