



Cello World Limited

(formerly known as 'Cello World Private Limited')

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

Tel : 2685 1027 / 2685 3080, **Fax :** (022) 2685 3333, **e-mail :** cello.sales@celloworld.com, cellothermoware@hotmail.com

Website: <https://celloworld.com> **CIN: U25209DD2018PLC009865**

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

February 10, 2024

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
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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 third quarter and nine month ended on December 31, 2023.

You are requested to take the same on record.

Thanking you.

Yours faithfully,

For Cello World Limited

Hemangi Trivedi

Company Secretary and Compliance Officer



COMPANION FOR LIFE

INVESTOR PRESENTATION

Q3 & 9MFY24 | February 2024

Safe Harbor



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Q3 & 9M FY24
Financial Highlights

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

*Cello World had a robust quarter in terms of revenue and profitability growth. During Q3 FY24, we achieved Revenues of Rs. 527 crores, EBITDA of Rs. 137 crores with PAT (Attributable to Owners) of Rs. 85 crores. EBITDA Margins stood at a healthy 25.9%. For Q3 FY24, Revenues grew by 24%, EBITDA grew by 30% and PAT grew by 30.4% on YoY basis.**

During the festive season, we saw better growth traction coming from rural markets. Also, there has been increased sales of premium products which has led to improved margins. We are continually adding new and differentiated products to our portfolio which is helping us improve sales and increase market share. Our strategy involves extending our sales and distribution network and enhance customer wallet share, establish partnerships with additional distributors, and fortify our brand presence.

With our extensive presence and operational scale, we are positioned to intensify our emphasis on branding and promotional initiatives. This will elevate our visibility in the consumer products industry, particularly for the introduction of new product ranges at various intervals.

We plan to enhance our manufacturing capabilities to promptly and efficiently meet rising market demands for our products, surpassing competitors. In the Glassware business, the Company has earmarked a capex of Rs. 250 crores. This facility is expected to come onstream by end of the current financial year. Ongoing investments in streamlining and automating our production processes underscore our commitment to achieving heightened efficiency in manufacturing, spanning from design to commercial production.

At Cello, we always focus on identifying the needs and preferences of our consumers through our network of distributors and innovating our products to cater to their differing requirements and preferences, while endeavoring that our products are available across various price points and meet quality standards expected by our consumers.

We maintain confidence in the growth potential of our Brand and its diverse portfolio. Our strategy involves leveraging the evolving dynamics of the Indian consumer to further capitalize on opportunities."



Mr. Pradeep Ghisulal Rathod
Chairman & Managing Director

***Note:** Multiple partnership firms got merged in FY23 hence comparative data for same quarter of previous financial year is not audited. The growth figures mentioned are approximate numbers.

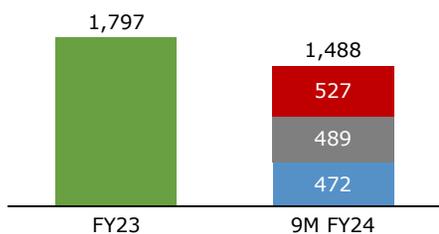
Q3 & 9M FY24 Financial & Operational Highlights



Rs. Crs.

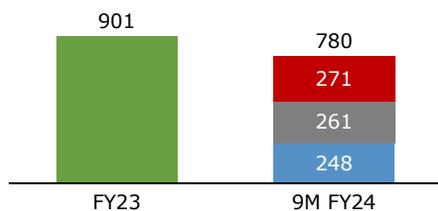
Revenue from Operations

Q1FY24 Q2FY24 Q3FY24



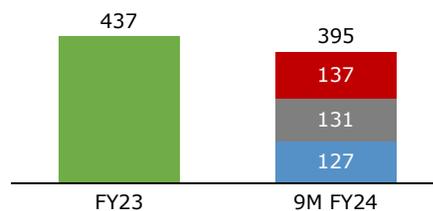
Gross Profit

50.2% 52.5%



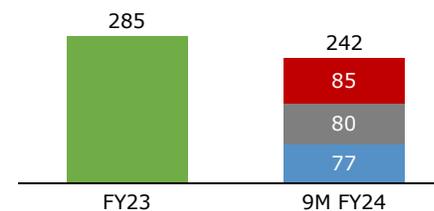
EBITDA

24.3% 26.5%



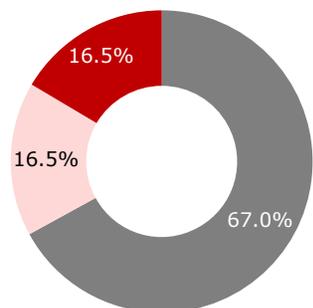
PAT (Attributable to Owners)

14.8% 16.3%

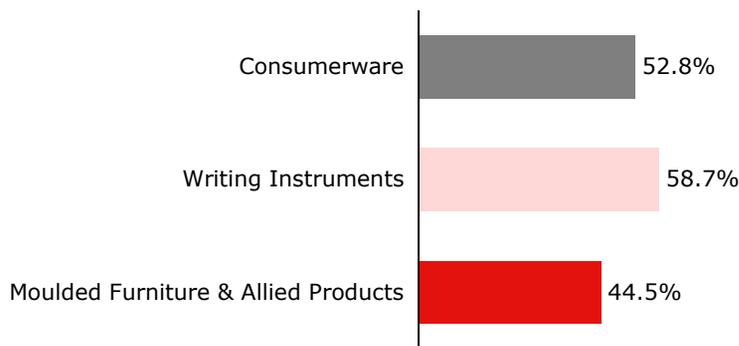


Revenue – Vertical Wise (9M FY24)

Consumerware
Writing Instruments
Moulded Furniture & Allied Products

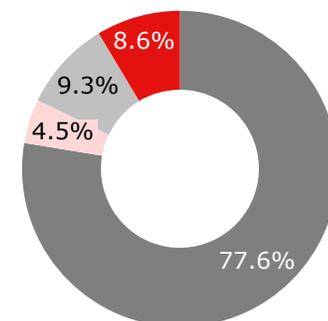


GP Margins – Vertical Wise (9M FY24)



Distribution Channel Mix (9M FY24)

General Trade
Modern Trade
Exports
Online



* EBITDA for M9 FY24 has been reclassified

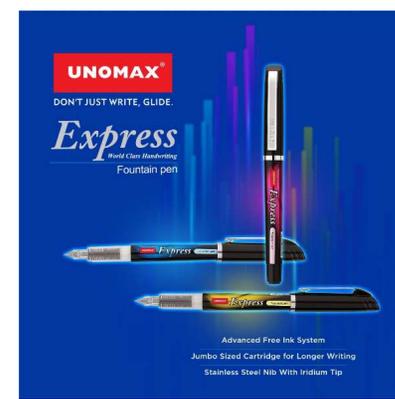
Q3 & 9M FY24 Profit and Loss Statement



Profit & Loss (Rs. Crs.)*	Q3FY24	Q2FY24	9MFY24	FY23
Revenues from Operation	527.1	489.0	1,487.8	1,796.7
Cost of Goods Sold	255.7	228.0	707.3	895.5
Gross Profit	271.4	261.0	780.5	901.2
Gross Profit Margin %	51.5%	53.4%	52.5%	50.2%
Employee Cost	49.2	47.5	141.5	157.6
Other Expenses	90.0	93.2	262.5	323.1
Other Income	4.5	10.7	18.4	16.7
EBITDA	136.6	131.0	394.9	437.3
EBITDA Margin %	25.9%	26.8%	26.5%	24.3%
Depreciation	14.7	12.7	39.2	50.3
EBIT	121.9	118.3	355.7	387.0
Finance Cost	0.5	0.7	1.8	1.8
Profit Before Share of Loss from Associates	121.4	117.6	353.9	385.2
Share of Loss from Associates	-0.01	-0.04	-0.07	-0.01
Profit Before Tax	121.4	117.6	353.9	385.2
Tax	30.7	31.0	93.8	100.1
Profit After tax	90.7	86.6	260.1	285.1
PAT Margin %	17.2%	17.7%	17.5%	15.9%
Non Controlling Interest	5.8	6.6	17.8	18.9
Profit After tax (Attributable to Owners)	84.9	80.0	242.3	266.1
PAT Margin % (Attributable to Owners)	16.1%	16.4%	16.3%	14.8%

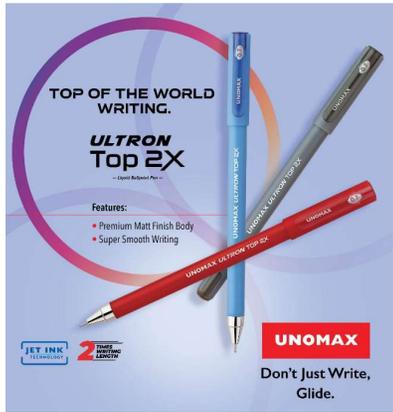
* On Consolidated Basis

New Products Launched in 9M FY24



New Products Launched in 9M FY24

cello





About Cello

Amongst the Popular Consumer Products Companies in India



15,500+

No. of SKUs

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

13

Own manufacturing facilities

3,300+

No. of Distributors

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

78.6%

Revenues from in house manufacturing – 9M FY24

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

1,26,000+

No. of Retailers

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

25.3%

EBITDA Margins– 9M FY24

Backed by private equity investors – ICICI Venture, Tata Capital

44.5%

One of the Highest **RoCE*** in the Industry - FY23

Appointed **Celebrity Brand Ambassador** for endorsing and strengthening the brand

16.3%

PAT (Attributable to Owners) Margins– 9M FY24

* RoCE = EBIT / Capital Employed. Capital Employed = Tangible net worth (Net worth - Intangible assets - Deferred Tax Assets) + Total Borrowings (Current and Non-Current Borrowings and Lease Liabilities) + Deferred Tax Liability

Our Journey

cello®

1962

Late Ghisulal Dhanraj Rathod was associated with Cello Plastic Industrial Works and the "Cello" brand

1988

Wim Plast Limited was incorporated

2009-15

Sold the writing instruments business of Cello

2017

Launched glassware and opalware business under the "Cello" brand and cleaning aids business under the "Kleeno" sub-brand

2018

Incorporated Cello World Private Limited, as a private limited company

2019

Launched writing instruments and stationery product category under the "Unomax" brand

2022

Group Restructuring Process
Investment by funds advised / managed by ICICI Venture and Tata Capital

2023

Cello World Limited is now **listed on the Stock Exchanges** (NSE and BSE)



Cello World Limited was listed on the Stock Exchanges (NSE & BSE) on 6th November 2023

Prominent Player In The Consumer Market in India



Business Vertical	Consumer Ware	Writing Instruments ¹	Moulded Furniture and Allied Products ²
FY23 Market Size (Rs. Bn.)	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"> ✓ Glassware ✓ Opalware ✓ Porcelain 	<ul style="list-style-type: none"> ✓ Pen & Pencil ✓ Highlighters ✓ Correction Pens ✓ Markers
Brands		 DON'T JUST WRITE, GLIDE.	
Revenue Contribution – FY23 (%)	65.74%	15.86%	18.40%
EBIT – FY23 (%) ¹	22.50%	22.99%	16.84%

Source: Technopak Industry Report

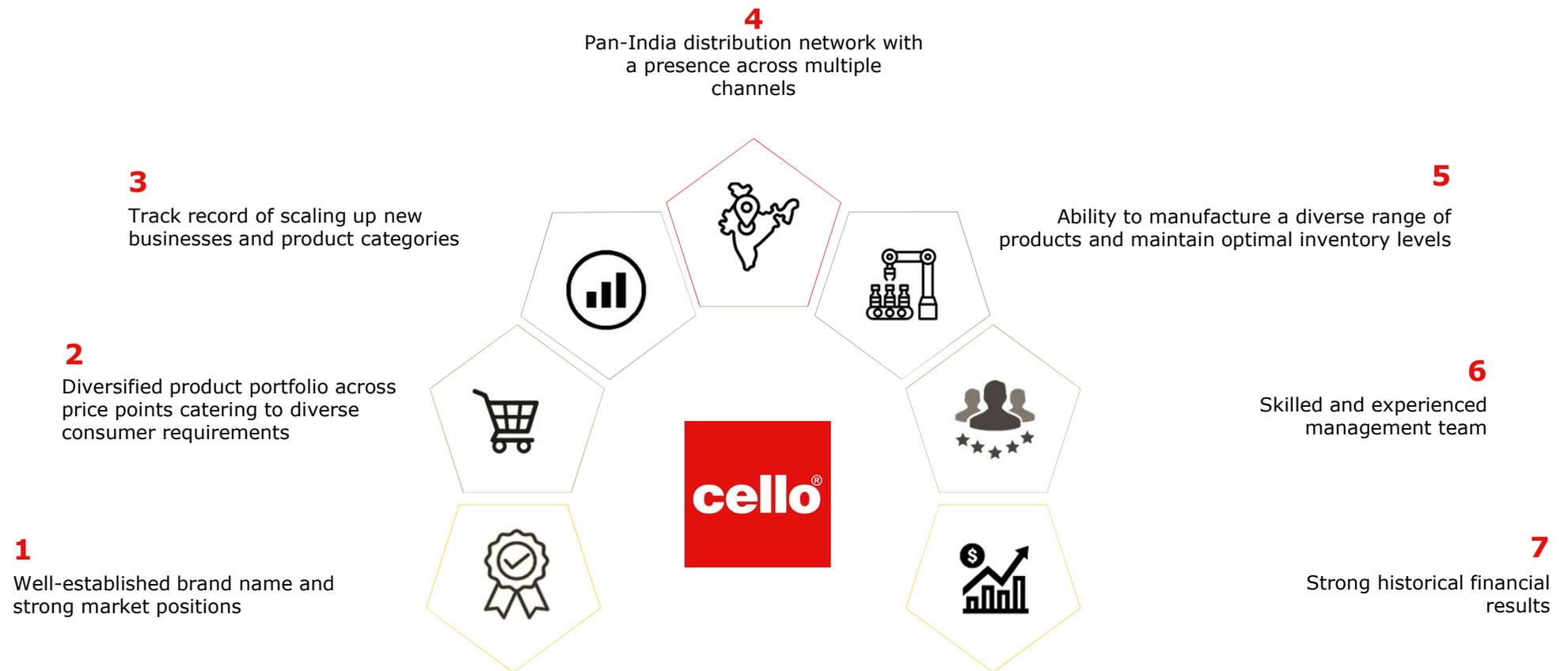
1. Does not include exports

2. Includes plastic moulded furniture and air cooler market



Cello's Strengths

Cello's Strengths Will Continue To Drive Success



1. Well-established Brand Name And Strong Market Positions



1. Industry Report from Technopak

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



Borosilicate Drinkware



Gift Set



Writing Instruments



Liquid Ball Point Pens



Geltron Pop Gel



Mechanical Pencil



Highlighters



Markers



Gift Sets



Roller Pens



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

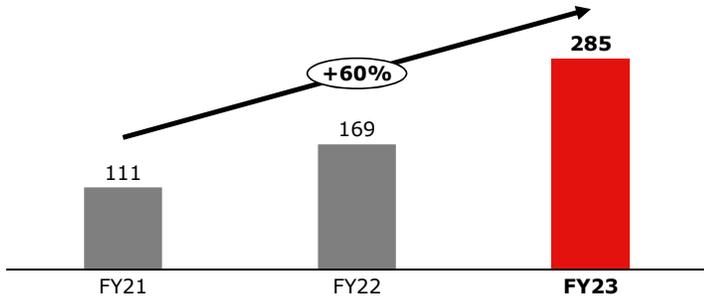
3. Track record of scaling up new businesses and product categories



Writing Instruments

Rs. Crs.

In **2019** Launched our writing instruments and stationery product category under the **"Unomax"** Brand

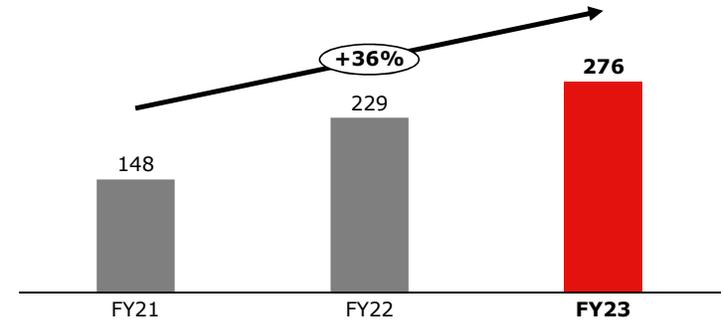


"Unomax" – Brand with the highest EBITDA margins among writing instrument brands in India ^{1,2}

Consumer Glassware

Rs. Crs.

In **2017** Launched the Glassware and Opalware Business



Scaled up Consumer Glassware business with a CAGR of 36.40%¹

Track record of scaling up opalware, writing instruments and stationery, and cleaning aids businesses, is a testament to the ability to scale up new businesses and product categories

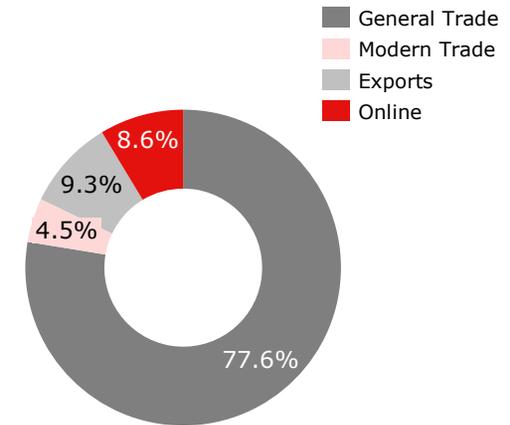
1. Period between FY21 to FY23
2. Technopak Industry Report



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

Product Categories	Pan India Distribution Network ^{2,3}
Consumer Houseware	717 distributors and ~58,716 retailers
Writing Instruments	29 super-stockist, ~1,509 distributors and ~60,826 retailers
Moulded Furniture and Allied Products ¹	1,067 distributors and ~6,840 retailers

Distribution Channels Mix (9M FY24)



Our nationwide sales and distribution network is supported by our **721² member 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. As of June 30, 2023

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

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

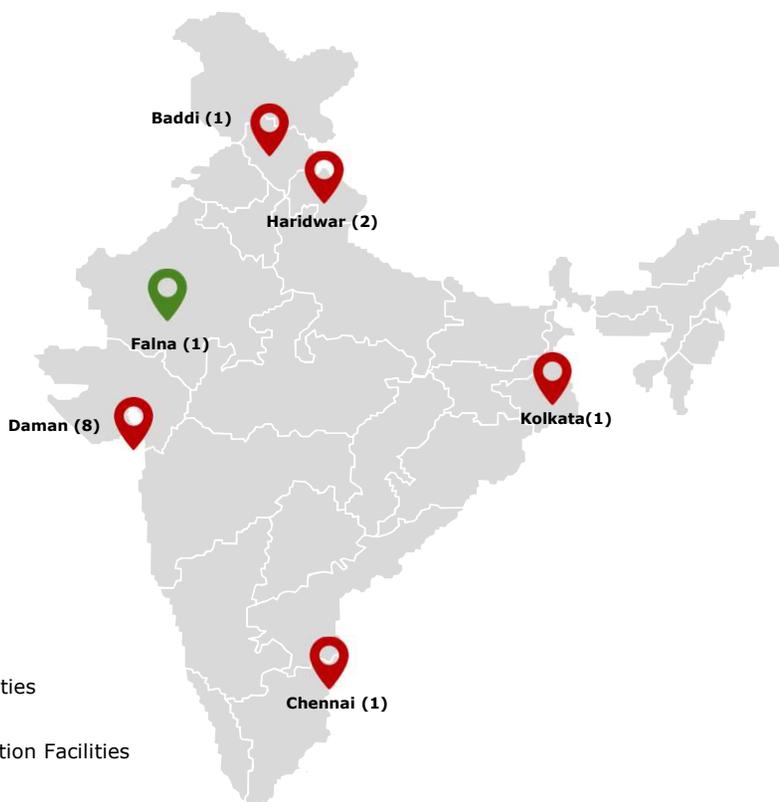


78.6%

9M FY24 revenues derived from in-house manufacturing

13

Manufacturing Facilities



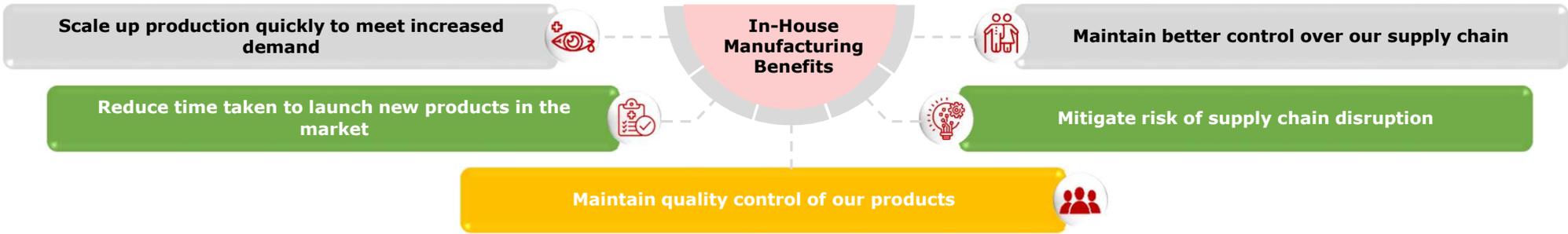
Mfr. Unit	Products Manufactured
Daman Unit-I	Plastic moulded furniture and other articles
Daman Unit-II	Plastic moulded furniture and other articles
Daman Unit-III	Plastic Extrusion Sheet
Daman Unit-IV	Household and Insulated ware
Daman Unit-V	Household and Insulated ware
Daman Unit-VI	Opalware and Glassware
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

Verticals	Capacity Utilization (FY23)*
Consumer Ware	~ 82%
Writing Instruments and Stationery	~ 68%
Moulded Furniture and Allied Products	~ 70%

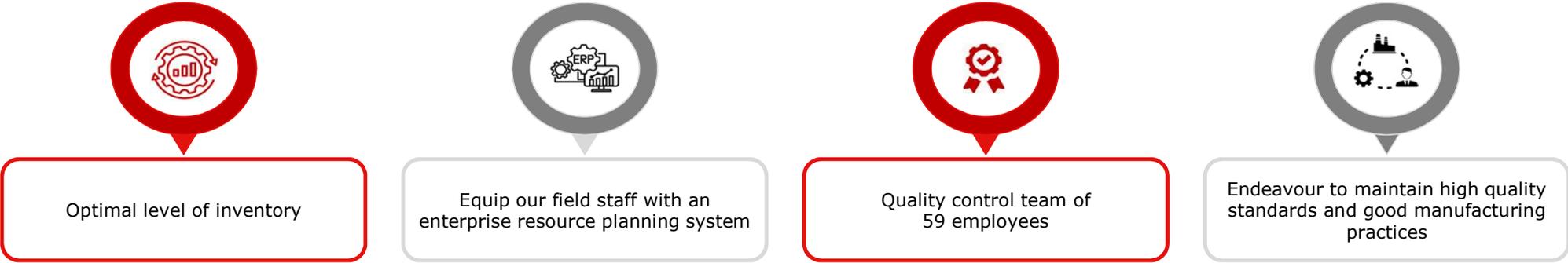
Cello is expected to become the only domestic consumer products company which has presence across all material types to have an in-house glassware manufacturing unit in India

* 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



Scale of manufacturing, combined with supply chain management including raw material sourcing, packaging, transportation, quality control and sales, enables Cello to derive the benefits of economies of scale



6. Board of Directors

cello®

Promoters have over 80 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

- 34+ 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

- 9+ 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

- 16+ 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

- 18+ 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 Bourouge (India) Private Limited as the Managing Director



Arun Kumar Singhal
Independent Director

- 14+ 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

- 6+ 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

6. 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

- 10+ 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

- 23+ 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

- 13+ 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

- 24 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



Growth Drivers

Key Growth Drivers

cello®

1



Continued innovation
to grow wallet share
and expand consumer
base

2



Expand the distribution
network

3



Scale up branding,
promotional and digital
activities

4



Grow manufacturing
capabilities and expand
production capacities

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

cello®

Utilise innovation capabilities to expand our existing product portfolio and develop new range of products across product categories



Expand product portfolio in consumer houseware product category



Regularly interact with distributors and retailers for insights into consumer preferences and market feedback



Attract new customers



Increase wallet share and repeat orders



Gain market share & strengthen leadership position



2. Expand Distribution Network

cello®



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



Engage in brand associations



4. Grow manufacturing capabilities and expand production capacities



In the process of setting up a Glassware Manufacturing facility in Rajasthan
Installed annual capacity of **~20,000 tonnes** of glassware per annum

Recently expanded opalware capacity in the manufacturing facility in Daman to increase our installed annual capacity to **25,000 tonnes** of opalware per annum²

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

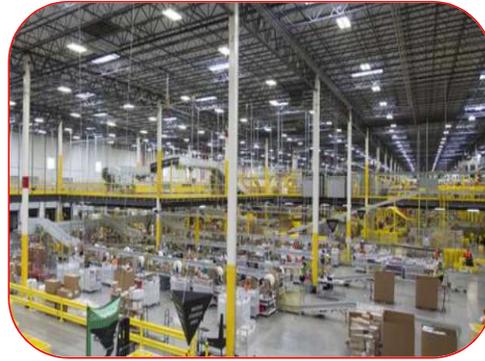


Lower dependence on the import of glassware

Expected to become the only domestic consumer products company with an in-house glassware manufacturing unit¹

4. Establishing a glassware manufacturing facility in Rajasthan

cello®



20,000

Installed Annual Capacities
(Tonnes)

Rs.250 Crs.

CAPEX for the
Project

March'24

Expected Commencement
of Plant



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



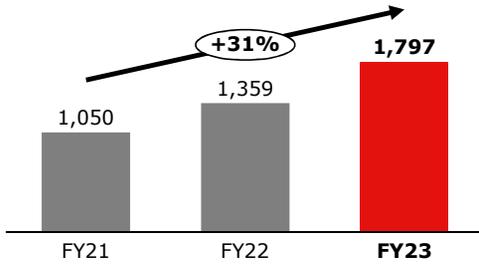
Historical
Financials

Strong Financial Performance over years

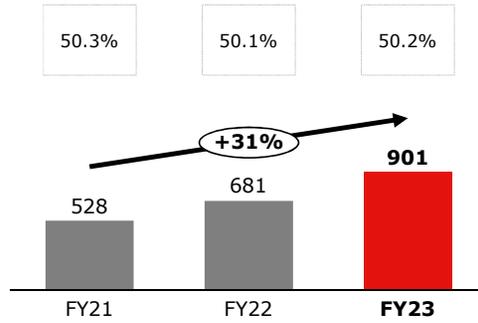


Rs. Crs.

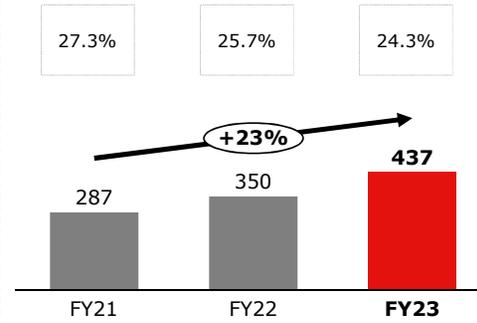
Revenue from Operations



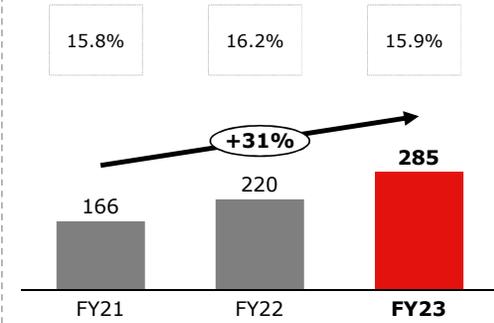
Gross Profit



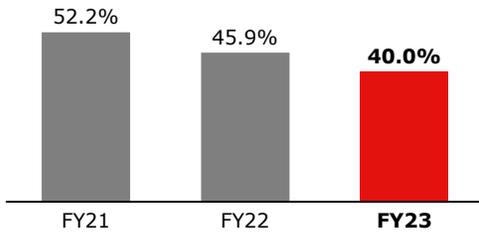
EBITDA



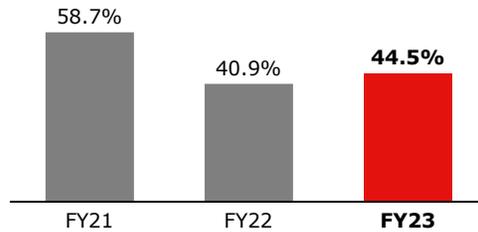
Profit After Tax



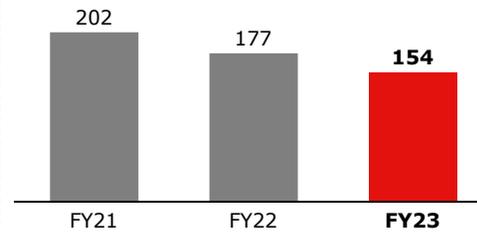
Return on Equity



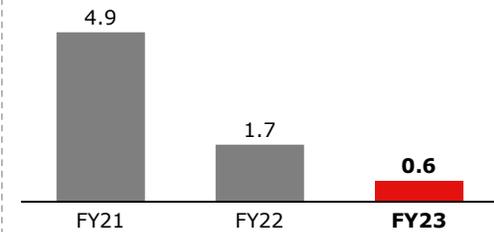
Return on Capital Employed



Working Capital (in days)



Debt to Equity

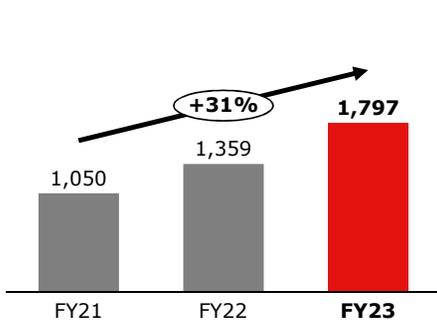


Operational Performance



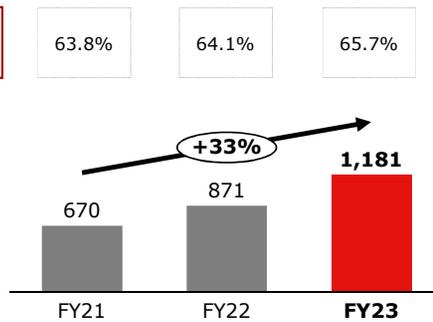
Rs. Crs.

Revenue from Operations

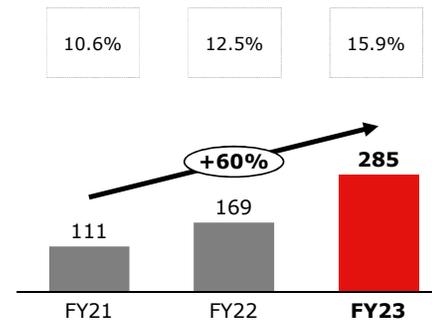


% Rev. Cont.

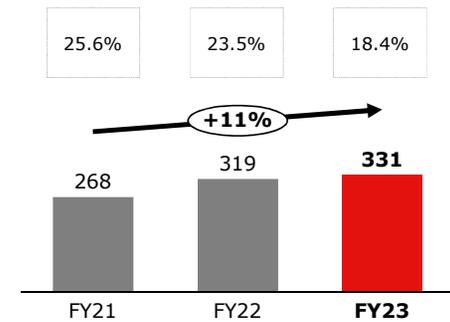
Consumer Ware



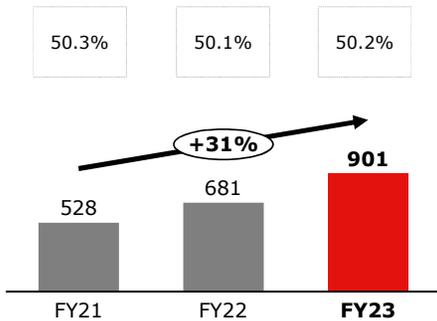
Writing Instruments



Moulded Furniture and Allied Products

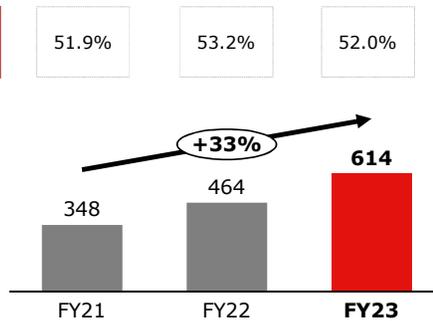


Gross Profit

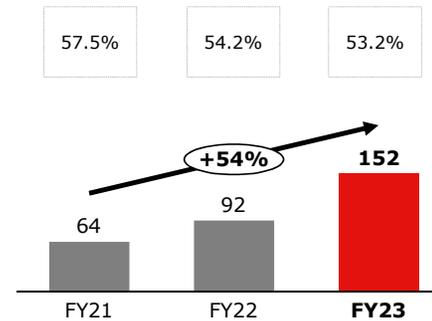


GP Margins

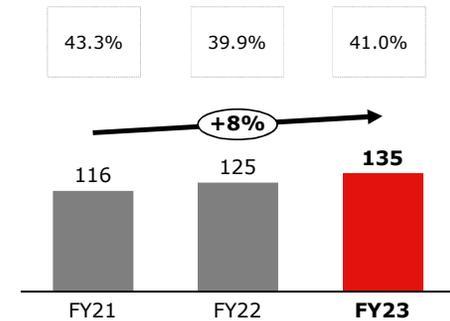
Consumer Ware



Writing Instruments



Moulded Furniture and Allied Products



Profit and Loss Statement



Profit & Loss (Rs. Crs.)*	FY23	FY22	FY21
Revenue from Operation	1,796.7	1,359.2	1,049.5
Cost of Goods Sold	895.5	678.6	521.4
Gross Profit	901.2	680.6	528.0
Gross Profit Margin %	50.2%	50.1%	50.3%
Employee Cost	157.6	131.9	96.8
Other Expenses	323.1	215.1	154.4
Other Income	16.7	15.9	10.1
EBITDA	437.3	349.5	286.9
EBITDA Margin %	24.3%	25.7%	27.3%
Depreciation	50.3	47.6	48.9
EBIT	387.0	302.0	238.0
EBIT Margin %	21.5%	22.2%	22.7%
Finance Cost	1.8	2.9	2.3
Profit Before Share of Profit/Loss from Associates	385.2	299.1	235.7
Share of Profit/(Loss) from Associates	-0.01	0.0	0.0
Profit Before Tax	385.2	299.1	235.7
Profit Before Tax Margin %	21.4%	22.0%	22.5%
Tax	100.1	79.6	70.1
Profit After Tax	285.1	219.5	165.5
PAT Margin %	15.9%	16.2%	15.8%
Non Controlling Interest	18.9	15.5	14.3
Profit After Tax (Attributable to Owners)	266.1	204.0	151.2
PAT margin % (Attributable to Owners)	14.8%	15.0%	14.4%

* On Consolidated Basis

Balance Sheet

EQUITY & LIABILITIES (Rs. Crs.)*	March 31, 2023	March 31, 2022	March 31, 2021
Equity			
Equity share capital	97.5	0.01	0.01
Other equity	239.0	87.6	-106.8
Total equity attributable to owners	336.5	87.6	-106.8
Non-controlling interest	199.9	185.1	172.2
Total Equity	536.4	272.8	65.4
Liabilities			
Non-current liabilities			
Financial liabilities			
i) Borrowings	8.7	-	-
ii) Lease liabilities	7.1	8.7	10.4
iii) Other financial liabilities	483.1	0.0	0.0
Provisions	2.5	4.5	3.6
Deferred tax liabilities (net)	8.4	8.4	8.2
Total non-current liabilities	509.8	21.6	22.3
Current liabilities			
Financial liabilities			
i) Borrowings	317.4	452.5	322.1
ii) Lease liabilities	1.9	1.7	1.6
iii) Trade payables			
(a) Total outstanding dues of micro and small enterprises	42.6	29.4	17.7
(b) Total outstanding dues of creditors other than micro and small enterprises	91.5	96.1	80.7
iv) Other financial liabilities	16.7	434.5	610.1
Other current liabilities	30.4	20.2	20.0
Provisions	1.4	1.5	1.7
Current tax liabilities (net)	3.6	3.4	5.0
Total current liabilities	505.5	1,039.3	1,058.8
Total Equity and Liabilities	1,551.7	1,333.7	1,146.5

ASSETS (Rs. Crs.)*	March 31, 2023	March 31, 2022	March 31, 2021
Non-current assets			
Property, plant and equipment	253.7	238.7	237.6
Capital work in progress	20.9	11.8	4.3
Right-of-use assets	17.6	19.3	21.2
Intangible assets	0.4	0.5	0.4
Intangible assets under development	4.8	2.8	-
Financial assets			
i) Investments in associates	0.8	-	-
ii) Other investments	49.8	35.0	45.0
iii) Loans	7.6	1.2	1.9
iv) Other financial assets	8.9	9.9	8.7
Deferred tax assets (net)	4.7	2.8	2.1
Income tax assets (net)	2.3	2.3	0.6
Other non-current assets	40.2	14.2	4.1
Total non-current assets	411.8	338.6	326.0
Current assets			
Inventories	429.8	376.5	306.9
Financial assets			
i) Investments	126.3	115.0	74.7
ii) Trade receivable	462.3	406.7	371.4
iii) Cash and cash equivalents	30.6	36.3	16.7
iv) Bank balances other than (iii) above	19.3	18.4	15.8
v) Loans	1.2	2.0	1.4
vi) Other financial assets	17.4	3.4	4.8
Other current assets	37.5	36.8	28.8
Total current assets	1,124.4	995.1	820.5
Assets classified as held for sale	15.4	-	-
Total assets	1,551.7	1,333.7	1,146.5

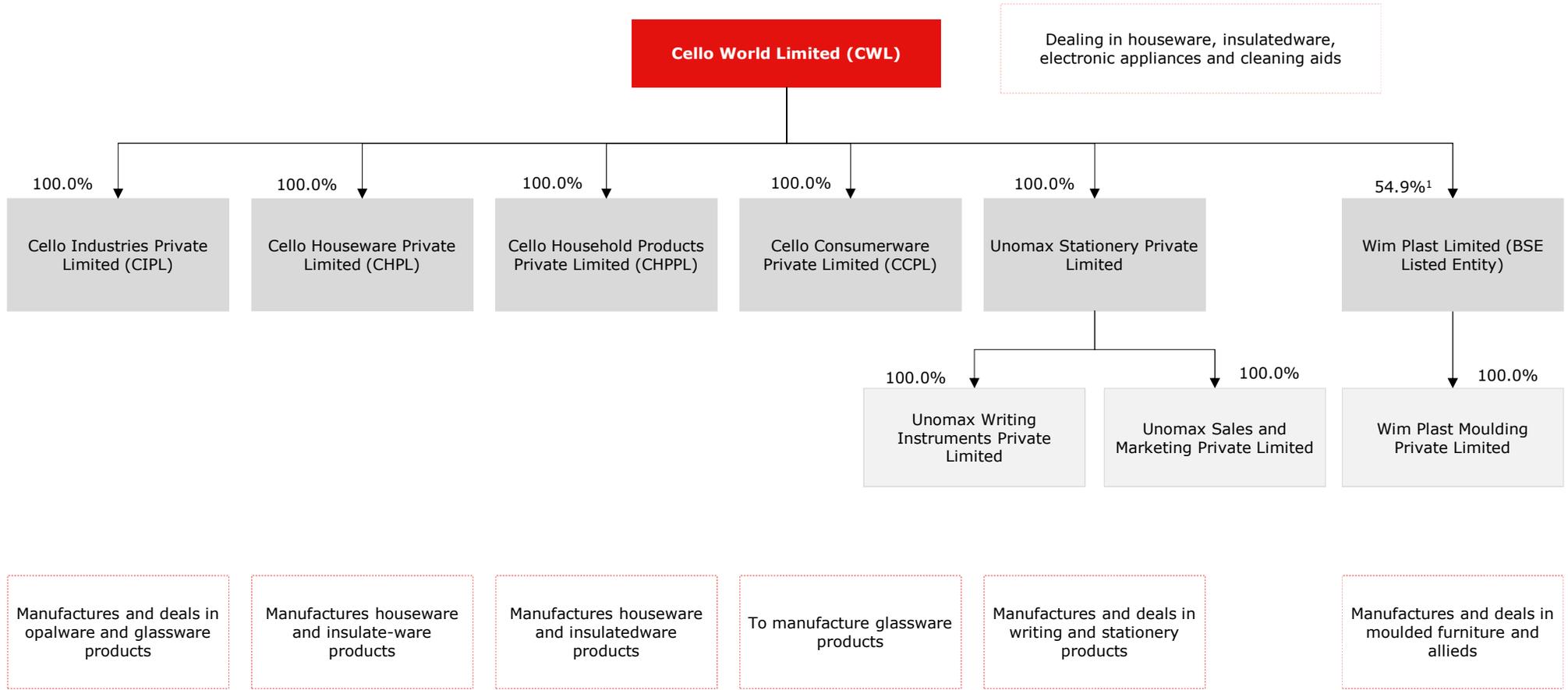
* On Consolidated Basis

Cash Flow Statement



Particulars (Rs. Crs.)	FY23	FY22	FY21
Net Profit Before Tax	385.2	299.1	235.7
Adjustments for: Non - Cash Items / Other Investment or Financial Items	58.2	45.2	48.1
Operating profit before working capital changes	443.4	344.3	283.8
Changes in working capital	-115.0	-72.8	-22.1
Cash generated from Operations	328.4	271.5	261.7
Direct taxes paid (net of refund)	101.0	84.3	68.1
Net Cash from Operating Activities	227.4	187.3	193.6
Net Cash from Investing Activities	-556.8	-261.8	-53.2
Net Cash from Financing Activities	323.8	94.1	-132.8
Net Increase / (Decrease) in Cash and Cash equivalents	-5.7	19.6	7.6
Add: Cash & Cash equivalents at the beginning of the period	36.3	16.7	9.1
Cash & Cash equivalents at the end of the period	30.6	36.3	16.7

Corporate Structure



THANKING YOU!



COMPANION FOR LIFE

Company: Cello World Limited

CIN: U25209DD2018PLC009865

Mr. Atul Parolia – CFO

Website : www.celloworld.com

IR Advisor: Strategic Growth Advisors Pvt. Ltd.

CIN: U74140MH2010PTC204285

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