



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)

May 25, 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 financial year ended on March 31, 2024.

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

Q4 & FY24

May 2024

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Q4 & FY24
Financial Highlights



Mr. Pradeep Ghisulal Rathod
Chairman & Managing Director

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

"Cello World has shown growth in both revenue and profitability compared to Q4 FY23. In the quarter gone by, revenues increased by 5%, while EBITDA rose by 20%. We experienced good growth in our writing instruments and furniture businesses during this period.

For the full year, our Revenues have grown by 11% with profitability growing even faster at 24% despite the well-recognized sluggish demand within the industry throughout the year. This is a testament to our widespread market presence, well-established brand, scale of operations, and PAN India distribution network, which help us identify the changing needs and preferences of our customers and, hence, innovate our products accordingly to cater to those requirements and stay relevant in the market, as well as having an edge over competitors.

Looking forward to FY25, we anticipate a growth rate of 15%-17%, with demand expected to rise in the second half of the year. Our new glassware facility in Rajasthan will commence operations in Q2 FY25, with a ramp-up by year end. This will substantially enhance our glassware business, driving rapid growth in this vertical over the next two years. Additionally, on the e-commerce front, new avenues have emerged, presenting excellent opportunities for future growth.

At Cello, we always focus on outperforming industry growth and continuously improving our position in the consumer market. We remain confident in our business's growth potential and its diverse portfolio, which also benefits from the trend of premiumization."

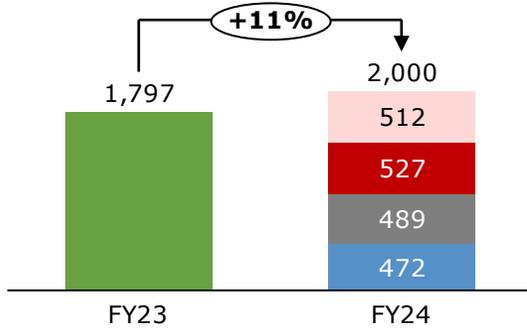
Q4 & FY24 Financial & Operational Highlights



(Rs. Crs.)

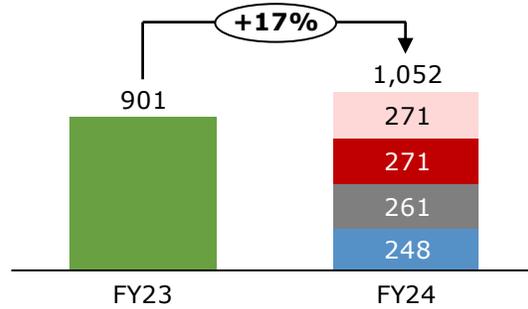
Revenue from Operations

■ Q1FY24 ■ Q2FY24 ■ Q3FY24 ■ Q4FY24



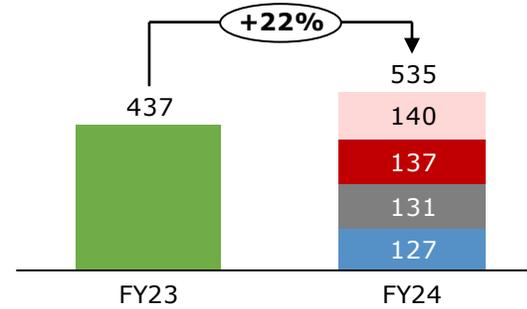
Gross Profit

50.2% 52.6%



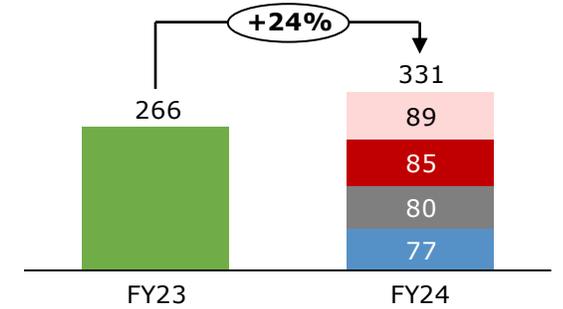
EBITDA

24.3% 26.7%



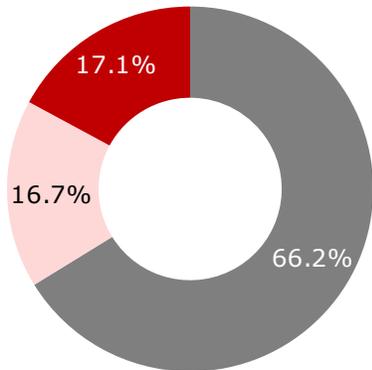
PAT (Attributable to Owners)

14.8% 16.6%

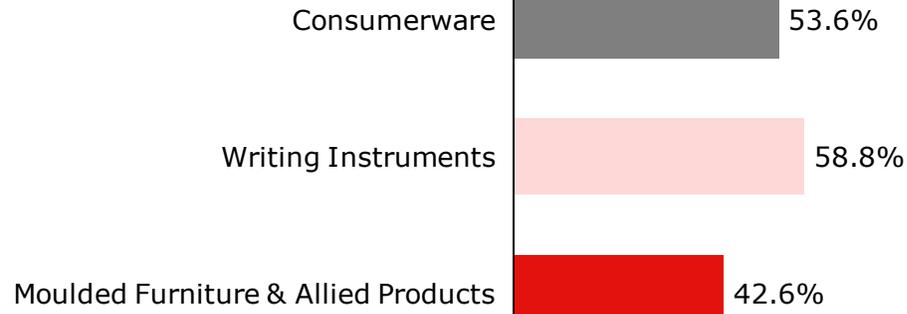


Revenue – Vertical Wise (FY24)

■ Consumerware
■ Writing Instruments
■ Moulded Furniture & Allied Products

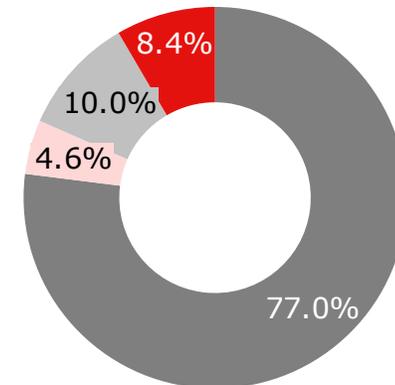


GP Margins – Vertical Wise (FY24)



Distribution Channel Mix (FY24)

■ General Trade
■ Modern Trade
■ Exports
■ Online



* EBITDA for M9 FY24 has been reclassified

Profit and Loss Statement

Profit & Loss (Rs. Crs.)*	Q4FY24	Q3FY24	FY24	FY23	YoY
Revenues from Operation	512.5	527.1	2,000.3	1,796.7	11.3%
Cost of Goods Sold	241.1	255.7	948.4	895.5	
Gross Profit	271.3	271.4	1,051.8	901.2	16.7%
Gross Profit Margin %	52.9%	51.5%	52.6%	50.2%	
Employee Cost	48.0	49.2	189.5	157.6	
Other Expenses	90.1	90.0	352.7	323.1	
Other Income	6.6	4.5	25.1	16.7	
EBITDA	139.9	136.6	534.8	437.3	22.3%
EBITDA Margin %	27.3%	25.9%	26.7%	24.3%	
Depreciation	17.5	14.7	56.7	50.3	
EBIT	122.3	121.9	478.0	387.0	23.5%
Finance Cost	0.8	0.5	2.6	1.8	
Profit Before Share of Loss from Associates	121.5	121.4	475.5	385.2	23.4%
Share of Loss from Associates	-0.4	0	-0.5	0	
Profit Before Tax	121.1	121.4	475.0	385.2	23.3%
Tax	25.0	30.7	118.8	100.1	
Profit After tax	96.1	90.7	356.2	285.1	25.0%
PAT Margin %	18.8%	17.2%	17.8%	15.9%	
Non Controlling Interest	7.3	5.8	25.1	18.9	
Profit After tax (Attributable to Owners)	88.8	84.9	331.1	266.1	24.4%
PAT Margin % (Attributable to Owners)	17.3%	16.1%	16.6%	14.8%	

Balance Sheet Statement

Particulars (Rs. Crs.)*	March 31, 2024	March 31, 2023
EQUITY & LIABILITIES		
Equity		
Equity share capital	106.1	97.5
Other equity	1,043.1	239.0
Total equity attributable to owners of the Group	1,149.2	336.5
Non-controlling interest	220.6	199.9
Total Equity	1,369.9	536.4
Liabilities		
Non-current liabilities		
Financial liabilities		
i) Borrowings	27.7	8.7
ii) Lease liabilities	5.6	7.1
iii) Other financial liabilities	-	483.1
Provisions	2.5	2.5
Deferred tax liabilities (net)	12.6	8.4
Total non-current liabilities	48.5	509.8
Current liabilities		
Financial liabilities		
i) Borrowings	335.0	317.4
ii) Lease liabilities	2.4	1.9
iii) Trade Payables		
(a) Total outstanding dues of micro and small enterprises	38.9	42.6
(b) Total outstanding dues of creditors	105.3	91.5
iv) Other financial liabilities	42.3	16.7
Other current liabilities	24.8	30.4
Provisions	1.6	1.4
Current tax liabilities (net)	3.2	3.6
Total current liabilities	553.5	505.5
Total equity and liabilities	1,971.8	1,551.7

Particulars (Rs. Crs.)*	March 31, 2024	March 31, 2023
ASSETS		
Non-current assets		
Property, plant and equipment	343.3	253.7
Capital work in progress	180.0	20.9
Right-of-use assets	16.2	17.6
Intangible assets	2.4	0.4
Intangible assets under development	0.0	4.8
Financial assets		
ii) Investments in associates	0.3	0.8
iii) Other investments	55.3	49.8
ii) Loans	8.2	7.6
iii) Other financial assets	8.3	8.9
Deferred tax assets (net)	2.1	4.7
Income tax assets (net)	3.7	2.3
Other non-current assets	28.7	40.2
Total non-current assets	648.6	411.8
Current assets		
Inventories	462.2	429.8
Financial assets		
i) Investments	114.1	126.3
ii) Trade receivable	610.6	462.3
iii) Cash and cash equivalents	32.2	30.6
iv) Bank balances other than (iii) above	32.9	19.3
v) Loans	1.0	1.2
vi) Other financial assets	9.7	17.4
Other current assets	60.5	37.5
Total current assets	1,323.2	1,124.4
Assets classified as held for sale		15.4
Total assets	1,971.8	1,551.7

Cash Flow Statement

Particulars (Rs. Crs.)*	March 31, 2024	March 31, 2023
Net Profit Before Tax	475.0	385.2
Adjustments for: Non - Cash Items / Other Investment or Financial Items	38.9	58.2
Operating profit before working capital changes	513.9	443.4
Changes in working capital	-166.7	-115.0
Cash generated from Operations	347.2	328.4
Direct taxes paid (net of refund)	116.0	101.0
Net Cash from Operating Activities	231.2	227.4
Net Cash from Investing Activities	-255.6	-556.8
Net Cash from Financing Activities	26.0	323.8
Net Decrease in Cash and Cash equivalents	1.6	-5.6
Add: Cash & Cash equivalents at the beginning of the period	30.6	36.2
Cash & Cash equivalents at the end of the period	32.2	30.6

New Products Launched in FY24



New Products Launched in FY24





About Cello

Amongst the Popular Consumer Products Companies in India



17,000+

No. of SKUs

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

14

Own manufacturing facilities

3,500+

No. of Distributors

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

77.8%

Revenues from in house manufacturing – FY24

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

1,45,000+

No. of Retailers

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

26.7%

EBITDA Margins– FY24

28.7%

One of the Highest **RoCE*** in the Industry - FY24

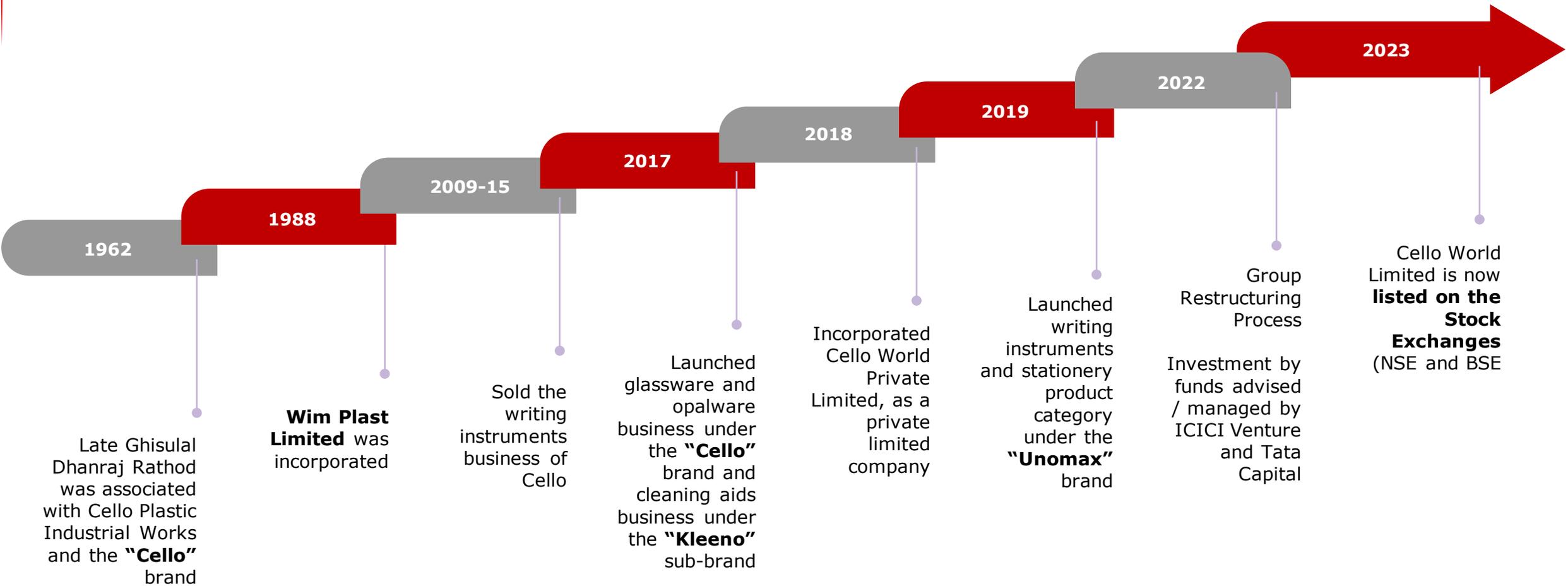
Backed by private equity investors – ICICI Venture, Tata Capital

16.6%

PAT (Attributable to Owners) Margins– FY24

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

* RoCE = EBIT / Capital Employed. Capital Employed = Total Equity + Net Debt. (Net Debt = Long Term Borrowing + Short Term Borrowing – Cash & Bank)

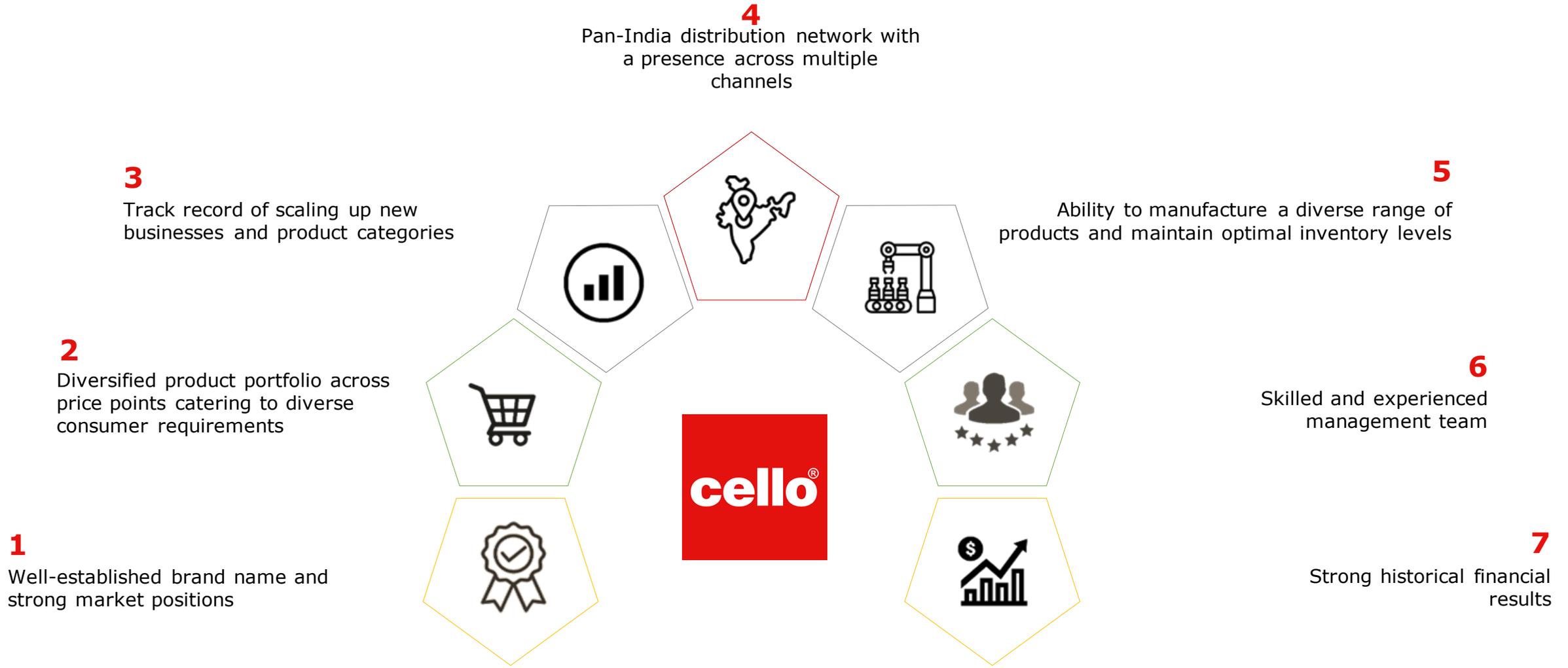


Business Vertical	Consumer Ware	Writing Instruments ¹	Moulded Furniture and Allied Products ²
FY23 Market Size (Rs. Bn.)	377.00	133.50	205.00
Product Categories	<ul style="list-style-type: none"> ✓ Houseware ✓ Insulatedware ✓ Cleaning Aids ✓ Electronic Appliances 	<ul style="list-style-type: none"> ✓ Glassware ✓ Opalware ✓ Porcelain 	<ul style="list-style-type: none"> ✓ Pen & Pencil ✓ Highlighters ✓ Correction Pens ✓ Markers
Brands			
Revenue Contribution – FY24 (%)	66.20%	16.70%	17.10%
EBIT – FY24 (%) ¹	24.05%	25.77%	21.48%



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



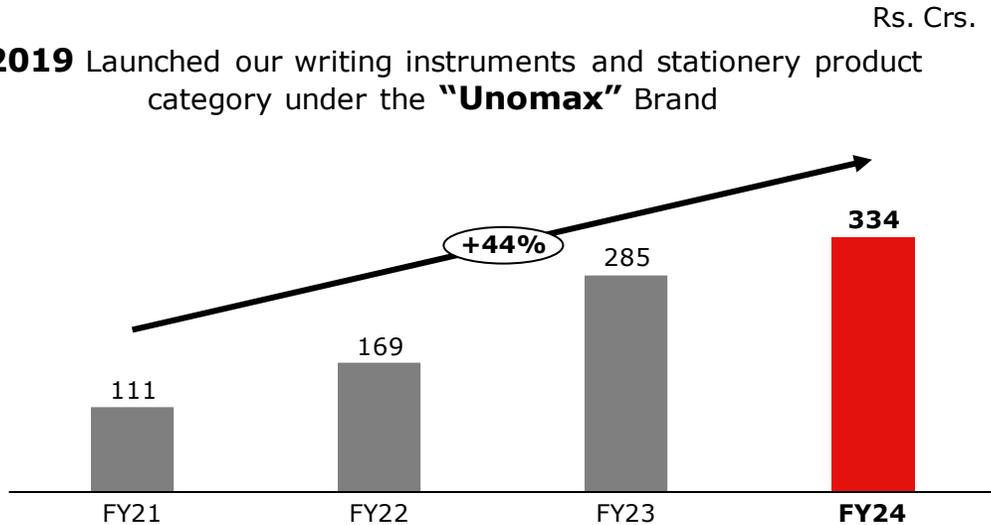
Air Cooler

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

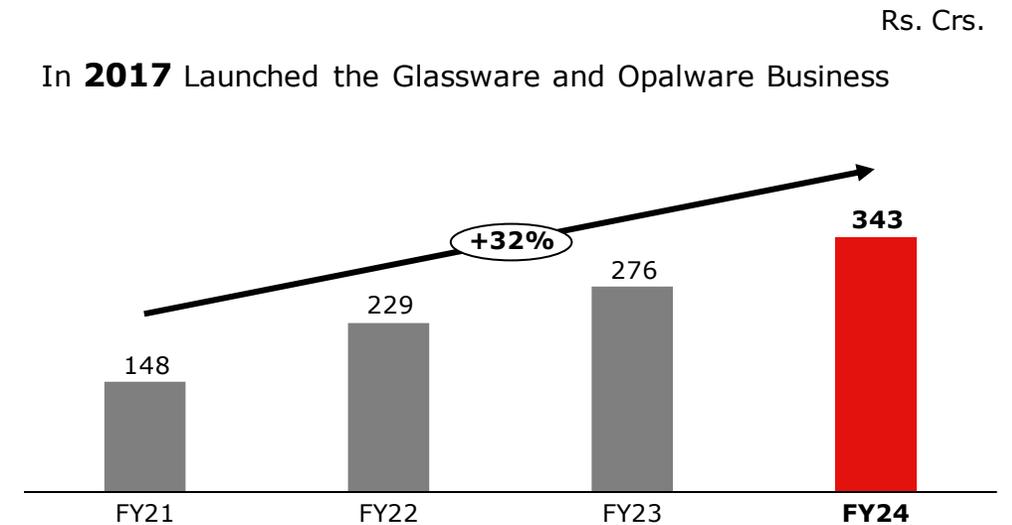
In **2019** Launched our writing instruments and stationery product category under the **"Unomax"** Brand



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

Consumer Glassware

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



Scaled up Consumer Glassware business with a CAGR of 32.17%¹

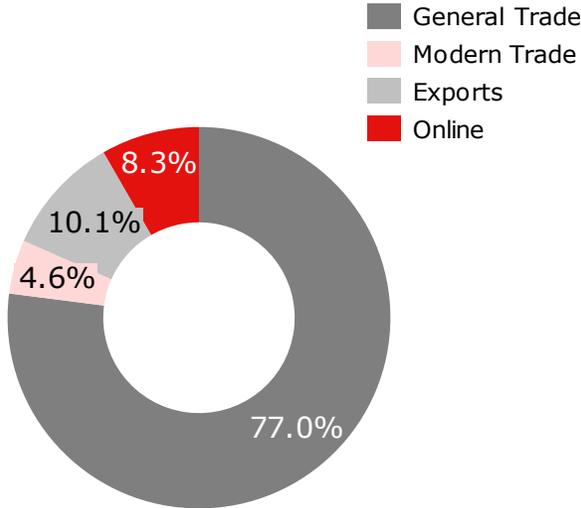
Track record of scaling up opalware, writing instruments and stationery, and cleaning aids businesses, is a testament to the ability to scale up new businesses and product categories

1. Period between FY21 to FY24
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	900 distributors and ~74,037 retailers
Writing Instruments	29 super-stockist, ~1,522 distributors and ~64,868 retailers
Moulded Furniture and Allied Products ¹	1,067 distributors and ~6,840 retailers

Distribution Channels Mix (FY24)



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

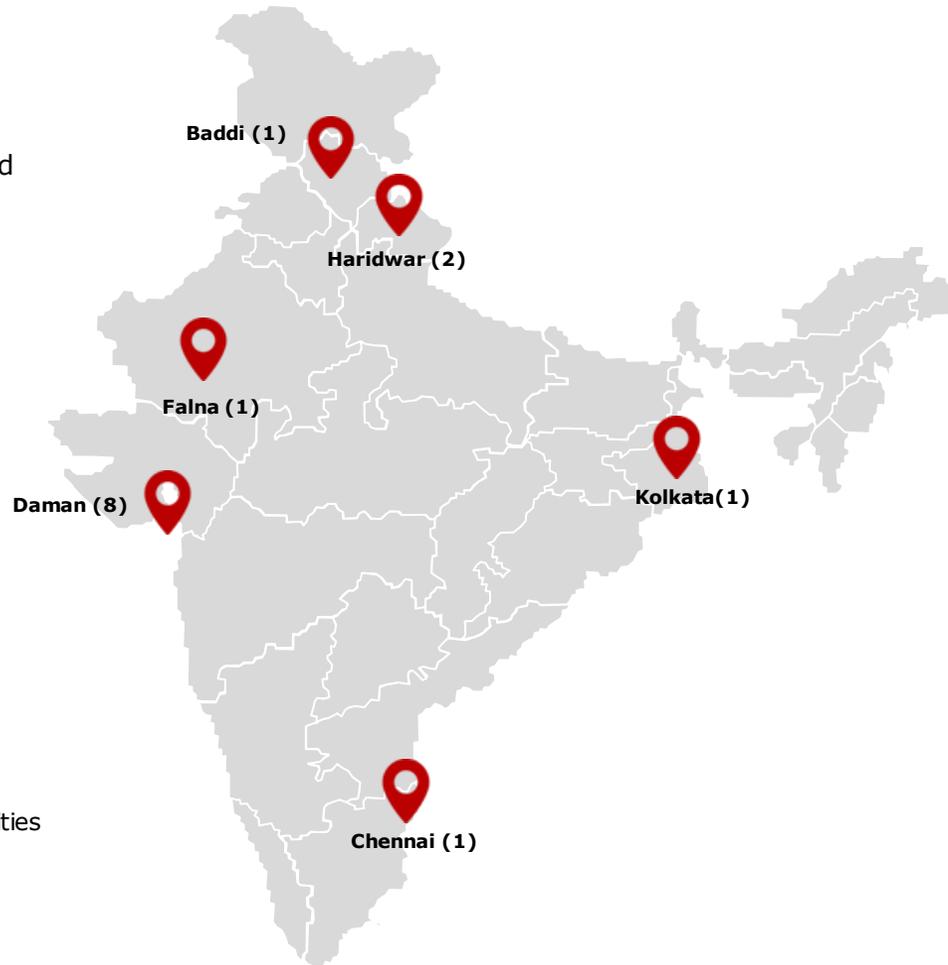
5. Ability To Manufacture A Diverse Range Of Products...

77.8%

FY24 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 (Operational in phased manner)

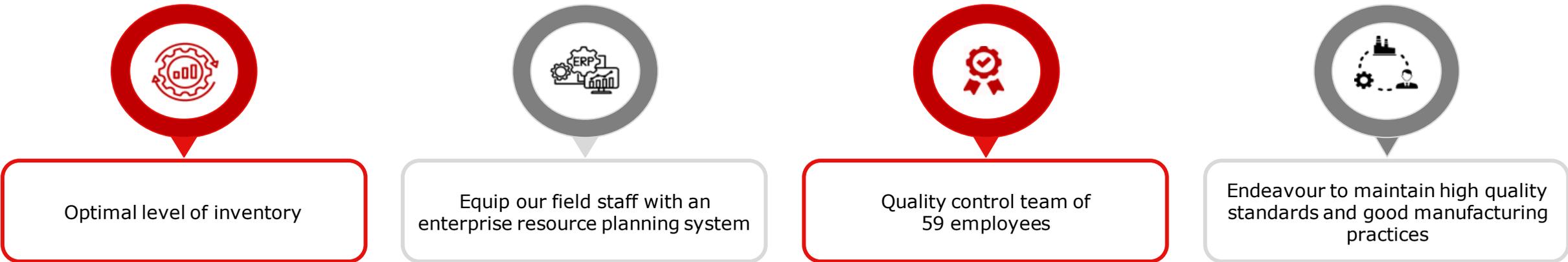
Cello is expected to become the only domestic consumer products company which has presence across all material types to have an in-house glassware manufacturing unit in India

* 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

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 Borouge (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

1



Continued innovation to grow wallet share and expand consumer base

2



Expand the distribution network

3



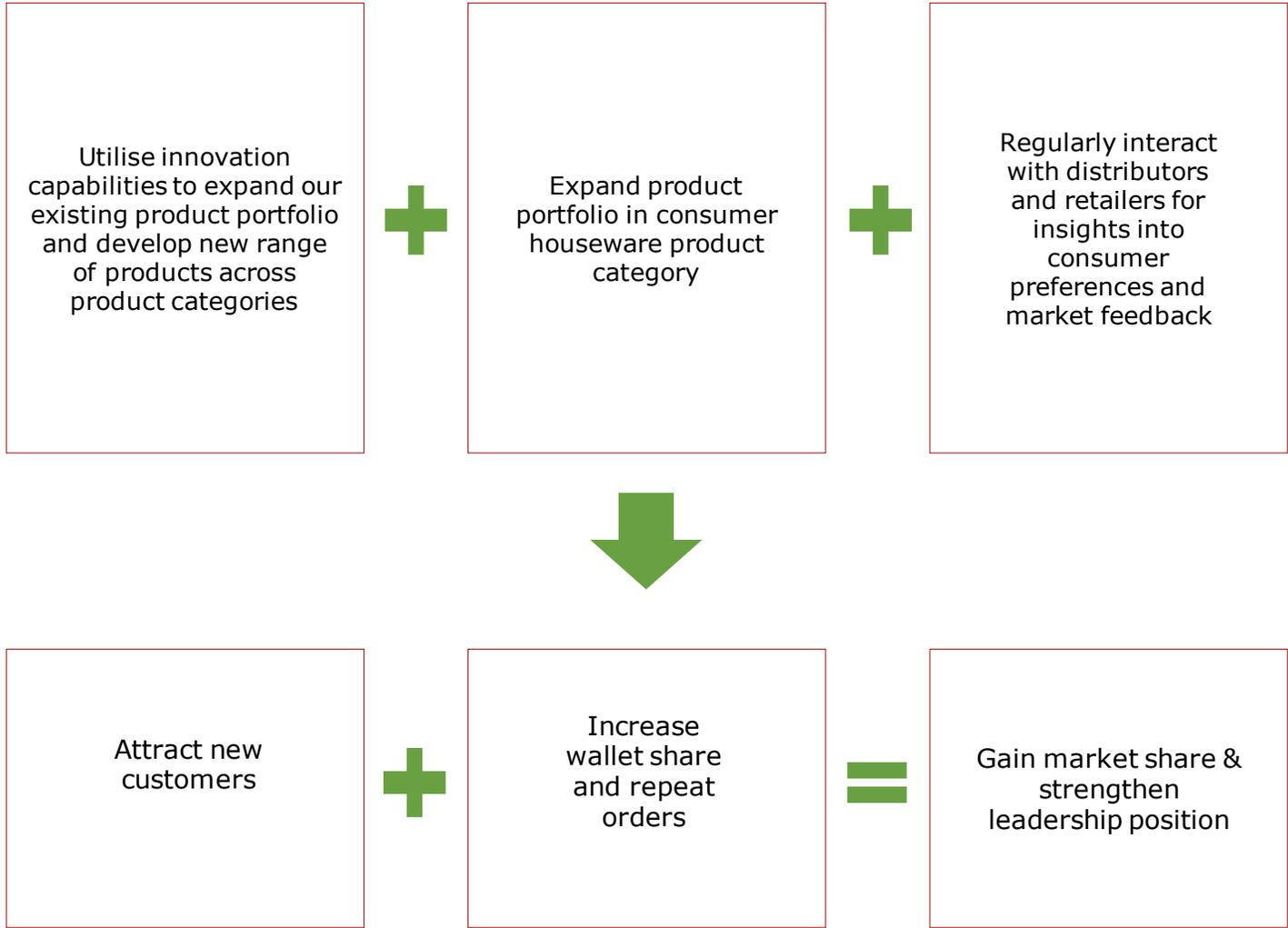
Scale up branding, promotional and digital activities

4



Grow manufacturing capabilities and expand production capacities

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



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



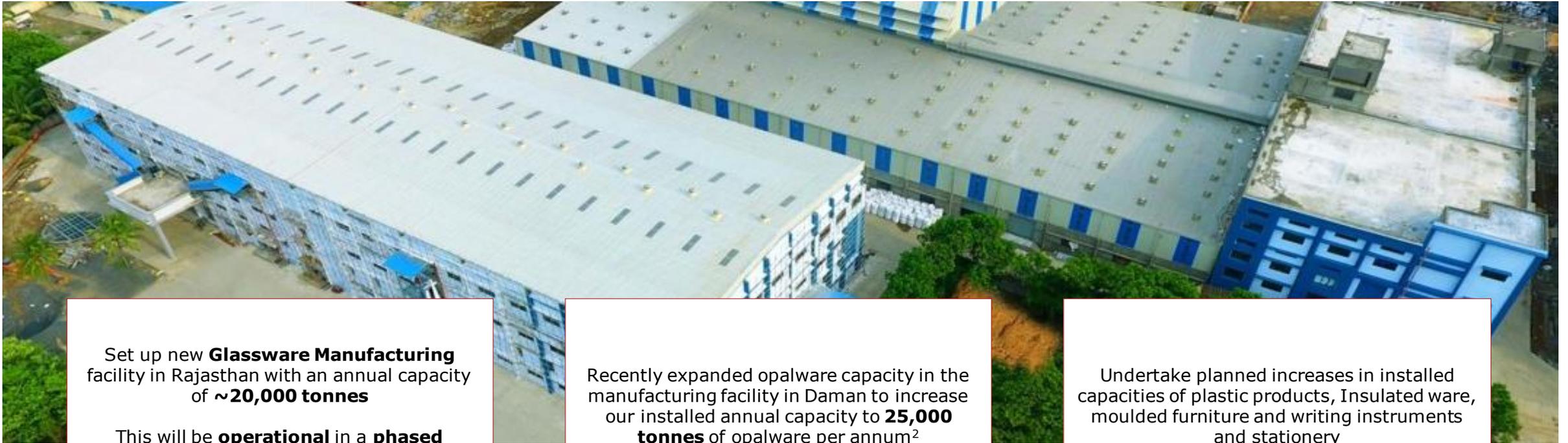
Increase our digital presence



Engage in brand associations



4. Grow manufacturing capabilities and expand production capacities



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

This will be **operational** in a **phased manner**

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. Glassware manufacturing facility in Rajasthan



20,000

Installed Annual Capacities
(Tonnes)

Rs.250 Crs.

CAPEX for the
Project

Q2 FY25

Commissioning of Glass Furnace



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



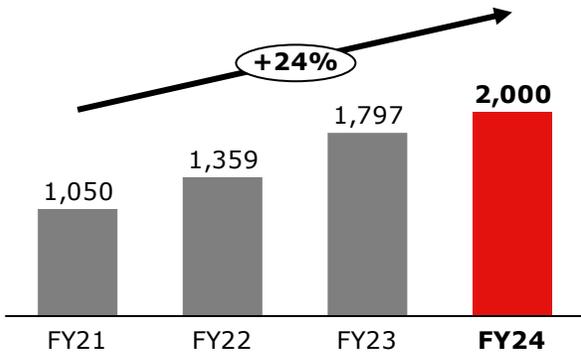
Historical
Financials

Strong Financial Performance over years

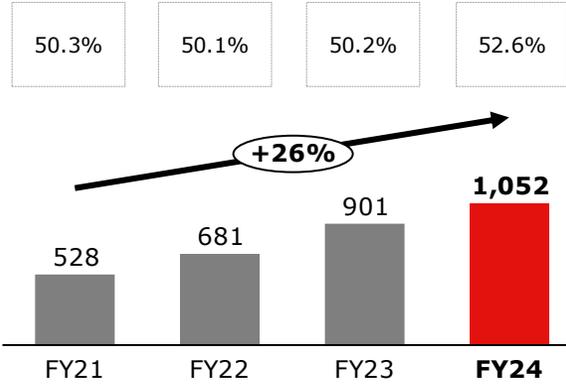


Rs. Crs.

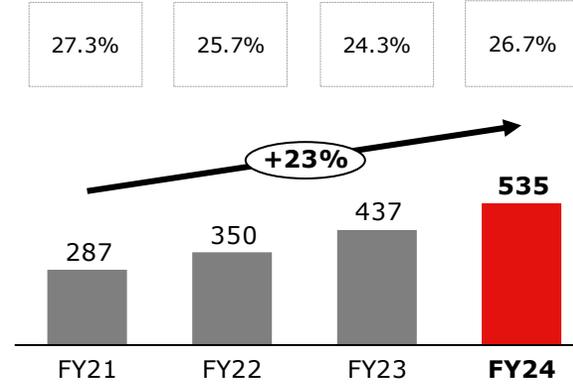
Revenue from Operations



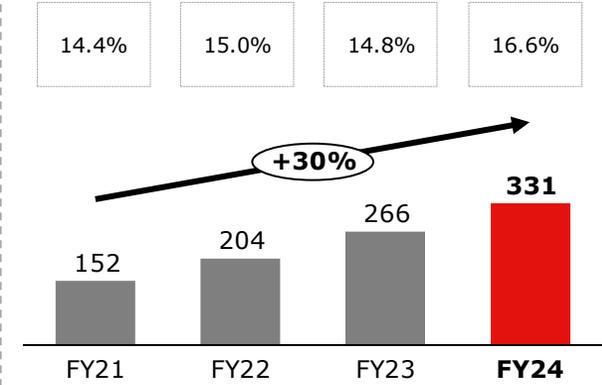
Gross Profit



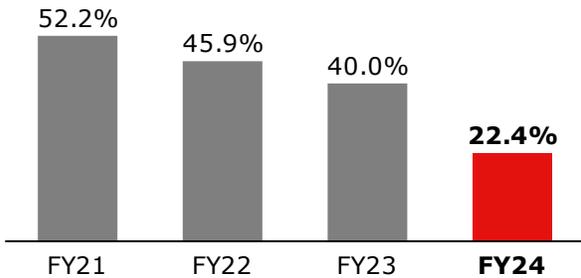
EBITDA



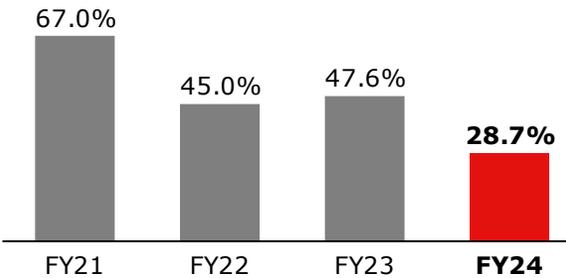
PAT (Attributable to Owners)



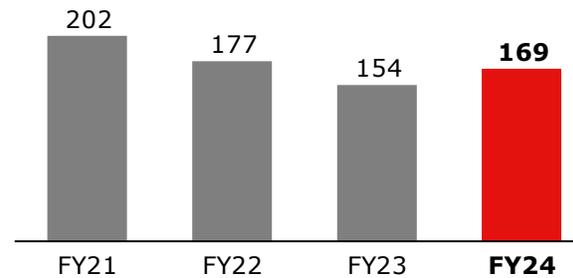
Return on Equity



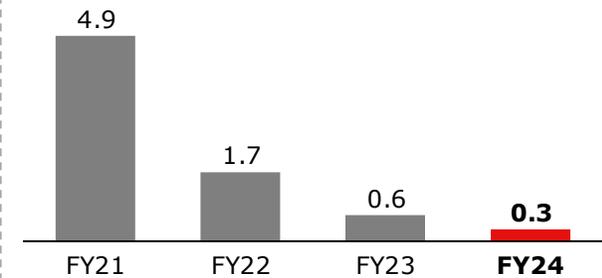
Return on Capital Employed



Working Capital (in days)



Debt to Equity

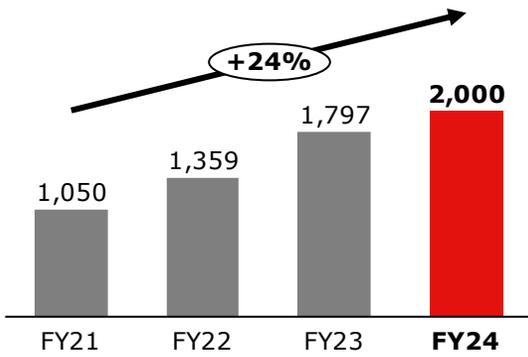


Operational Performance



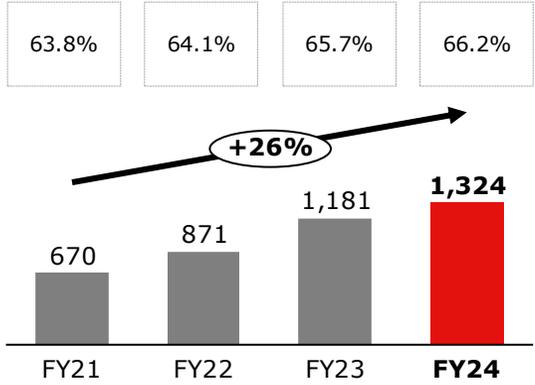
Rs. Crs.

Revenue from Operations

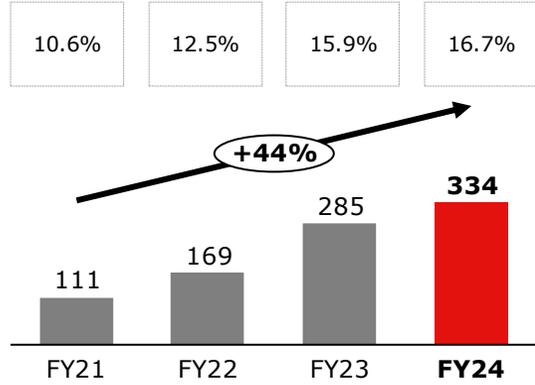


% Rev. Cont.

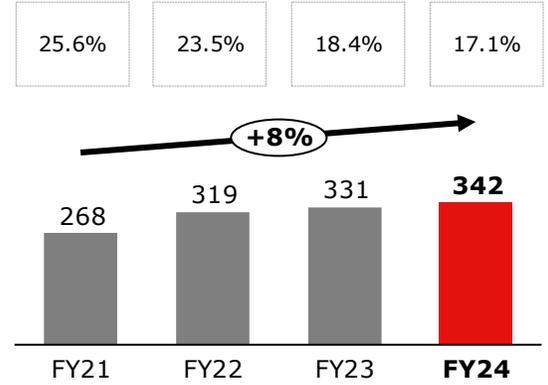
Consumer Ware



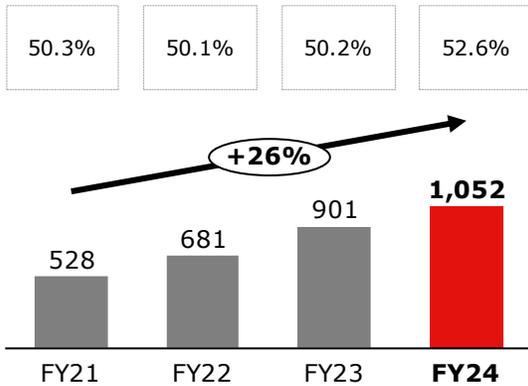
Writing Instruments



Moulded Furniture and Allied Products

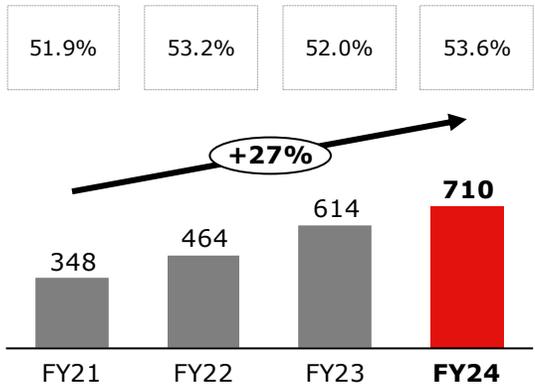


Gross Profit

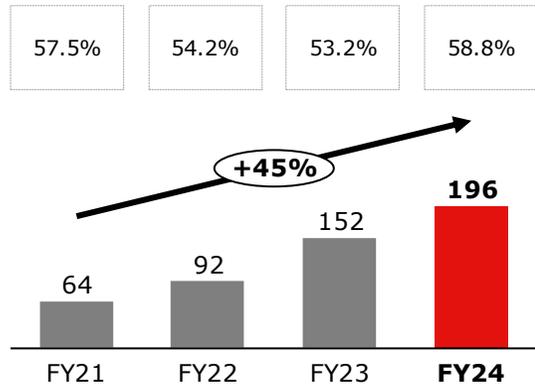


GP Margins

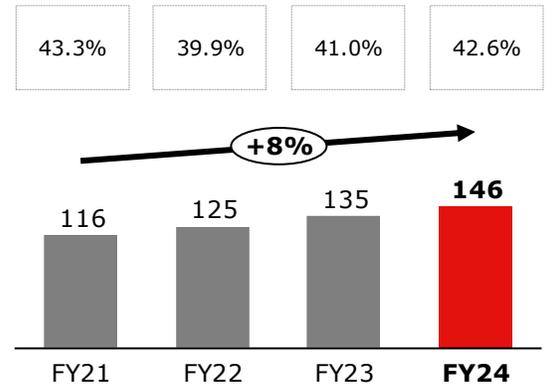
Consumer Ware



Writing Instruments



Moulded Furniture and Allied Products



63.8%	64.1%	65.7%	66.2%
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10.6%	12.5%	15.9%	16.7%
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25.6%	23.5%	18.4%	17.1%
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50.3%	50.1%	50.2%	52.6%
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51.9%	53.2%	52.0%	53.6%
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57.5%	54.2%	53.2%	58.8%
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43.3%	39.9%	41.0%	42.6%
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Profit and Loss Statement

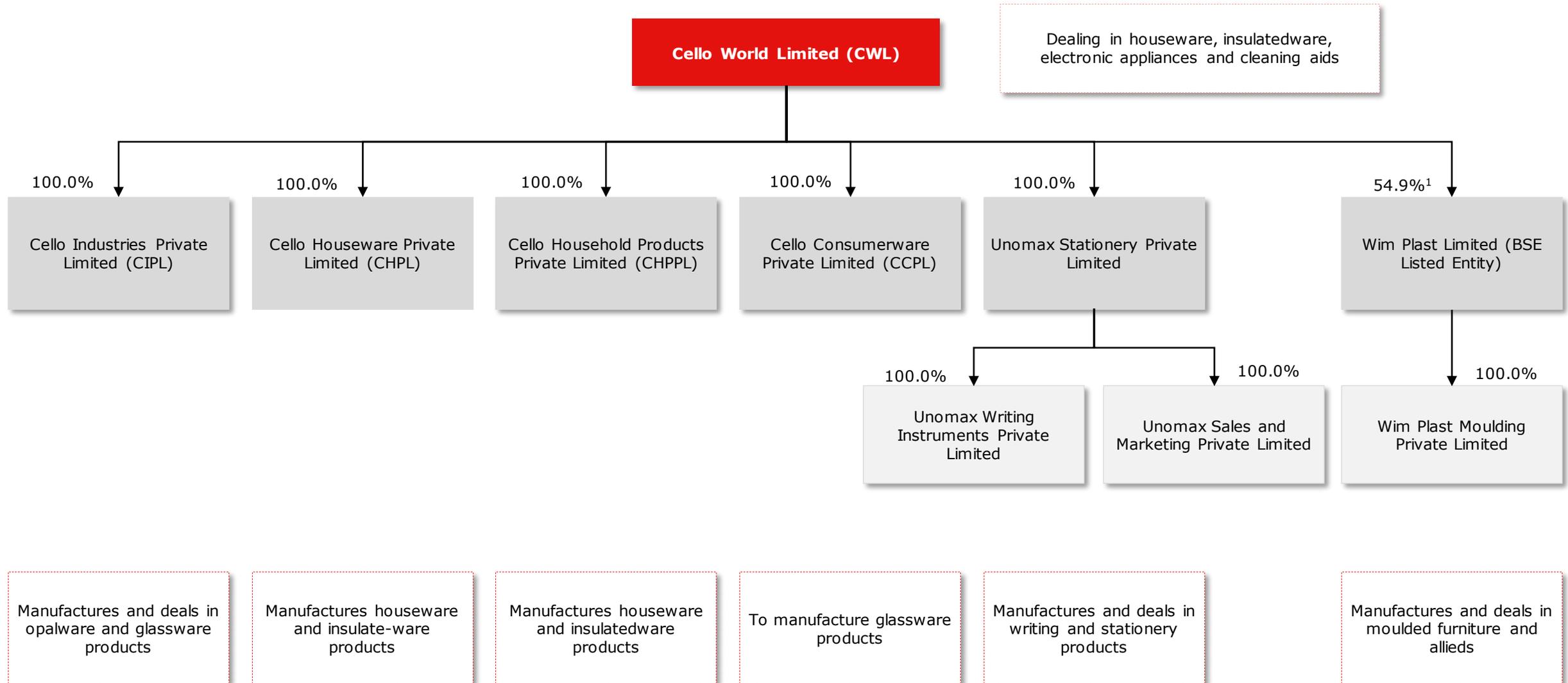
Profit & Loss (Rs. Crs.)*	FY24	FY23	FY22	FY21
Revenue from Operation	2,000.3	1,796.7	1,359.2	1,049.5
Cost of Goods Sold	948.4	895.5	678.6	521.4
Gross Profit	1,051.8	901.2	680.6	528.0
Gross Profit Margin %	52.6%	50.2%	50.1%	50.3%
Employee Cost	189.5	157.6	131.9	96.8
Other Expenses	352.7	323.1	215.1	154.4
Other Income	25.1	16.7	15.9	10.1
EBITDA	534.8	437.3	349.5	286.9
EBITDA Margin %	26.7%	24.3%	25.7%	27.3%
Depreciation	56.7	50.3	47.6	48.9
EBIT	478.0	387.0	302.0	238.0
EBIT Margin %	23.9%	21.5%	22.2%	22.7%
Finance Cost	2.6	1.8	2.9	2.3
Profit Before Share of Profit/Loss from Associates	475.5	385.2	299.1	235.7
Share of Profit/(Loss) from Associates	-0.47	-0.01	0.0	0.0
Profit Before Tax	475.0	385.2	299.1	235.7
Profit Before Tax Margin %	23.7%	21.4%	22.0%	22.5%
Tax	118.8	100.1	79.6	70.1
Profit After Tax	356.2	285.1	219.5	165.5
PAT Margin %	17.8%	15.9%	16.2%	15.8%
Non Controlling Interest	25.1	18.9	15.5	14.3
Profit After Tax (Attributable to Owners)	331.1	266.1	204.0	151.2
PAT margin % (Attributable to Owners)	16.6%	14.8%	15.0%	14.4%

Balance Sheet

EQUITY & LIABILITIES (Rs. Crs.)*	March 31, 2024	March 31, 2023	March 31, 2022	March 31, 2021
Equity				
Equity share capital	106.1	97.5	0.01	0.01
Other equity	1043.1	239.0	87.6	-106.8
Total equity attributable to owners	1,149.2	336.5	87.6	-106.8
Non-controlling interest	220.6	199.9	185.1	172.2
Total Equity	1,369.9	536.4	272.8	65.4
Liabilities				
Non-current liabilities				
Financial liabilities				
i) Borrowings	27.7	8.7	-	-
ii) Lease liabilities	5.6	7.1	8.7	10.4
iii) Other financial liabilities	0.0	483.1	0.0	0.0
Provisions	2.5	2.5	4.5	3.6
Deferred tax liabilities (net)	12.6	8.4	8.4	8.2
Total non-current liabilities	48.5	509.8	21.6	22.3
Current liabilities				
Financial liabilities				
i) Borrowings	335.0	317.4	452.5	322.1
ii) Lease liabilities	2.4	1.9	1.7	1.6
iii) Trade payables	-	-	-	-
(a) Total outstanding dues of micro and small enterprises	38.9	42.6	29.4	17.7
(b) Total outstanding dues of creditors other than micro and small enterprises	105.3	91.5	96.1	80.7
iv) Other financial liabilities	42.3	16.7	434.5	610.1
Other current liabilities	24.8	30.4	20.2	20.0
Provisions	1.6	1.4	1.5	1.7
Current tax liabilities (net)	3.2	3.6	3.4	5.0
Total current liabilities	553.5	505.5	1,039.3	1,058.8
Total Equity and Liabilities	1,971.8	1,551.7	1,333.7	1,146.5

ASSETS (Rs. Crs.)*	March 31, 2024	March 31, 2023	March 31, 2022	March 31, 2021
Non-current assets				
Property, plant and equipment	343.3	253.7	238.7	237.6
Capital work in progress	180.0	20.9	11.8	4.3
Right-of-use assets	16.2	17.6	19.3	21.2
Intangible assets	2.4	0.4	0.5	0.4
Intangible assets under development	-	4.8	2.8	-
Financial assets				
i) Investments in associates	0.3	0.8	-	-
ii) Other investments	55.3	49.8	35.0	45.0
iii) Loans	8.2	7.6	1.2	1.9
iv) Other financial assets	8.3	8.9	9.9	8.7
Deferred tax assets (net)	2.1	4.7	2.8	2.1
Income tax assets (net)	3.7	2.3	2.3	0.6
Other non-current assets	28.7	40.2	14.2	4.1
Total non-current assets	648.6	411.8	338.6	326.0
Current assets				
Inventories	462.2	429.8	376.5	306.9
Financial assets				
i) Investments	114.1	126.3	115.0	74.7
ii) Trade receivable	610.6	462.3	406.7	371.4
iii) Cash and cash equivalents	32.2	30.6	36.3	16.7
iv) Bank balances other than (iii) above	32.9	19.3	18.4	15.8
v) Loans	1.0	1.2	2.0	1.4
vi) Other financial assets	9.7	17.4	3.4	4.8
Other current assets	60.5	37.5	36.8	28.8
Total current assets	1,323.2	1,124.4	995.1	820.5
Assets classified as held for sale	-	15.4	-	-
Total assets	1,971.8	1,551.7	1,333.7	1,146.5

Particulars (Rs. Crs.)	FY24	FY23	FY22	FY21
Net Profit Before Tax	475.0	385.2	299.1	235.7
Adjustments for: Non - Cash Items / Other Investment or Financial Items	38.9	58.2	45.2	48.1
Operating profit before working capital changes	513.9	443.4	344.3	283.8
Changes in working capital	-166.7	-115.0	-72.8	-22.1
Cash generated from Operations	347.2	328.4	271.5	261.7
Direct taxes paid (net of refund)	116.0	101.0	84.3	68.1
Net Cash from Operating Activities	231.2	227.4	187.3	193.6
Net Cash from Investing Activities	-255.6	-556.8	-261.8	-53.2
Net Cash from Financing Activities	26.0	323.8	94.1	-132.8
Net Increase / (Decrease) in Cash and Cash equivalents	1.6	-5.7	19.6	7.6
Add: Cash & Cash equivalents at the beginning of the period	30.6	36.3	16.7	9.1
Cash & Cash equivalents at the end of the period	32.2	30.6	36.3	16.7



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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