

Business Responsibility and Sustainability Report

Section A: GENERAL DISCLOSURES

I Details of the listed entity

1	Corporate Identity Number (CIN) of the Listed Entity	U25209MH2018PTC312197
2	Name of the Listed Entity	Cello World Limited
3	Year of incorporation	2018
4	Registered office address	597/2A, Somnath Road, Dabhel, Nani Daman 396 210, Daman and Diu, India
5	Corporate address	Cello House, Corporate Avenue, B Wing, 8 th Floor, Sonawala Road, Goregaon (East), Mumbai – 400 063, Maharashtra, India
6	E-mail	grievance@celloworld.com
7	Telephone	+91 22 6997 0000
8	Website	www.corporate.celloworld.com
9	Financial year for which reporting is being done	2023-24
10	Name of the Stock Exchange(s) where shares are listed	NSE and BSE
11	Paid-up Capital	₹ 1,06,11,55,170
12	Name and contact details (telephone, email address) of the person who may be contacted in case of any queries on the BRSR report	mukesh.kothari@celloworld.com +91 22 6997 0000
13	Reporting boundary - Are the disclosures under this report made on a standalone basis (i.e. only for the entity) or on a consolidated basis (i.e. for the entity and all the entities which form a part of its consolidated financial statements, taken together)	Standalone Basis
14	Name of assurance provider	NA
15	Type of assurance obtained	NA

II Products / Services

16 Details of business activities (accounting for 90% of the turnover):

S. No.	Description of Main Activity	Description of Business Activity	% of Turnover of the entity
1	Trading of Houseware Consumer Products	Our company provides a wide array of household products ranging from hydration bottles and lunch boxes to tableware, dinnerware, storage containers, kitchen appliances, cookware, glassware, melamine, and cleaning aids	100%

17 Products/Services sold by the entity (accounting for 90% of the entity's Turnover):

S. No.	Product/Service	NIC Code	% of total Turnover contributed
1	Houseware Consumer Products	51392	100%

III Operations

18 No. of locations where plants and/or operations/offices of the entity are situated:

Location	No. of plants	No. of offices	Total
National	6 (warehouses)	2	8
International	Nil	Nil	Nil

19 Markets served by the entity

a	No. of Locations	
	Location	Number
	National (No. of States)	States - 28, Union Territories - 8
	International (No. of States)	17 countries
b	What is the contribution of exports as a percentage of the total turnover of the entity?	2.06%
c	A brief on types of customers	<p>Our company specializes in providing a wide array of household products tailored to suit diverse needs and preferences. Ranging from hydration bottles and lunch boxes to tableware, dinnerware, storage containers, kitchen appliances, cookware, glassware, melamine, and cleaning aids, we offer essential items that enhance everyday living.</p> <p>We serve a diverse range of consumers, including homemakers, professionals, travellers, students, and children, ensuring that our products appeal to all age groups. Our primary focus remains on delivering high-quality products that meet the expectations of middle and upper-class customers.</p> <p>To ensure widespread availability, our products are distributed nationwide through a robust network of retailers, modern trade retail stores, and various e-commerce platforms. Additionally, customers can conveniently purchase our products directly from our dedicated e-commerce site, www.celloworld.com.</p>

IV Employees

20 Details as at the end of Financial Year:

a Employees and workers (including differently abled):

S. No.	Particulars	Total (A)	Male		Female	
			No. (B)	% (B/A)	No. (C)	% (C/A)
Employees						
	Permanent (A)	490	420	86%	70	14%
	Other than Permanent (B)	0	0	0%	0	0%
	Total employees (A + B)	490	420	86%	70	14%
Workers						
	Permanent (C)	21	16	76%	5	24%
	Other than Permanent (D)	0	0	0%	0	0%
	Total workers (C + D)	21	16	76%	5	24%

b Differently abled Employees and workers:

S. No.	Particulars	Total (A)	Male		Female	
			No. (B)	% (B/A)	No. (C)	% (C/A)
Differently-abled Employees						
	Permanent (E)	0	0	0	0	0
	Other than Permanent (F)	0	0	0	0	0
	Total employees (E + F)	0	0	0	0	0
Differently-abled Workers						
	Permanent (G)	0	0	0	0	0
	Other than Permanent (H)	0	0	0	0	0
	Total employees (G + H)	0	0	0	0	0

21 Participation/Inclusion/Representation of women

	Total (A)	No. and percentage of Females No. (B)	% (B / A)
Board of Directors	9	2	22%
Key Management Personnel	2	1	50%

22 Turnover rate for permanent employees and workers (Disclose trends for the past 3 years)

Category	FY (2023-24) (Turnover rate in current FY)			FY (2022-23) (Turnover rate in previous FY)			FY (2021-22) (Turnover rate in year prior to previous FY)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Permanent Employees	24%	20.5%	23.6%	18.4%	17.7%	18.3%	14.3%	12%	14%
Permanent Workers	15%	0.0%	12.5%	21.7%	60%	33.3%	20%	12.5%	17.4%

V Holding, Subsidiary and Associate Companies (including joint ventures)

23 Names of holding / subsidiary / associate companies / joint ventures

S. No.	Name of the holding / subsidiary / associate companies / joint ventures (A)	Indicate whether holding/ Subsidiary/ Associate/ Joint Venture	% of shares held by listed entity	Does the entity indicated at column A, participate in the Business Responsibility initiatives of the listed entity? (Yes/No)
1	Cello Houseware Private Limited	Subsidiary	100%	Yes
2	Cello Consumerware Private Limited	Subsidiary	100%	No
3	Cello Household Products Private Limited	Subsidiary	100%	Yes
4	Cello Industries Private Limited	Subsidiary	100%	Yes
5	Unomax Stationary Private Limited	Subsidiary	100%	Yes
6	Unomax Sales & Marketing Private Limited	Step-down Subsidiary	100%	Yes
7	Unomax Writing Instruments Private Limited	Step-down Subsidiary	100%	Yes
8	Wim Plast Limited	Subsidiary	53%	Yes
9	Wim Plast Moulding Private Limited	Step Down Subsidiary	100%	No
10	Pecasa Tableware Private Limited	Associate	40%	No

VI CSR Details

24 CSR Details

S. No.	Description of Business Activity	% of Turnover of the entity
a	Whether CSR is applicable as per section 135 of Companies Act, 2013: (Yes/No)	Yes
b	Turnover (in ₹ lakhs)	1,01,617.63
c	Net worth (in ₹ lakhs)	71,296.29

VII Transparency and Disclosures Compliances

25 Complaints/Grievances on any of the principles (Principles 1 to 9) under the National Guidelines on Responsible Business Conduct:

Stakeholder group from whom complaint is received	Grievance Redressal Mechanism in Place (Yes/No) (If Yes, then provide web-link for grievance redress policy)	FY 2023-24 (Current Financial Year)			FY 2022-23 (Previous Financial Year)		
		Number of complaints filed during the year	Number of complaints pending resolution at close of the year	Remarks	Number of complaints filed during the year	Number of complaints pending resolution at close of the year	Remarks
Communities	Yes, the company has different mechanisms in place for grievance redressal, established policy is available for employees on their intranet. While for others, they can raise concerns through the 'Contact us' page available on the official website. www.corporate.celloworld.com and Customers can reach us at customercare@celloworld.com .	0	0		-	-	-
Investors (other than shareholders)		0	0		-	-	-
Shareholders		1311	2	All pending complaints of shareholders were closed in April 2024	-	-	Company was not listed in Previous Financial year
Employees & Workers		0	0		-	-	-
Customers		459	0	Complaints related to quality of products. They were resolved during the year	643	0	Complaints related to quality of products. They were resolved during the year
Value Chain Partners		0	0		-	-	-

26 Overview of the entity's material responsible business conduct issues

Please indicate material responsible business conduct and sustainability issues pertaining to environmental and social matters that present a risk or an opportunity to your business, rationale for identifying the same, approach to adapt or mitigate the risk along-with its financial implications, as per the following format.

S. No.	Material issue identified	Indicate whether risk or opportunity (R/O)	Rationale for identifying the risk / opportunity	In case of risk, approach to adapt or mitigate	Financial implications of the risk or opportunity (Indicate positive or negative implications)
1	Corporate Governance	Risk	Assessing governance aspects like ownership and control, board compensation, accounting methods, business ethics, and transparency highlights the impact of board governance and ethical practices on investors and other stakeholders. Strong governance fosters trust, improves corporate reputation, and can boost financial results. On the other hand, inadequate governance may lead to legal troubles, financial setbacks, and strained stakeholder relationships.	Maintain robust internal control systems, Setting defined governance structures and clear roles and responsibilities.	Negative: Legal Troubles, Financial setbacks and strained stakeholder relationships
2	Data Privacy & Security	Risk	Regular assessment of data privacy policy, data related controls, protection systems and relevant privacy regulations	Ensure continuous monitoring of the implementation of data privacy policy adopted	Negative: Data or Monetary Loss, Loss of stakeholder confidence
3	Customer Satisfaction	Opportunity	To establish ourselves as the most preferred consumer houseware brand offering high quality products at affordable prices	NA	Positive: Catering to evolving consumer demands, will lead to building trust and create a long term brand value
4	Employee Well-being	Risk	Higher absenteeism, Low motivated employees - decreased productivity, Compromised work quality, increased turnover rates	To provide safe and hygienic working conditions, better infrastructure, provide appraisals	Negative: Layoffs, reputational damage

S. No.	Material issue identified	Indicate whether risk or opportunity (R/O)	Rationale for identifying the risk / opportunity	In case of risk, approach to adapt or mitigate	Financial implications of the risk or opportunity (Indicate positive or negative implications)
5	Environment Footprint	Risk	Climate-related regulations, policies, and changing climate conditions, including extreme weather events, can significantly impact operations and profitability. These factors can lead to increased costs for energy and raw materials, along with heightened compliance demands for environmental regulations. Additionally, the shift towards a low-carbon future may require substantial investments and operational changes.	Exploring ways to reduce carbon footprints, Engaging with stakeholders, Staying informed about the relevant regulations	Negative: Fines, Legal issues, reputational damage
6	Product Responsibility	Opportunity	Ensuring high quality, safe and reliable products is of utmost importance for us being a household brand.	NA	Positive: Improving product quality, will lead to better customer relations and building trust which will in turn help us to increase our market share in consumer products sector

Section B: MANAGEMENT AND PROCESS DISCLOSURES

This section is aimed at helping businesses demonstrate the structures, policies and processes put in place towards adopting the NGRBC Principles and Core Elements

Disclosure Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
Policy and management processes									
1 Whether your entity's policy/policies cover each principle and its core elements of the NGRBCs. (Yes/No)	Yes	Yes	Yes	Yes	No	Yes	No	No	Yes
Has the policy been approved by the Board? (Yes/No)	Yes	Yes	Yes	Yes	No	Yes	No	No	Yes
Web Link of the Policies, if available	Internal company policies are accessible on the company's intranet portal, while few other policies are available on the company's official website: https://corporate.celloworld.com/corporate-governance/								
2 Whether the entity has translated the policy into procedures. (Yes / No)	Yes	Yes	Yes	Yes	NA	Yes	NA	NA	Yes
3 Do the enlisted policies extend to your value chain partners? (Yes/No)	No	No	No	No	NA	No	NA	NA	No
4 Name of the national and international codes/certifications/labels/ standards (e.g. Forest Stewardship Council, Fairtrade, Rainforest Alliance, Trustea) standards (e.g. SA 8000, OHSAS, ISO, BIS) adopted by your entity and mapped to each principle.								-	1. IS 302:PART 2:SEC 14 2. IS 302-2-6:2009, BIS IS 3. IS 4250 : 1980
5 Specific commitments, goals and targets set by the entity with defined timelines, if any.	At present company does not have any specific commitments/targets however a formal approach is planned to be undertaken in the near future								
6 Performance of the entity against the specific commitments, goals and targets along-with reasons in case the same are not met.	Not applicable								

Governance, leadership and oversight

Disclosure Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
7 Statement by director responsible for the business responsibility report, highlighting ESG related challenges, targets, and achievements (listed entity has flexibility regarding the placement of this disclosure)	Cello is one of India's leading consumer houseware brand. As we grow and reach more households, we are conscious of our impact on environment and society and are in the process of embedding ESG principles in our strategy. We are committed to achieving the highest levels of product quality and safety while fulfilling our environment and social responsibilities.								
8 Details of the highest authority responsible for implementation and oversight of the Business Responsibility policy (ies).	Mr. Pravin Kothari - COO of the Company is the highest authority responsible for implementing all the corporate policies.								
9 Does the entity have a specified Committee of the Board/ Director responsible for decision making on sustainability related issues? (Yes / No). If yes, provide details.	The CSR committee which is a board-level committee is responsible for reviewing and monitoring the Company's sustainability initiatives. It will be highest governing body for the sustainability initiatives.								

10 Details of Review of NGRBCs by the Company:																			
Subject for Review	Indicate whether review was undertaken by Director / Committee of the Board/ Any other Committee									Frequency (Annually/ Half yearly/ Quarterly/ Any other – please specify)									
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P1	P2	P3	P4	P5	P6	P7	P8	P9	
Performance against above policies and follow up action																			
Compliance with statutory requirements of relevance to the principles, and rectification of any non-compliances	The Company complies with the statutory requirements as applicable. There has been no case of any non-compliances during the year.																		

		P1	P2	P3	P4	P5	P6	P7	P8	P9
11	Has the entity carried out independent assessment/ evaluation of the working of its policies by an external agency? (Yes/No). If yes, provide name of the agency.	The Policies are currently evaluated internally and would be subjected to external audits as applicable.								
12	If answer to question (1) above is "No" i.e. not all Principles are covered by a policy, reasons to be stated, as below:									
	Question	P1	P2	P3	P4	P5	P6	P7	P8	P9
	The entity does not consider the Principles material to its business (Yes/No)	NA								
	The entity is not at a stage where it is in a position to formulate and implement the policies on specified principles (Yes/No)	NA								
	The entity does not have the financial or/human and technical resources available for the task (Yes/No)	NA								
	It is planned to be done in the next financial year (Yes/No)	Yes								
	Any other reason (please specify)	NA								

Section C: PRINCIPLE WISE PERFORMANCE DISCLOSURE**P1 Businesses should conduct and govern themselves with integrity, and in a manner that is Ethical, Transparent and Accountable****ESSENTIAL INDICATORS**

1 Percentage coverage by training and awareness programmes on any of the Principles during the financial year:

Segment	Total number of training and awareness programmes held	Topics / principles covered under the training and its impact	% of persons in respective category covered by the awareness programmes
Board of Directors	1	Overview of Company and Business and Management and Policies	100%
Key Managerial Personnel	0	NA	NA
Employees other than BoD and KMPs	1	1. Sales and Team building activities 2. ERP Training –IT	Sales team (Sales and Team building) -100% IT Team (ERP Training)– 100%
Workers	0	NA	NA

2 Details of fines / penalties /punishment/ award/ compounding fees/ settlement amount paid in proceedings (by the entity or by directors / KMPs) with regulators/ law enforcement agencies/ judicial institutions, in the financial year, in the following format (Note: the entity shall make disclosures on the basis of materiality as specified in Regulation 30 of SEBI (Listing Obligations and Disclosure Obligations) Regulations, 2015 and as disclosed on the entity's website

Monetary

Category	NGRBC Principle	Name of the regulatory/ enforcement agencies/ judicial institutions	Amount (In INR)	Brief of the Case	Has an appeal been preferred? (Yes/No)
Penalty/ Fine			Nil		
Settlement			Nil		
Compounding fee			Nil		

Non-Monetary

Category	NGRBC Principle	Name of the regulatory/ enforcement agencies/ judicial institutions	Amount (In INR)	Brief of the Case	Has an appeal been preferred? (Yes/No)
Imprisonment			Nil		
Punishment			Nil		

3 Of the instances disclosed in Question 2 above, details of the Appeal/ Revision preferred in cases where monetary or non-monetary action has been appealed.

Case Details	Name of the regulatory/ enforcement agencies/ judicial institutions
NA	NA

- 4 Does the entity have an anti-corruption or anti-bribery policy? If yes, provide details in brief and if available, provide a web-link to the policy.
- Cello has a code of conduct policy for Director/ Senior Management which states that they shall not offer or receive any gifts, donations, remuneration, hospitality, illegal payments and comparable benefits which are intended to obtain business favours/ personal gains. However currently we are evaluating a formal Anti-Bribery and Anti-Corruption Policy covering a wider scope

Link: Code of Conduct Policy for Board Members and Senior Management Personnel

- 5 Number of Directors/KMPs/employees/workers against whom disciplinary action was taken by any law enforcement agency for the charges of bribery/ corruption

Category	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)	Amount (In INR)	Brief of the Case	Has an appeal been preferred? (Yes/No)
Directors	Nil	Nil	NA	NA	NA
KMPs	Nil	Nil	NA	NA	NA
Employees	Nil	Nil	NA	NA	NA
Workers	Nil	Nil	NA	NA	NA

- 6 Details of complaints with regard to conflict of interest

Category	FY 2023-24 (Current Financial Year)		FY 2022-23 (Previous Financial Year)	
	Number	Remarks	Number	Remarks
Number of complaints received in relation to issues of Conflict of Interest of the Directors	Nil		Nil	
Number of complaints received in relation to issues of Conflict of Interest of the KMPs	Nil		Nil	

- 7 Provide details of any corrective action taken or underway on issues related to fines / penalties / action taken by regulators/ law enforcement agencies/ judicial institutions, on cases of corruption and conflicts of interest.
- N/A

- 8 Number of days of accounts payables ((Accounts payable *365) / Cost of goods/services procured) in the following format:

Category	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
	Number	Number
Number of days of accounts payables	90	67

- 9 Open-ness of business

Provide details of concentration of purchases and sales with trading houses, dealers, and related parties along-with loans and advances & investments, with related parties, in the following format:

Parameter	Metrics	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Concentration of Purchases	a. Purchases from trading houses as % of total purchases	12.3%	16.4%
	b. Number of trading houses where purchases are made from	18	25
	c. Purchases from top 10 trading houses as % of total purchases from trading houses	96%	98%

Parameter	Metrics	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Concentration of Sales	a. Sales to dealers / distributors as % of total sales	69%	78%
	b. Number of dealers / distributors to whom sales are made	748	670
	c. Sales to top 10 dealers / distributors as % of total sales to dealers / distributors	28.7%	28.2%
Share of RPTs in	a. Purchases (Purchases with related parties / Total Purchases)	71.1%	68.5%
	b. Sales (Sales to related parties / Total Sales)	0.33%	0.17%
	c. Loans & advances (Loans & advances given to related parties / Total loans & advances)	99.8%	99.5%
	d. Investments (Investments in related parties / Total Investments made)	100%	100%

P2 Businesses should provide goods and services in a manner that is sustainable and safe

ESSENTIAL INDICATORS

- 1 Percentage of R&D and capital expenditure (capex) investments in specific technologies to improve the environmental and social impacts of product and processes to total R&D and capex investments made by the entity, respectively.

Category	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)	Details of improvements in environmental and social impacts
R&D			Cello is in the process of identifying the contribution of R&D and Capex to environmental and social impacts of the product and processes
CapEx			

- 2 Does the entity have procedures in place for sustainable sourcing? (Yes/No)

Cello does not have a formal procedure in place for sustainable sourcing however we follow certain practises :

1. We source our primary materials through subsidiaries, implementing strict inspection procedures at the dispatch origin to ensure they meet our specified standards.
2. Our imports are managed exclusively by registered vendors, however we have developed a local procurement supply chain through our subsidiaries to lessen the dependency on imports and promote Indian manufacturers

If yes, what percentage of inputs were sourced sustainably? The percentage of inputs sourced sustainably has not been determined yet

- 3 Describe the processes in place to safely reclaim your products for reusing, recycling and disposing at the end of life, for:

Plastics (including packaging) Cello Group has implemented an internal plan for several of its factories to send Low Density Polyethylene (LDPE) waste to a third-party processor. The processed LDPE is converted into poly bags, which are subsequently utilized for various internal purposes.

E-waste	In our efforts to be more conscious about waste management, we have adopted practices such as prioritising the purchase of recyclable electronics and partnering with certified recyclers.
Hazardous waste	
Other waste	
4 Whether Extended Producer Responsibility (EPR) is applicable to the entity's activities (Yes / No). If yes, whether the waste collection plan is in line with the Extended Producer Responsibility (EPR) plan submitted to Pollution Control Boards? If not, provide steps taken to address the same.	Yes, the EPR is applicable for our entity's activities with respect to the packaging waste. Currently five of our subsidiaries are registered for EPR. To ensure compliance we have appointed external agency for waste collection and we also regularly file the necessary returns.

P3 Businesses should respect and promote the well-being of all employees, including those in their value chains

ESSENTIAL INDICATORS

1a Details of measures for the well-being of employees:

Category	% of employees covered by											
	Total (A)	Health insurance		Accident insurance		Maternity Benefits		Paternity Benefits		Day Care facilities		
		Number (B)	% (B/A)	Number (C)	% (C/A)	Number (D)	% (D/A)	Number (E)	% (E/A)	Number (F)	% (F/A)	
Permanent Employees												
Male	420	70	16.7%	70	16.7%	N/A	N/A	0	0	0	0	
Female	70	9	12.9%	9	12.9%	70	100%	N/A	N/A	0	0	
Total	490	79	16%	79	16%	70	100%	0	0	0	0	
Other than Permanent Employees												
Male						N/A	N/A					
Female						N/A	N/A					
Total						N/A	N/A					

1b Details of measures for the well-being of workers:

Category	% of workers covered by											
	Total (A)	Health insurance		Accident insurance		Maternity Benefits		Paternity Benefits		Day Care facilities		
		Number (B)	% (B/A)	Number (C)	% (C/A)	Number (D)	% (D/A)	Number (E)	% (E/A)	Number (F)	% (F/A)	
Permanent Workers												
Male	16	0	0	0	0	N/A	N/A	0	0	0	0	
Female	5	0	0	0	0	5	100%	N/A	N/A	0	0	
Total	21	0	0	0	0	5	100%	0	0	0	0	
Other than Permanent Workers												
Male						N/A	N/A					
Female						N/A	N/A					
Total						N/A	N/A					

1 c Spending on measures towards well-being of employees and workers (including permanent and other than permanent) in the following format –

	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Cost incurred on well-being measures as a % of total revenue of the company	0.01%	0% (Amount is not material as a % of total revenue of the company)

2 Details of retirement benefits, for Current and Previous FY

Benefits	FY 2023-24 (Current Financial Year)			FY 2022-23 (Previous Financial Year)		
	No. of employees covered as a % of total employees	No. of workers covered as a % of total workers	Deducted and deposited with the authority (Y/N/N.A.)	No. of employees covered as a % of total employees	No. of workers covered as a % of total workers	Deducted and deposited with the authority (Y/N/N.A.)
PF	99%	100%	Y	97%	100%	Y
Gratuity	100%	100%	Y	100%	100%	Y
ESI	6%	0%	Y	8%	0%	Y
Others-please specify	0%	0%	N.A.	0%	0%	N.A.

3 Accessibility of workplaces

Are the premises / offices of the entity accessible to differently abled employees and workers, as per the requirements of the Rights of Persons with Disabilities Act, 2016? If not, whether any steps are being taken by the entity in this regard.

Currently, the premises are not accessible to differently-abled employees and workers. However, Cello is exploring ways to improve accessibility. At present, Cello does not have any differently-abled employees.

4 Does the entity have an equal opportunity policy as per the Rights of Persons with Disabilities Act, 2016? If so, provide a web-link to the policy.

Our Equal Employment Opportunity policy encompasses these principles and includes commitments to fair treatment and non-discrimination. It is designed to eliminate discrimination based on gender, age, social origin, beliefs, disabilities, race, colour, genetic information, protected veteran status or religion, and to promote equal employment opportunities. The policy is accessible on the Company's internal portal.

5 Return to work and Retention rates of permanent employees and workers that took parental leave.

Gender	Permanent employees		Permanent workers	
	Return to work rate	Retention rate	Return to work rate	Retention rate
Male	NA	NA	NA	NA
Female	100%	0	NA	NA
Total	100%	0	NA	NA

6 Is there a mechanism available to receive and redress grievances for the following categories of employees and worker? If yes, give details of the mechanism in brief

Category	Yes/No (If Yes, then give details of the mechanism in brief)
Permanent Workers	Yes, we have formulated a grievance mechanism to provide all our employees a confidential platform to report grievances related to workplace harassment, health and safety, supervisor behaviour, adverse changes in employment conditions. It emphasizes a supportive and pleasant workplace for everyone. The policy outlines the reporting channels, procedure for protected disclosures and investigation scope.
Other than Permanent Workers	
Permanent Employees	
Other than Permanent Employees	

7 Membership of employees and worker in association(s) or Unions recognised by the listed entity:

Category	FY 2023-24 (Current Financial Year)			FY 2022-23 (Previous Financial Year)		
	Total employees / workers in respective category (A)	No. of employees / workers in respective category, who are part of association(s) or Union (B)	% (B / A)	Total employees / workers in respective category (C)	No. of employees / workers in respective category, who are part of association(s) or Union (D)	% (D / C)
Total Permanent Employees						
Male						Nil
Female						Nil
Total Permanent Workers						
Male						Nil
Female						Nil

8 Details of training given to employees and workers:

Category	FY 2023-24 (Current Financial Year)					FY 2022-23 (Previous Financial Year)				
	Total (A)	On Health and safety measures		On Skill upgradation		Total (D)	On Health and safety measures		On Skill upgradation	
		No. (B)	% (B / A)	No. (C)	% (C / A)		No. (E)	% (E / D)	No. (F)	% (F / D)
Employees										
Male	420	12	2.9%	91	21.7%	382	15	3.9%	81	21.2%
Female	70	8	11.4%	45	64.3%	50	6	12%	32	64.4%
Total	490	20	4.1%	136	27.8%	432	21	4.9%	113	26.1%
Workers										
Male	16	0	0	0	0	18	0	0	0	0
Female	5	0	0	0	0	4	0	0	0	0
Total	21	0	0	0	0	22	0	0	0	0

9 Details of performance and career development reviews of employees and worker:

Category	FY 2023-24 (Current Financial Year)			FY 2022-23 (Previous Financial Year)		
	Total (A)	No. (B)	% (B / A)	Total (C)	No. (D)	% (D / C)
Total Permanent Employees						
Male	420	279	66.4%	382	286	74.9%
Female	70	39	55.7%	50	38	76%
Total	490	318	64.9%	432	324	75%
Total Permanent Workers						
Male	16	16	100%	18	0	0
Female	5	4	80%	4	0	0
Total	21	20	95.2%	22	0	0

10 Health and safety management system:

- a Whether an occupational health and safety management system has been implemented by the entity? (Yes/ No). If yes, the coverage such system? The company has formulated an environmental health and safety policy that covers all employees, contractors, and operations across all locations. The system focuses on hazard and risk management, preventive measures, and incident reporting. It also includes disciplinary actions for safety violations to ensure compliance and maintain a safe work environment.
- b What are the processes used to identify work-related hazards and assess risks on a routine and non-routine basis by the entity? To identify work-related hazards and assess risks, Cello World and its subsidiaries follow a comprehensive process
- Regular Inspections:** Conduct regular workplace inspections to identify hazards such as unsafe conditions (e.g., faulty equipment, slippery floors) and unsafe practices (e.g., improper techniques).

	<p>2. Maintenance and Assessments: Perform periodic assessments and maintenance of machinery, plant, and equipment to ensure safety and efficiency.</p> <p>3. Systematic Hazard Identification: Implement a systematic approach to identify hazards associated with specific processes or job roles, assess the associated risks, and apply controls to mitigate them.</p> <p>4. Risk Assessment for Changes: Assess risks associated with changes in equipment, processes, or procedures before implementation, including the evaluation of new technologies and facilities.</p>
c	<p>Whether you have processes for workers to report the work-related hazards and to remove themselves from such risks. (Y/N)</p> <p>According to the policy, Cello has a structured protocol for employees to report occupational injuries, accidents, and near misses to the safety officer or their supervisor immediately. This ensures that hazards are promptly addressed and mitigated, allowing workers to remove themselves from such risks.</p>
d	<p>Do the employees/ worker of the entity have access to non-occupational medical and healthcare services? (Yes/ No)</p> <p>Yes, Cello, at subsidiary plant level, conducts monthly routine medical check-up.</p> <p>At the Cello corporate level, yoga sessions and eye check-ups are conducted to promote the wellbeing of the employees</p>

11 Details of safety related incidents, in the following format:

Safety Incident/Number	Category	FY 2023-24	FY 2022-23
		(Current Financial Year)	(Previous Financial Year)
Lost Time Injury Frequency Rate (LTIFR) (per one million-person hours worked)	Employees		Nil
	Workers		Nil
Total recordable work-related injuries	Employees		Nil
	Workers		Nil
No. of fatalities	Employees		Nil
	Workers		Nil
High consequence work-related injury or ill-health (excluding fatalities)	Employees		Nil
	Workers		Nil

- 12 Describe the measures taken by the entity to ensure a safe and healthy workplace. Regular inspections are carried out to identify hazards and unsafe practises.

Additionally, fire extinguishers and smoke detectors are installed on the premises to enhance safety

13 Number of Complaints on the following made by employees and workers:

Category	FY 2023-24 (Current Financial Year)			FY 2022-23 (Previous Financial Year)		
	Filed during the year	Pending resolution at the end of year	Remarks	Filed during the year	Pending resolution at the end of year	Remarks
Working Conditions			Nil			
Health & Safety			Nil			

14 Assessments for the year:

Category	% of your plants and offices that were assessed (by entity or statutory authorities or third parties)
Health & Safety Practices	100%
Working Conditions	100%

- 15 Provide details of any corrective action taken or underway to address safety-related incidents (if any) and on significant risks / concerns arising from assessments of health & safety practices and working conditions. No significant risks/concerns were identified

P4 Businesses should respect the interests of and be responsive to all its stakeholders

ESSENTIAL INDICATORS

- 1 Describe the processes for identifying key stakeholder groups of the entity. To identify key stakeholder groups, we employ a systematic approach to understanding who is impacted by or has an interest in our organization's activities, decisions, and outcomes. The process includes:
1. Engage with various internal departments to identify relevant stakeholders.
 2. Identify internal stakeholders (employees, managers, board members) and external stakeholders (customers, suppliers, shareholders, regulators, government authorities, local communities, NGOs).
 3. Categorize stakeholders by their level of influence and interest in the organization's activities.
 4. Prioritize stakeholders based on their potential impact on or by the entity.
- 2 List stakeholder groups identified as key for your entity and the frequency of engagement with each stakeholder group.

S. No.	Stakeholder Group	Whether identified as Vulnerable & Marginalized Group (Yes/No)	Channels of communication (Email, SMS, Newspaper, Pamphlets, Advertisement, Community Meetings, Notice Board, Website), Other	Frequency of engagement (Annually/ Half yearly/ Quarterly / others – please specify)	Purpose and scope of engagement including key topics and concerns raised during such engagement
1	Board of Directors	No	Email, SMS, Meeting & Notice	Regular for executive directors and quarterly for non-executive directors	Business Management
2	Senior Management	No	Email, SMS, Meeting & Notice	Regular	Business & Operation Management
3	Employees and Workers	No	Email, SMS, Meeting & Notice	Regular	Business, Operation and administration Management
4	Shareholders	No	Email, SMS, Meeting, Notice, Newspapers & website	Quarterly and as per the statute	Financial results, business developments & updates
5	Investors	No	Email, SMS, Meeting, Notice, Newspapers & website	Quarterly & monthly	Financial results, business updates
6	Customers	No	Email, SMS, Sales meet, Conferences, Exhibitions, Newspaper, Pamphlets, Advertisement, Website,	Regular	Order, Sales, dispatch, Product Service, collection, products updates, new launch, customer feedback,
7	Suppliers	No	Email, SMS, meeting, advertisement & Website	Regular	Enquiry, Purchase, Service, demo, testing, inspection
8	Regulators/ Government Authorities	No	Email, meeting, filings, advertisement & Website	Monthly, Quarterly, half yearly, annually and as per statute	Regulatory return filing, permission, application, certification, inspection and Enquiry
9	NGOs	No	Email, SMS & meeting	Periodic interval, as per the CSR project requirement	Site visit, supervision, inspection, feedback

P5 Businesses should respect and promote human rights**ESSENTIAL INDICATORS****1 Employees and workers who have been provided training on human rights issues and policy(ies) of the entity, in the following format:**

Category	FY 2023-24 (Current Financial Year)			FY 2022-23 (Previous Financial Year)		
	Total (A)	No. of employees / workers covered (B)	% (B / A)	Total (C)	No. of employees / workers covered (D)	% (D / C)
Employees						
Permanent				Nil		
Other than permanent				Nil		
Total						
Workers						
Permanent				Nil		
Other than permanent				Nil		
Total						

2 Details of minimum wages paid to employees and workers, in the following format:

Category	FY 2023-24 (Current Financial Year)					FY 2022-23 (Previous Financial Year)				
	Total (A)	Equal to Minimum Wage		More than Minimum Wage		Total (D)	Equal to Minimum Wage		More than Minimum Wage	
		No. (B)	% (B / A)	No. (C)	% (C / A)		No. (E)	% (E / D)	No. (F)	% (F / D)
Employees										
Permanent										
Male	420	0	0	420	100%	382	0	0	382	100%
Female	70	0	0	70	100%	50	0	0	50	100%
Other than permanent										
Male	0	0	0	0	0	0	0	0	0	0
Female	0	0	0	0	0	0	0	0	0	0
Workers										
Permanent										
Male	16	6	37.5%	10	62.5%	18	0	0	18	100%
Female	5	4	80%	1	20%	4	4	100%	0	0
Other than permanent										
Male	0	0	0	0	0	0	0	0	0	0
Female	0	0	0	0	0	0	0	0	0	0

3 a Details of remuneration/salary/wages, in the following format:

Category	Male		Female	
	Number	Median remuneration/ salary/ wages of respective category (INR lakhs)	Number	Median remuneration/ salary/ wages of respective category (INR lakhs)
Board of Directors (BoD)	7	(BoD are not entitled to remunerations. Independent directors receive sitting fees only)	2	(BoD are not entitled to remunerations. Independent directors receive sitting fees only)
Key Managerial Personnel	1	97.36	1	17.52
Employees other than BoD and KMP	419	4.83	69	4.81
Workers	16	1.95	5	1.49

3 b Gross wages paid to females as % of total wages paid by the entity, in the following format:

Category	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Gross wages paid to females as % of total wages	16.7%	9.2%

4 Do you have a focal point (Individual/ Committee) responsible for addressing human rights impacts or issues caused or contributed to by the business? **(Yes/ No)**

The Human Resources department of the Company is responsible for addressing human rights issues

5 Describe the internal mechanisms in place to redress grievances related to human rights issues.

The company's Employee Grievance Redressal Policy provides a structured process for employees to voice and resolve grievances constructively. Employees can file grievances related to workplace harassment, health and safety, supervisor behaviour, and adverse changes in employment conditions. The procedure involves multiple levels, starting with reporting to the immediate manager and escalating to the HR department if necessary. The HR department is responsible for investigating grievances, ensuring confidentiality, and keeping all parties informed throughout the process. The policy also ensures non-retaliation and equal treatment for all employees who file grievances.

6 Number of Complaints on the following made by employees and workers:

Category	FY 2023-24 (Current Financial Year)			FY 2022-23 (Previous Financial Year)		
	Filed during the year	Pending resolution at the end of year	Remarks	Filed during the year	Pending resolution at the end of year	Remarks
Sexual Harassment			Nil			
Discrimination at workplace			Nil			
Child Labour			Nil			
Forced Labour/ Involuntary Labour			Nil			
Wages			Nil			
Other human rights related issues			Nil			

7 Complaints filed under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, in the following format:

	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Total Complaints reported under Sexual Harassment on of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 (POSH)		Nil
Complaints on POSH as a % of female employees / workers		Nil
Complaints on POSH upheld		Nil

- 8 Mechanisms to prevent adverse consequences to the complainant in discrimination and harassment cases. Cello's **Employee grievance policy** includes mechanisms to protect complainants in discrimination and harassment cases by ensuring strict confidentiality, enforcing a non-retaliation policy, providing a structured grievance procedure with multiple oversight levels, and guaranteeing equal treatment for all employees who file grievances. These measures collectively prevent any adverse consequences for the complainant, ensuring their rights and well-being are safeguarded throughout the process.

Cello's **POSH Policy** states that to prevent adverse consequences for complainants in discrimination and harassment cases, they ensure strict confidentiality throughout the investigation process. The company prohibits any form of retaliation against complainants or witnesses who report incidents. Measures include transferring either party to different locations if necessary, granting additional leave to the complainant, and preventing the respondent from assessing the complainant's work performance during the inquiry. These actions help maintain a safe and supportive environment for all parties involved

- 9 Do human rights requirements form part of your business agreements and contracts? (Yes/ No) No

10 Assessments for the year:

Category	% of your plants and offices that were assessed (by entity or statutory authorities or third parties)
Child labour	100%
Forced/involuntary labour	100%
Sexual harassment	100%
Discrimination at workplace	100%
Wages	100%
Others – please specify	

- 11 Provide details of any corrective actions taken or underway to address significant risks / concerns arising from the assessments at Question 9 above. No significant risks / concerns were identified from the assessments on the above points.

P6 Businesses should respect and make efforts to protect and restore the environment

Please Note: Cello has provided the data on a standalone basis and has initiated the process of calculating emissions and energy/water/waste consumptions for its manufacturing units. Our manufacturing is handled by the subsidiary companies and we have not disclosed the subsidiary information.

ESSENTIAL INDICATORS

1 Details of total energy consumption (in Gigajoule (GJ)) and energy intensity, in the following format:

Parameter	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
From renewable sources		
Total electricity consumption (A)	0	0
Total fuel consumption (B)	0	0
Energy consumption through other sources (C)	0	0
Total energy consumed from renewable sources (A+B+C)	0	0

Parameter	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
From non-renewable sources		
Total electricity consumption (D)	1619.26	1565.60
Total fuel consumption (E)	649.93	610.87
Energy consumption through other sources (F)	0	0
Total energy consumed from non-renewable sources (D+E+F)	2269.19	2176.47
Total energy consumed (A+B+C+D+E+F)	2269.19	2176.47
Energy intensity per rupee of turnover		
(Total energy consumed / Revenue from operations) (GJ/ Rupees)	0.02 x 10 ⁻⁵	0.02 x 10 ⁻⁵
Energy intensity per rupee of turnover adjusted for Purchasing Power Parity (PPP)		
(Total energy consumed / Revenue from operations adjusted for PPP) (GJ/ Rupees adjusted for PPP)	0.001 x 10 ⁻⁵	0.001 x 10 ⁻⁵
Energy intensity in terms of physical output	-	-
Energy intensity (optional) – the relevant metric may be selected by the entity	-	-
Note: Indicate if any independent assessment/ evaluation/assurance has been carried out by an external agency? (Y/N) If yes, name of the external agency.		No

- 2 Does the entity have any sites / facilities identified as designated consumers (DCs) under the Performance, Achieve and Trade (PAT) Scheme of the Government of India? (Y/N) If yes, disclose whether targets set under the PAT scheme have been achieved. In case targets have not been achieved, provide the remedial action taken, if any.

Not applicable

- 3 Provide details of the following disclosures related to water, in the following format:

S. No.	Parameter	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
	Water withdrawal by source (in kilolitres)		
i	Surface water	-	-
ii	Groundwater	-	-
iii	Third party water	4530	4493
iv	Seawater / desalinated water	-	-
v	Other	-	-
	Total volume of water withdrawal (in kilolitres) (i + ii + iii + iv + v)	4530	4493
	Total volume of water consumption (in kilolitres)	4530	4493
	Water intensity per rupee of turnover		
	(Water consumed / revenue from operations) (KL / Rupees)	0.045 x 10 ⁻⁵	0.050 x 10 ⁻⁵
	Water intensity per rupee of turnover adjusted for Purchasing Power Parity (PPP)		
	(Total water consumption / Revenue from operations adjusted for PPP) (KL / Rupees adjusted for PPP)	0.002 x 10 ⁻⁵	0.002 x 10 ⁻⁵
	Water intensity in terms of physical output	-	-
	Water intensity (optional) – the relevant metric may be selected by the entity	-	-
	Note: Indicate if any independent assessment/ evaluation/assurance has been carried out by an external agency? (Y/N) If yes, name of the external agency.		No

4 Provide the following details related to water discharged:

Parameter		FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Water discharge by destination and level of treatment (in kilolitres)			
To Surface water	No treatment		Cello is in the process of evaluating a mechanism to monitor the water discharged
	With treatment – please specify level of treatment		
To Groundwater	No treatment		
	With treatment – please specify level of treatment		
To Seawater	No treatment		
	With treatment – please specify level of treatment		
Sent to third-parties	No treatment		
	With treatment – please specify level of treatment		
Others	No treatment		
	With treatment – please specify level of treatment		
Note: Indicate if any independent assessment/ evaluation/assurance has been carried out by an external agency? (Y/N) If yes, name of the external agency.		No	

- 5 Has the entity implemented a mechanism for Zero Liquid Discharge? If yes, provide details of its coverage and implementation
- No, Cello World is involved in trading of houseware products

6 Please provide details of air emissions (other than GHG emissions) by the entity, in the following format:

Parameter	Please specify unit	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
NOx		-	-
SOx		-	-
Particulate Matter (PM)		-	-
Persistent organic pollutants (POP)		-	-
Volatile organic compounds (VOC)		-	-
Hazardous air pollutants (HAP)		-	-
Others – please specify		-	-
Note: Indicate if any independent assessment/ evaluation/ assurance has been carried out by an external agency? (Y/N) If yes, name of the external agency.		No	

7 Provide details of greenhouse gas emissions (Scope 1 and Scope 2 emissions) & its intensity, in the following format:

Parameter	Unit	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Total Scope 1 emissions (Break-up of the GHG into CO ₂ , CH ₄ , N ₂ O, HFCs, PFCs, SF ₆ , NF ₃ , if available)	Tonnes Co ₂ e	47.64	44.87
Total Scope 2 emissions (Break-up of the GHG into CO ₂ , CH ₄ , N ₂ O, HFCs, PFCs, SF ₆ , NF ₃ , if available)	Tonnes Co ₂ e	322.05	311.38
Total Scope 1 and Scope 2 emissions per rupee of turnover (Total Scope 1 and Scope 2 GHG emissions / Revenue from operations)	Tonnes Co ₂ e/rupees	0.004 x 10 ⁻⁵	0.004 x 10 ⁻⁵
Total Scope 1 and Scope 2 emission intensity per rupee of turnover adjusted for Purchasing Power Parity (PPP) (Total Scope 1 and Scope 2 GHG emissions / Revenue from operations adjusted for PPP) (Tonnes Co ₂ e/rupees)	Tonnes Co ₂ e/rupees adjusted for PPP	0.00016 x 10 ⁻⁵	0.00017 x 10 ⁻⁵

Parameter	Unit	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Total Scope 1 and Scope 2 emission intensity in terms of physical output		-	-
Total Scope 1 and Scope 2 emission intensity (optional) – per ton of production		-	-
Note: Indicate if any independent assessment/ evaluation/ assurance has been carried out by an external agency? (Y/N) If yes, name of the external agency.		No	

- 8 Does the entity have any project related to reducing Green House Gas emission? If Yes, then provide details.
- Cello at its subsidiaries has installed rooftop solar PV across five (5) factories in Daman with installed capacity of 3.5 MW
- The opal ware and plastic waste generated in the production process is granulated and reused in the production process.

- 9 Provide details related to waste management by the entity, in the following format:

Parameter	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Total Waste generated (in metric tonnes)		
Plastic waste (A)	0	0
E-waste (B)	0	0.17
Bio-medical waste (C)	0	0
Construction and demolition waste (D)	0	0
Battery waste (E)	0	0
Radioactive waste (F)	0	0
Other Hazardous waste. Please specify, if any. (G)	0	0
Other Non-hazardous waste generated (H). Please specify, if any. (Break-up by composition i.e. by materials relevant to the sector)	0	0
Total (A+B + C + D + E + F + G + H)	0	0.17
Waste intensity per rupee of Turnover (Total waste generated / Revenue from operations)	0	0.0000017 x 10 ⁻⁵
Waste intensity per rupee of turnover adjusted Purchasing for Power Parity (PPP) (Total Revenue waste from generated / operations adjusted for PPP)	0	0.0000001 x 10 ⁻⁵
Waste intensity in terms of physical output		
Waste intensity (optional) – the relevant metric may be selected by the entity	-	-

For each category of waste generated, total waste recovered through recycling, re-using or other recovery operations (in metric tonnes)

Parameter	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Category of waste		
i Recycled (E-Waste is sent for recycling through third party)	0	0.17
ii Reused	0	0
iii Other recovery operations	0	0
Total	0	0.17

For each category of waste generated, total waste disposed by nature of disposal method (in metric tonnes)

Parameter	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Category of waste		
i. Incineration	0	0
ii. Landfill	0	0
iii. Other disposal methods	0	0
Total	0	0
Note: Indicate if any independent assessment/ evaluation/assurance has been carried out by an external agency? (Y/N) If yes, name of the external agency.		No

- 10 Briefly describe the waste management practices adopted in your establishments. Describe the strategy adopted by your company to reduce usage of hazardous and toxic chemicals in your products and processes and the practices adopted to manage such wastes.
- At Cello Group level, we implement a comprehensive waste management strategy focusing on reducing, reusing, and recycling waste. We target to a 5% annual waste reduction by optimizing processes, using highly productive machines, and encouraging innovative ideas from cross-functional teams. Hazardous waste, primarily polyurethane, is managed through Gujarat Enviro Protection & Infrastructure Ltd.'s (GEPIL) incineration process, while non-hazardous waste is auctioned through agreements with Omnibus Industrial Development Corporation (OIDC) Daman and Metal Scrap Trade Corporation (MSTC) Baroda. We also prioritize material substitution and process optimization to reduce the usage of hazardous chemicals, working closely with suppliers and educating employees on safe practices.

- 11 If the entity has operations/offices in/around ecologically sensitive areas (such as national parks, wildlife sanctuaries, biosphere reserves, wetlands, biodiversity hotspots, forests, coastal regulation zones etc.) where environmental approvals / clearances are required, please specify details in the following format:

S. No.	Location of operations/ offices	Type of operations	Whether the conditions of environmental approval / clearance are being complied with? (Y/N) If no, the reasons thereof and corrective action taken, if any.
			Not Applicable

- 12 Details of environmental impact assessments of projects undertaken by the entity based on applicable laws, in the current financial year:

S. No.	Name and brief details of project	EIA Notification No.	Date	Whether conducted by independent external agency (Yes / No)	Results communicated in public domain (Yes / No)	Relevant Web link

Not Applicable

- 13 Is the entity compliant with the applicable environmental law/ regulations/ guidelines in India; such as the Water (Prevention and Control of Pollution) Act, Air (Prevention and Control of Pollution) Act, and Environment protection act and rules thereunder (Y/N). If not, provide details of all such non-compliances, in the following format:
- Yes, Cello is in compliance with all relevant laws and regulations. There has been no instance of any non-compliances during the year.

S. No.	Specify the law / regulation / guidelines which was not complied with	Provide details of the non-compliance	Any fines / penalties / action taken by regulatory agencies such as pollution control boards or by courts	Corrective action taken, if any

Not Applicable

P7 Businesses, when engaging in influencing public and regulatory policy, should do so in a manner that is responsible and transparent

ESSENTIAL INDICATORS

- 1a** Number of affiliations with trade and industry chambers/ associations. 4
- 1b** List the top 10 trade and industry chambers/ associations (determined based on the total members of such body the entity is a member of/ affiliated to, in the following format

S. No.	Name of the trade and industry chambers/ associations	Reach of trade and industry chambers/ associations (State/ National)
1	Organization of Plastics Processors of India	National
2	The All India Plastics Manufacturers Association	National
3	Federation of Indian Exporters Organisation	National
4	Indian Merchant Chambers	National

- 2** Provide details of corrective action taken or underway on any issues related to anti-competitive conduct by the entity, based on adverse orders from regulatory authorities. There is no action taken or underway against Cello on any issues related to anti-competitive conduct

S. No.	Name of authority	Brief of the case	Corrective action taken
Not Applicable			

P8 Businesses should promote inclusive growth and equitable development

ESSENTIAL INDICATORS

- 1** Details of Social Impact Assessments (SIA) of projects undertaken by the entity based on applicable laws, in the current financial year.

S. No.	Name and brief details of project	SIA Notification No.	Date of notification	Whether conducted by independent external agency (Yes / No)	Results communicated in public domain (Yes / No)	Relevant Web link
Not Applicable						

- 2** Provide information on project(s) for which ongoing Rehabilitation and Resettlement (R&R) is being undertaken by your entity, in the following format

S. No.	Name of Project for which R&R is ongoing	State	District	No. of Project Affected Families (PAFs)	% of PAFs covered by R&R	Amounts paid to PAFs in the FY (In INR)
Not Applicable						

- 3** Describe the mechanisms to receive and redress grievances of the community. We have a Stakeholder Engagement and Grievance Redressal Policy under which a mechanism to receive complaints from local communities and point of contacts have been given. The said Policy is available on the Company's website at <https://corporate.celloworld.com/investors>.

- 4** Percentage of input material (inputs to total inputs by value) sourced from suppliers

Category	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Directly sourced from MSMEs/ small producers	2.6%	4.1%
Sourced directly from within the district and neighbouring districts	97.4%	95.9%

5 Job creation in smaller towns – Disclose wages paid to persons employed (including employees or workers employed on a permanent or non-permanent / on contract basis) in the following locations, as % of total wage cost

Location	FY 2023-24 (Current Financial Year)	FY 2022-23 (Previous Financial Year)
Rural	Nil	Nil
Semi-urban	1.4%	1.1%
Urban	Nil	Nil
Metropolitan	98.6%	98.9%

(Place to be categorized as per RBI Classification System - rural / semi-urban / urban / metropolitan)

P9 Businesses should engage with and provide value to their consumers in a responsible manner

ESSENTIAL INDICATORS

- 1 Describe the mechanisms in place to receive and respond to consumer complaints and feedback. Cello has established a comprehensive process for handling consumer complaints and feedback. Consumers contact the call centre or their Area Service Manager (ASM). Calls are transferred to a third-party service provider, Velo, and assigned to the appropriate service centre based on geographic and product specifications. The Authorized Service Centre (ASC) contacts the customer to schedule an appointment, allocates the call to a technician, and updates the CRM system with the call status. In cases of cancellations or pending spares, updates are communicated to the sales team and processed by the Head Office. The ASC ensures the technician visits the customer, completes the service, collects necessary documents for warranty claims, and confirms call closure with the customer. Follow-up calls from the Head Office ensure customer satisfaction.

- 2 Turnover of products and/ services as a percentage of turnover from all products/service that carry information about:

As a percentage to total turnover

Environmental and social parameters relevant to the product	100%
Safe and responsible usage	
Recycling and/or safe disposal	

3 Number of consumer complaints in respect of the following:

Category	FY 2023-24 (Current Financial Year)			FY 2022-23 (Previous Financial Year)		
	Received during the year	Pending resolution at end of year	Remarks	Received during the year	Pending resolution at end of year	Remarks
Data privacy	0	0		0	0	
Advertising	0	0		0	0	
Cyber-security	0	0		0	0	
Delivery of essential services	0	0		0	0	
Restrictive Trade Practices	0	0		0	0	
Unfair Trade Practices	0	0		0	0	
Other	459	0	Related to quality of the product	643	0	Related to quality of the product

4 Details of instances of product recalls on account of safety issues:

Category	Number	Reasons for recall
Voluntary recalls	Nil	
Forced recalls	Nil	

- 5** Does the entity have a framework/ policy on cyber security and risks related to data privacy? (Yes/No) If available, provide a web-link of the policy. Yes, Cello has a policy on cybersecurity and data privacy. The policy outlines guidelines for secure access, data protection, and user responsibilities
- 6** Provide details of any corrective actions taken or underway on issues relating to advertising, and delivery of essential services; cyber security and data privacy of customers; re-occurrence of instances of product recalls; penalty / action taken by regulatory authorities on safety of products / services. There is no adverse action taken by any Authority till date.
- 7** Provide the following information relating to data breaches:
- | | | |
|---|--|--|
| a | Number of instances of data breaches | 0 |
| b | Percentage of data breaches involving personally identifiable information of customers | 0 |
| c | Impact, if any, of the data breaches | There have been no cases of data breaches till date. |