



# Cello World Limited

(formerly known as 'Cello World Private Limited')

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

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

**Tel:** 022 6997 0000, e-mail: [cello.sales@celloworld.com](mailto:cello.sales@celloworld.com), [grievance@celloworld.com](mailto:grievance@celloworld.com)

**Website:** [www.corporate.celloworld.com](http://www.corporate.celloworld.com) **CIN:** L25209DD2018PLC009865

November 12, 2024

<b>BSE Limited</b> Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 <b>Scrip Code: 544012</b>	<b>National Stock Exchange of India Limited</b> Exchange Plaza, C-1, Block - G, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 <b>Symbol: CELLO</b>
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**Sub: Press Release on Unaudited Financial Results (Standalone and Consolidated) for the second quarter ended on September 30, 2024**

Dear Sir(s)/ Madam(s),

Enclosed herewith the Press Release on the Unaudited Financial Results (Standalone and Consolidated) for the first quarter ended on September 30, 2024.

You are requested to take the same on record.

Thanking you.

Yours faithfully,

**For Cello World Limited**

**Hemangi Trivedi**

**Company Secretary & Compliance Officer**

**M.no. A27603**

**Address: Cello House, Corporate Avenue, 'B' Wing,  
Sonawala Road, Goregaon (East), Mumbai-400 063**

**Encl: A/a**

## CELLO WORLD LIMITED

### Q2 & H1 FY25 Financial & Business Highlights

**Mumbai, 12<sup>th</sup> November 2024** – Cello World Limited, one of the prominent players in the consumerware market in India with presence in the consumer houseware, writing instruments and stationery, moulded furniture and allied products and consumer glassware categories has announced its Unaudited Financial Results for the quarter and half year ended 30<sup>th</sup> September 2024

**Revenue from Operations**

**Rs. 991 crores**  
▲ 3%

**Gross Profit**

**Rs. 522 crores**  
▲ 3%

**EBITDA**

**Rs. 267 crores**  
▲ 3%

**Profit After Tax  
(Attributable to Owners)**

**Rs. 164 crores**  
▲ 4%

For H1FY25

#### Key Financial Highlights

Particulars (in Rs. Crs.)	Q2 FY25	Q2 FY24	YoY	H1 FY25	H1 FY24	YoY
Revenue From Operation	490.1	489.0	-	990.7	960.7	3%
<b>Gross Profit</b>	<b>253.0</b>	<b>261.0</b>	<b>-3%</b>	<b>522.4</b>	<b>509.1</b>	<b>3%</b>
<i>Gross Profit Margin (%)</i>	51.6%	53.4%		52.7%	53.0%	
<b>EBITDA</b>	<b>131.9</b>	<b>130.9</b>	<b>1%</b>	<b>266.9</b>	<b>258.2</b>	<b>3%</b>
<i>EBITDA Margin (%)</i>	26.9%	26.8%		26.9%	26.9%	
Profit before Tax	116.8	117.6	-1%	237.0	232.5	2%
<b>PAT (Attributable to Owners)</b>	<b>81.6</b>	<b>80.0</b>	<b>2%</b>	<b>164.2</b>	<b>157.4</b>	<b>4%</b>
<i>PAT Margin (%)</i>	16.7%	16.4%		16.6%	16.4%	

#### Revenue Breakup

Particulars (in Rs. Crs.)	Q2 FY25	Q2 FY24	YoY	H1 FY25	H1 FY24	YoY
Consumer Ware	342.1	327.3	5%	669.2	637.7	5%
Writing Instruments	69.8	82.0	-15%	153.0	165.4	-8%
Moulded Furniture and Allied Products	78.2	79.7	-2%	168.5	157.6	7%

#### Gross Profit Breakup

Particulars (in Rs. Crs.)	Q2 FY25	Q2 FY24	YoY	H1 FY25	H1 FY24	YoY
Consumer Ware	179.6	175.7	2%	358.5	340.3	5%
Writing Instruments	38.0	48.4	-22%	87.3	97.1	-10%
Moulded Furniture and Allied Products	35.4	37.0	-4%	76.6	71.7	7%

## Key Business Highlights

- **Commissioning of the state-of-the-art glassware manufacturing facility in Falna, District Pali, Rajasthan**
  - The installed annual capacity of this plant is estimated to be 20,000 metric tonnes. The facility has initiated trial runs, with the commercial production set to follow. Cello expects to ramp up production and introduce multiple new products
  - Cello has been present in glassware since 2017, and the company intends to lower its reliance on the import of glassware with this new plant
- Approval of Composite Scheme of Arrangement amongst **Wim Plast Limited** (“WPL”) and **Cello Consumer Products Private Limited**, wholly owned subsidiary company of Cello World Limited (“CCPPL”) and Cello World Limited (“CWL”) and their respective shareholders and creditors under Sections 230 to 232 and other applicable provisions of the Companies Act, 2013 (“Scheme”)

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

*“In H1FY25, the company delivered steady performance by demonstrating consistent revenue growth and maintaining profitability despite several headwinds on export demand, particularly for writing instruments. Consumerware business grew by 5%, and the moulded furniture business grew by 7% on a year-on-year basis. Writing Instruments business de-grew by 8% mainly due to lower exports.*

*Our focus on operational excellence continues to deliver robust cash generation. This operational rigor gives us the flexibility to navigate external challenges while staying on track with our strategic objectives.*

*We have seen encouraging growth trends in our alternative sales channels, particularly online and modern trade. We see these channels as key drivers for capturing growth across the country, especially for our consumer-ware division.*

*Looking ahead, the second half of FY25 has started on a positive note, with strong sales momentum in October. Given the solid off-take in the early part of the Q3 due to the robust festive season demand, we remain confident in our ability to achieve mid teen growth for FY25.*

*We have commissioned the state-of-the-art glassware manufacturing facility in Falna, Rajasthan. The facility has initiated trial runs, with commercial production set to follow. With this, Cello becomes the only domestic consumer products company with a presence across all material types to have an in-house glassware capacity in India.”*

## About Cello World Limited

Cello World Limited is a prominent player in the consumerware market in India with presence in the consumer houseware, writing instruments and stationery, and moulded furniture and allied products and consumer glassware categories.

The Company operates 14 manufacturing facilities across six locations in India. The manufacturing capabilities allow them to manufacture a diverse range of products in-house.

The Company has a strong PAN India distribution network with 3,500+ distributors and 1,45,000+ retailers across India. The Company's strengths include a Well-established brand name and strong market positions with a track record of scaling up new businesses and product categories.

The Company is looking at continued innovation to grow wallet share and expand consumer base, expand distribution network, scale up branding, promotional and digital activities and grow manufacturing capabilities and expand production capacities.

## For more information, please contact

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## Safe Harbor

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.