

(formerly known as 'Cello World Private Limited')

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

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

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

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

May 24, 2025

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

Sub: Investor Presentation

Dear Sir(s)/ Madam(s),

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, enclosed herewith the Investors' Presentation for the financial year ended on March 31, 2025.

You are requested to take the same on record.

Thanking you.

Yours faithfully,

For Cello World Limited

Hemangi Trivedi **Company Secretary & Compliance Officer** M.no. A27603 Address: Cello House, Corporate Avenue, 'B' Wing, Sonawala Road, Goregaon (East), Mumbai-400 063 Encl: A/a



















COMPANION FOR LIFE

INVESTOR Q4 FY25 PRESENTATION May 2025

Safe Harbor



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

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

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

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

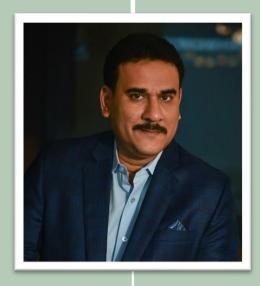






Financial Highlights





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

"In FY25, Cello World Limited achieved a 7% YoY revenue growth to reach Rs. 2,136 crores and maintained a healthy EBITDA margin of 26% despite headwinds such as muted consumer sentiment and global trade uncertainties.

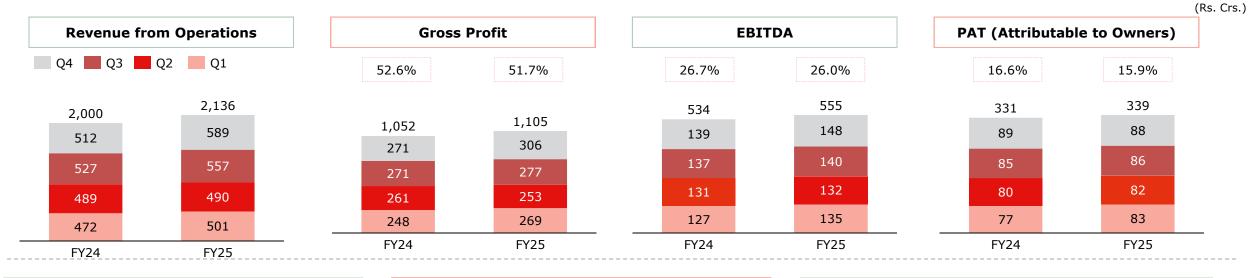
In Q4 FY25, we achieved our highest-ever quarterly revenue of Rs. 589 crores, a 15% YoY increase, with EBITDA and PAT margins remaining steady at 26% and 16%, respectively. This performance highlights the coordinated efforts of our leadership, management, sales, design, and manufacturing teams.

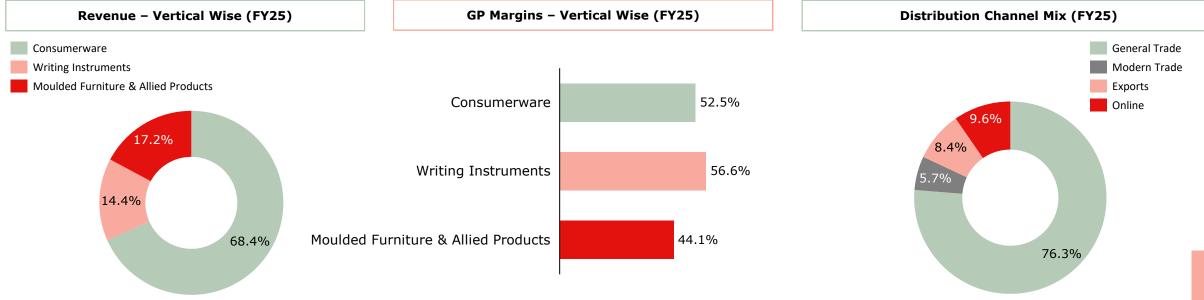
Looking ahead, we are strategically refining our product portfolio and distribution channels by phasing out offerings that do not align with our ROCE and margin goals, and introducing new products with strong potential for profitable growth. We have also partnered with select quick commerce platforms to capture opportunities in this rapidly expanding channel.

Our focus remains on driving sustainable growth through continuous innovation, operational excellence, and strategic collaborations, while strengthening our premium brand positioning and consistently delivering superior value to our customers"

Q3 & 9MFY25 Financial & Operational Highlights







Profit and Loss Statement



Consolidated Profit & Loss (Rs. In Cr)*	Q4FY25	Q4FY24	YoY	FY25	FY24	YoY
Revenues from Operation	588.8	512.5	15%	2,136.4	2,000.3	7%
Cost of Goods Sold	283.3	241.1		1,031.5	948.4	
Gross Profit	305.6	271.3	13%	1,104.9	1,051.8	5%
Gross Profit Margin %	51.9%	52.9%		51.7%	52.6%	
Employee Cost	55.2	48.0		211.2	189.5	
Other Expenses	115.1	90.1		383.3	352.7	
Other Income	13.0	6.6		44.7	25.1	
Share of Loss from Associates	0.00	-0.40		-0.32	-0.47	
EBITDA	148.2	139.5	6%	554.7	534.3	4%
EBITDA Margin %	25.2%	27.2%		26.0%	26.7%	
Depreciation	18.0	17.5		62.0	56.7	
EBIT	130.3	121.9	7%	492.7	477.6	3%
EBIT Margin %	22.1%	23.8%		23.1%	23.9%	
Finance Cost	0.3	0.8		1.5	2.6	
Profit Before Tax	129.9	121.1	7%	491.3	475.0	3%
Tax	33.8	25.0		126.7	118.8	
Profit After tax	96.2	96.1	0%	364.6	356.2	2%
PAT Margin %	16.3%	18.8%		17.1%	17.8%	
Non Controlling Interest	8.0	7.3		25.8	25.1	
Profit After tax (Attributable to Owners)	88.2	88.8	-1%	338.8	331.1	2%
PAT Margin % (Attributable to Owners)	15.0%	17.3%		15.9%	16.6%	

Balance Sheet



Particulars (Rs. In Cr)*	March 2025	March 2024
EQUITY & LIABILITIES		
Equity		
Equity share capital	110.4	106.1
Other equity	2057.0	1043.1
Total equity attributable to owners of the Group	2167.4	1149.2
Non-controlling interest	241.1	220.6
Total Equity	2408.5	1369.9
Liabilities		
Non-current liabilities		
Financial liabilities		
i) Borrowings	0.0	27.7
ii) Lease liabilities	4.7	5.6
iii) Other financial liabilities	0.0	0.0
Provisions	4.8	2.5
Deferred tax liabilities (net)	15.2	12.6
Total non-current liabilities	24.7	48.5
Current liabilities		
Financial liabilities		
i) Borrowings	0.5	335.0
ii) Lease liabilities	0.1	2.4
iii) Trade Payables		-
(a) Total outstanding dues of micro and small enterprises	33.6	38.9
(b) Total outstanding dues of creditors	116.6	105.3
iv) Other financial liabilities	25.4	42.3
Other current liabilities	24.9	24.8
Provisions	2.2	1.6
Current tax liabilities (net)	5.3	3.2
Total current liabilities	208.6	553.5
Total equity and liabilities	2,641.8	1,971.8

Particulars (Rs. In Cr)*	March 2025	March 2024
ASSETS		
Non-current assets		
Property, plant and equipment	600.1	343.3
Capital work in progress	18.8	180.0
Right-of-use assets	13.8	16.2
Intangible assets	1.7	2.4
Intangible assets under development	0.0	0.0
Financial assets		
ii) Investments in associates	0.0	0.3
iii) Other investments	30.8	55.3
ii) Loans	0.8	8.2
iii) Other financial assets	10.2	8.3
Deferred tax assets (net)	1.7	2.1
Income tax assets (net)	2.2	3.7
Other non-current assets	19.9	28.7
Total non-current assets	699.9	648.6
Current assets		
Inventories	524.6	462.2
Financial assets		
i) Investments	568.8	114.1
ii) Trade receivable	657.8	610.6
iii) Cash and cash equivalents	51.7	32.2
iv) Bank balances other than (iii) above	35.9	32.9
v) Loans	1.1	1.0
vi) Other financial assets	10.9	9.7
Other current assets	91.2	60.5
Total current assets	1,942.0	1,323.2
Total assets	2,641.8	1,971.8

Cash Flow Statement



Particulars (Rs. In Cr)*	FY25	FY24
Net Profit Before Tax	491.3	475.0
Adjustments for: Non - Cash Items / Other Investment or Financial Items	21.3	38.9
Operating profit before working capital changes	512.6	513.9
Changes in working capital	-130.9	-166.7
Cash generated from Operations	381.7	347.2
Direct taxes paid (net of refund)	120.0	116.0
Net Cash from Operating Activities	261.7	231.2
Net Cash from Investing Activities	-553.4	-255.6
Net Cash from Financing Activities	311.2	26.0
Net Decrease in Cash and Cash equivalents	19.5	1.6
Add: Cash & Cash equivalents at the beginning of the period	32.2	30.6
Cash & Cash equivalents at the end of the period	51.7	32.2







About Cello

Amongst the Popular Consumer Products Companies in India



19,500+

No. of SKUs*

4,000+

No. of Distributors*

1,50,000+

No. of Retailers*

20.3%

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

Most Diversified Product Portfolio Among Peers

Consumer Ware, Writing Instruments, Moulded Furniture and Allied Products

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

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

PAN India Distribution Network

Presence across multiple channels with Nationwide sales and distribution network

Backed by private equity investors - ICICI Venture, Tata Capital

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

14

Own manufacturing facilities

77%

Revenues from in house manufacturing – **FY25**

26.0%

EBITDA Margins-FY25

15.9%

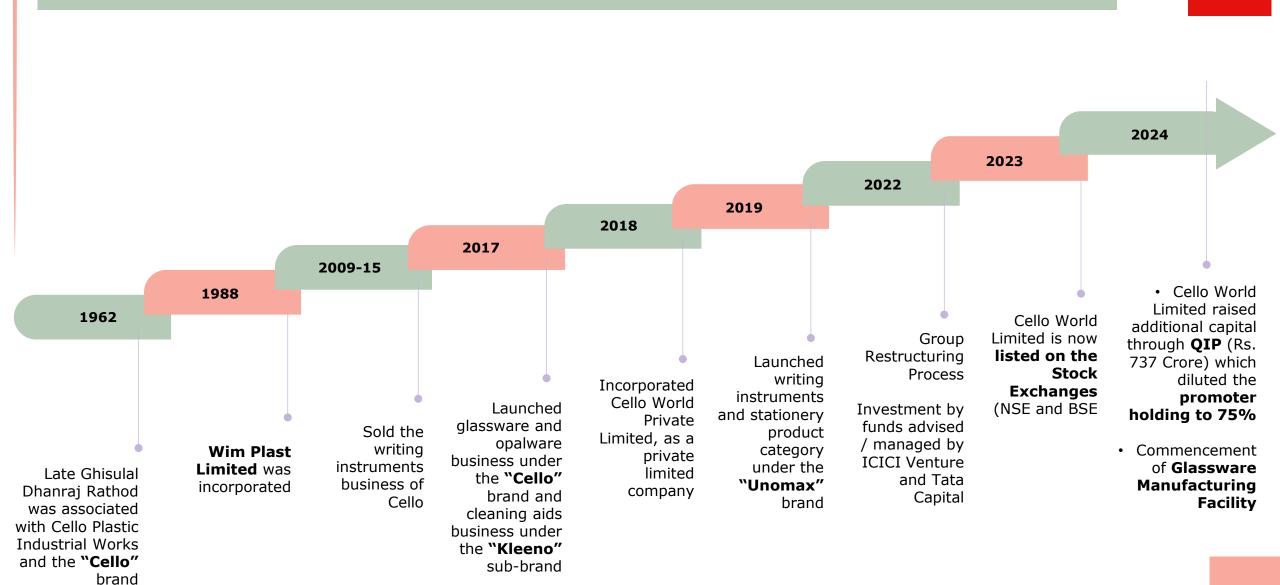
PAT (Attributable to Owners)

Margins - FY25

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

Our Journey





Prominent Player In The Consumer Market in India



Business Vertical	Consumer Ware		Writing Instruments	Moulded Furniture and Allied Products ¹
Market Size (Rs. Bn.) ²	377.00		133.50	205.00
Product Categories	✓ Houseware✓ Insulatedware✓ Cleaning Aids✓ Electronic Appliances	✓ Glassware✓ Opalware✓ Porcelain	✓ Pen & Pencil✓ Highlighters✓ Correction Pens✓ Markers	✓ Moulded Furniture✓ Allied Products✓ Air Coolers
Brands	cell	o	DON'T JUST WRITE, GLIDE.	cello
Revenue Contribution – FY25 (%)	68.4%		14.4%	17.2%
EBITDA - FY25 (%)	26.1	%	27.4%	24.2%

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



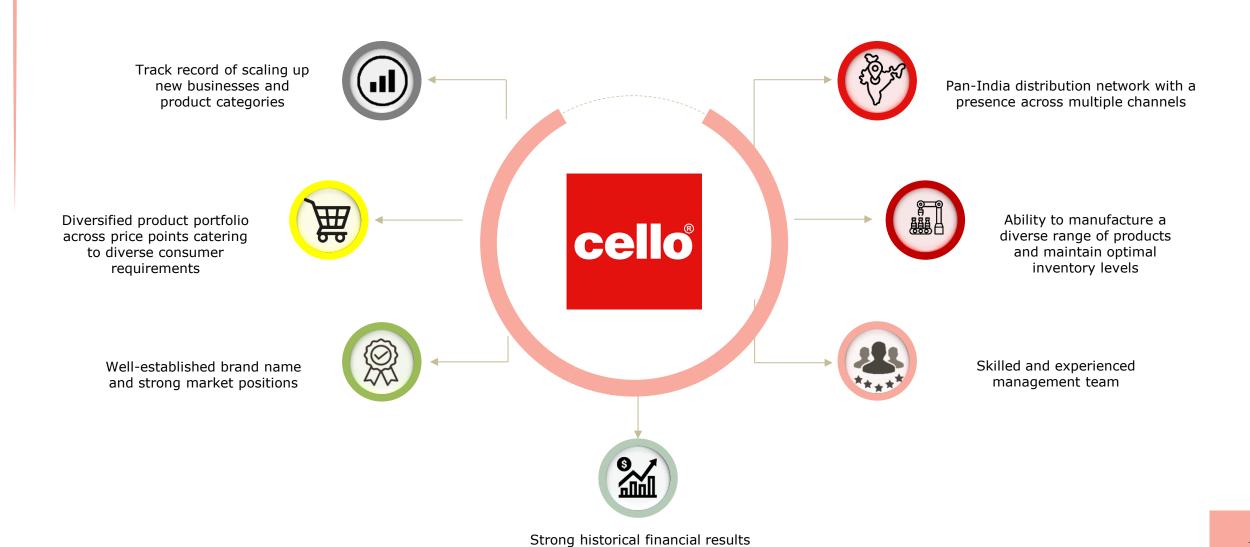
cello®



Cello's Strengths

Cello's Strengths Will Continue To Drive Success





1. Well-established Brand Name And Strong Market Positions







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





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







Engaged a celebrity as a brand ambassador for endorsing and strengthening the "Cello" brand equity and brand recall among our consumers







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





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

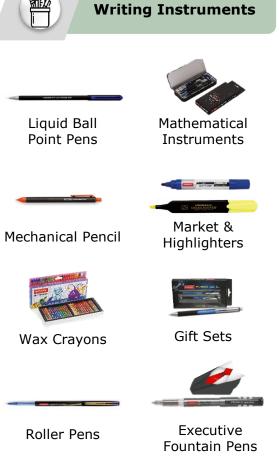
1. Industry Report from Technopak

2. Diversified Product Portfolio















Premium Collection



Horeca Collection

Lifestyle Collection





Crates





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

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



Product Categories

Pan India Distribution Network ^{2,3}

Distribution Channels Mix (FY25)

General Trade Modern Trade Exports Online

Consumer Houseware

951 distributors and 79,993 retailers

Writing Instruments

29 super-stockist, 1,570 distributors and 65,072 retailers

9.6% 5.7% 76.3%

Moulded Furniture and Allied Products¹

1,693 distributors and 6,840 retailers

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

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



Insights into consumer preference and market feedback



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



Structure appropriate pricing discounts and advertisement campaigns during festive seasons



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

^{1.} Allied products includes the air-cooler segment

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

^{3.} As on 31st March 2025

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



77% Baddi (1) FY25 revenues derived from in-house manufacturing Haridwar (2) 14 Falna (1) Manufacturing **Facilities** Kolkata(1) Chennai (1)

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

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

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

.. Leading to better control over supply chain



Scale up production quickly to meet increased demand



In-House Manufacturing Benefits



Maintain better control over our supply chain

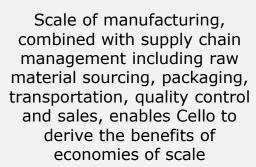
Reduce time taken to launch new products in the market



Mitigate risk of supply chain disruption



Maintain quality control of our products







Optimal level of inventory

Equip our field staff with an enterprise resource planning system





Dedicated proficient quality control team

Endeavour to maintain high quality standards and good manufacturing practices

6. Board of Directors



Promoters have over 85 years of combined experience in the consumer products industry



Pradeep Ghisulal Rathod Chairman and Managing Director

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



Pankaj Ghisulal Rathod Joint Managing Director

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



Gaurav Pradeep Rathod

Joint Managing Director

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



Gagandeep Singh Chhina

Non-Executive Director

- 17+ 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 Chhaied

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

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



Sunipa Ghosh

Independent Director

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



Manali Nitin Kshirsagar

Independent Director

- 9+ 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 ParoliaChief 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 TrivediCS and Compliance Officer

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



Rajesh Bang CFO - Cello Household Products Private Limited

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



Sreyas Jain

CFO - Unomax Stationery Private Limited

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



Mahesh Kedia

General Manager – Cello Industries Private Limited

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



Satish Pancholi

General Manager, Finance and Accounts

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



Madhusudan Jangid

CFO - Wimplast Limited

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



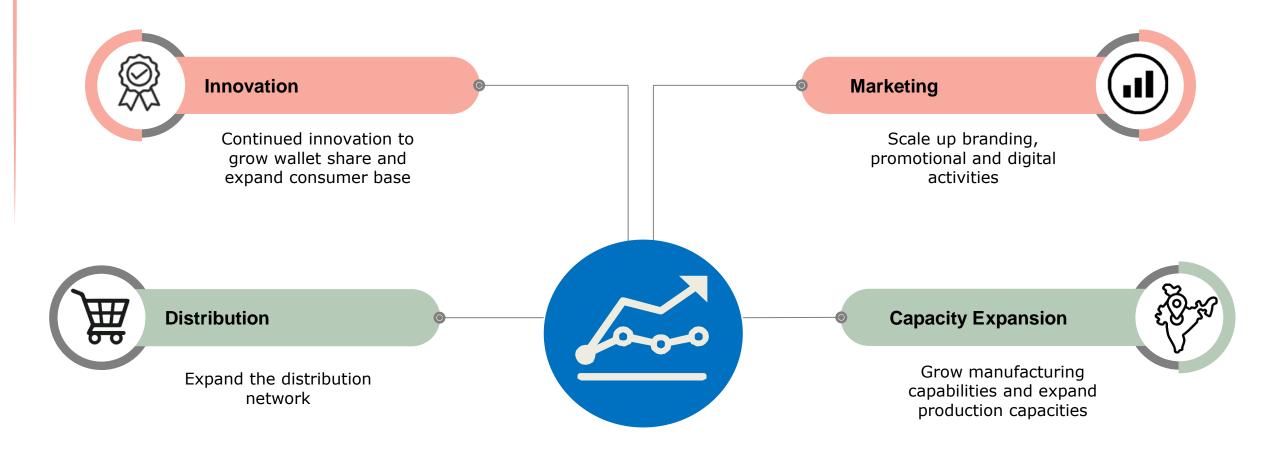




Growth Drivers

Key Growth Drivers





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



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

Expand product portfolio in consumer houseware product category

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



Attract new customers

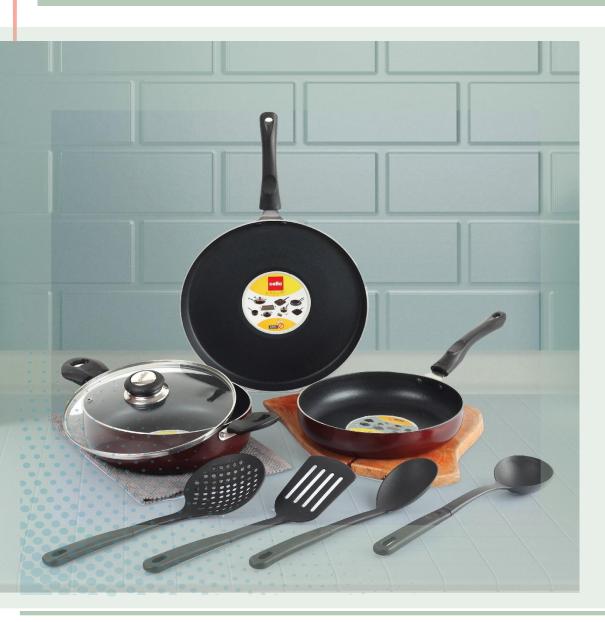
Increase wallet share and repeat orders

Gain market share & strengthen leadership position



2. Expand Distribution Network





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





Lower dependence on the import of glassware

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

4. Glassware manufacturing facility in Rajasthan









20,000

Installed Annual Capacities (Tonnes)

Q4 FY25

Commissioned Glass Furnace





~55%

Current Utilization Level

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





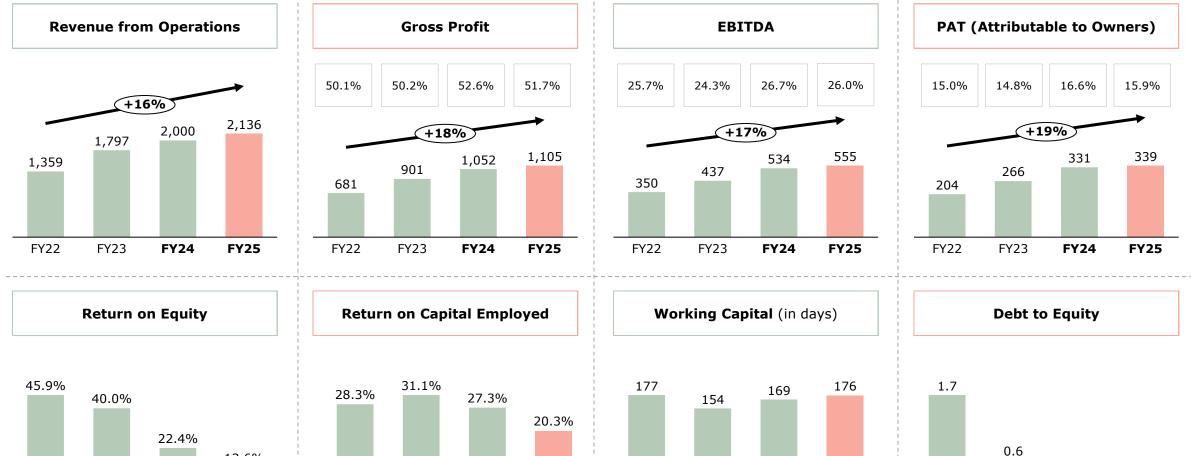


Historical Financials

Strong Financial Performance over years



Rs. Crs.



FY24

FY25

FY22

FY23

FY24

FY25

FY23

FY22

13.6%

FY25

FY22

FY23

FY24

0.3

FY24

FY22

FY23

0.0

FY25

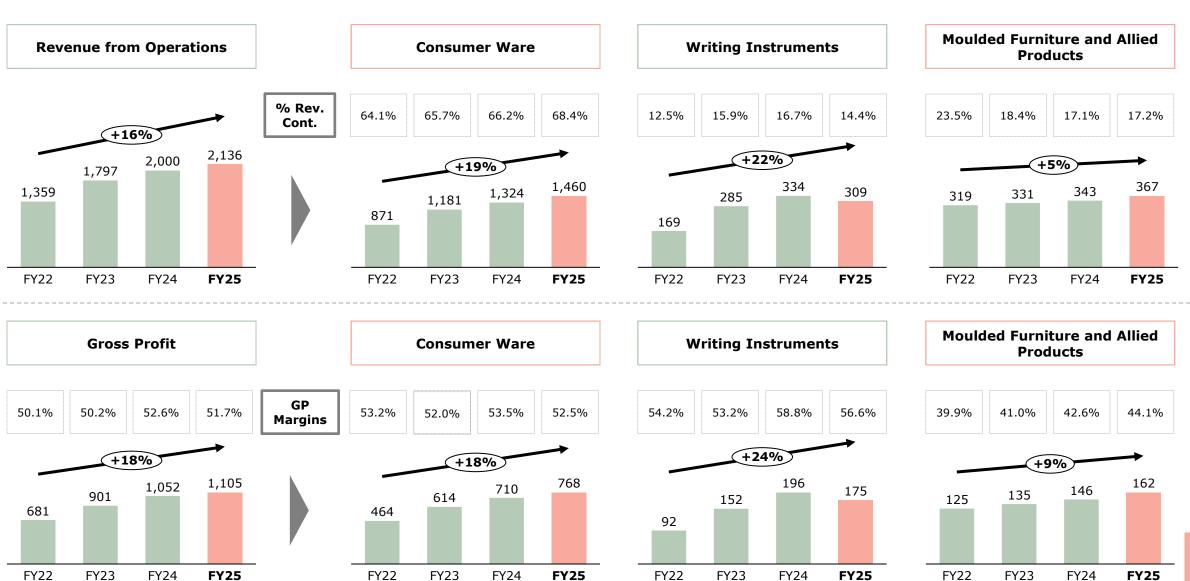
^{1. *}ROCE = EBIT / Capital Employed. Capital Employed = Tangible Networth + Total Borrowings + Deferred Tax Liability (Tangible Networth = Total Equity – Intangible Assets – Deferred Tax Assets)

^{2.} ROE = PAT/ Total Equity (excluding Capital reserve on business combination under common control)

Operational Performance



Rs. Crs.



Profit and Loss Statement



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

Balance Sheet



EQUITY & LIABILITIES (Rs. Crs.)*	March 2025	March 2024	March 2023	March 202
Equity				
Equity share capital	110.4	106.1	97.5	0.01
Other equity	2,057.0	1043.1	239.0	87.6
Total equity attributable to owners	2,167.4	1,149.2	336.5	87.6
Non-controlling interest	241.1	220.6	199.9	185.1
Total Equity	2,408.5	1,369.9	536.4	272.8
Liabilities				
Non-current liabilities				
Financial liabilities				
i) Borrowings	-	27.7	8.7	-
ii) Lease liabilities	4.7	5.6	7.1	8.7
iii) Other financial liabilities	0.0	0.0	483.1	0.0
Provisions	4.8	2.5	2.5	4.5
Deferred tax liabilities (net)	15.2	12.6	8.4	8.4
Total non-current liabilities	24.7	48.5	509.8	21.6
Current liabilities				
Financial liabilities				
i) Borrowings	0.5	335.0	317.4	452.5
ii) Lease liabilities	0.1	2.4	1.9	1.7
iii) Trade payables				
(a) Total outstanding dues of micro and small enterprises	33.6	38.9	42.6	29.4
(b) Total outstanding dues of creditors other than micro and small enterprises	116.6	105.3	91.5	96.1
iv) Other financial liabilities	25.4	42.3	16.7	434.5
Other current liabilities	24.9	24.8	30.4	20.2
Provisions	2.2	1.6	1.4	1.5
Current tax liabilities (net)	5.3	3.2	3.6	3.4
Total current liabilities	208.6	553.5	505.5	1,039.3
Total Equity and Liabilities	2,641.8	1,971.8	1,551.7	1,333.7

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

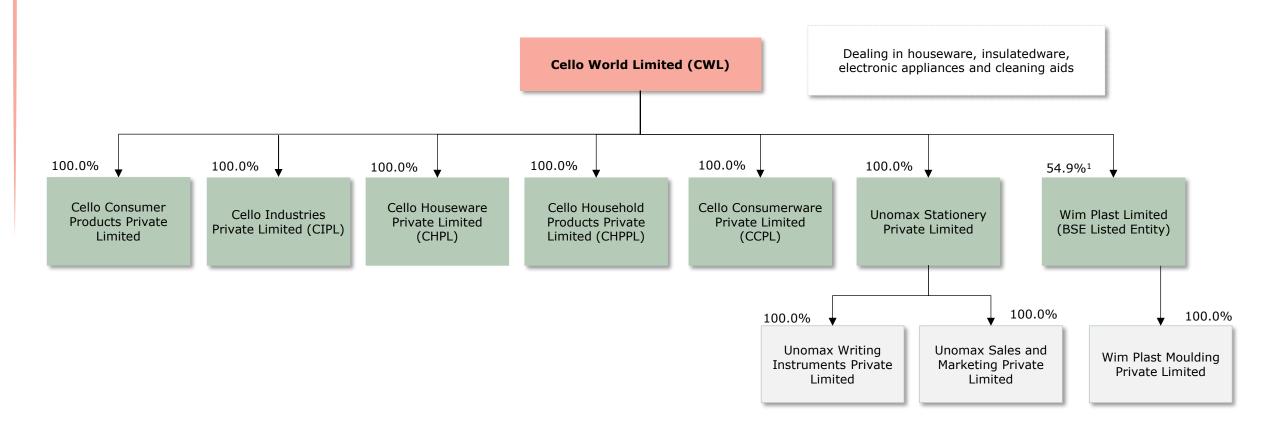
Cash Flow Statement



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

Corporate Structure





Manufactures and deals in plastic and stainless-steel household products

Manufactures and deals in opalware and glassware products

Manufactures houseware and insulate-ware products Manufactures houseware and insulatedware products

To manufacture glassware products

Manufactures and deals in writing and stationery products

Manufactures and deals in moulded furniture and allieds



THANKING YOU!

Company:

Cello World Limited



CIN: L25209DD2018PLC009865

Mr. Atul Parolia – CFO

atul.parolia@celloworld.com

+91 22 6997 0000

grivenace@celloworld.com www.corporate.celloworld.com Investor Relations (IR)

Strategic Growth Advisors Pvt. Ltd.

 $SGA^{rac{ ext{Strategic Growth Advisors}}{ ext{}}$

CIN: U74140MH2010PTC204285

Ms. Shikha Puri / Mr. Deven Dhruva

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

+91 98192 82743 / +91 98333 73300

www.sgapl.net