



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, grievance@celloworld.com

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

May 23, 2025

| | |
|---|---|
| BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 Scrip Code: 544012 | National Stock Exchange of India Limited Exchange Plaza, C-1, Block - G, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 Symbol: CELLO |
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Sub: Press Release on Audited Financial Results (Standalone and Consolidated) for the financial year ended March 31, 2025

Dear Sir(s)/ Madam(s),

Enclosed herewith the Press Release on the Audited Financial Results (Standalone and Consolidated) for the financial year ended 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

CELLO WORLD LIMITED

Q4 & FY25 Financial & Business Highlights

Mumbai, 23rd May 2025 – 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 Audited Financial Results for the quarter and year ended 31st March 2025.

Revenue from
Operations

Rs. 2,136 crores
+7%

Gross Profit

Rs. 1,105 crores
+5%

EBITDA

Rs. 555 crores
+4%

Profit After Tax
(Attributable to Owners)

Rs. 339 crores
+2%

For FY25

Key Financial Highlights

| Particulars (in Rs. Crs.) | Q4 FY25 | Q4 FY24 | YoY | FY25 | FY24 | YoY |
|--------------------------------|--------------|---------|-----|----------------|---------|-----|
| Revenue From Operation | 588.8 | 512.5 | 15% | 2,136.4 | 2,000.3 | 7% |
| Gross Profit | 305.6 | 271.3 | 13% | 1,104.9 | 1,051.8 | 5% |
| <i>Gross Profit Margin (%)</i> | 51.9% | 52.9% | | 51.7% | 52.6% | |
| EBITDA | 148.2 | 139.9 | 6% | 554.7 | 534.3 | 4% |
| <i>EBITDA Margin (%)</i> | 25.2% | 27.3% | | 26.0% | 26.7% | |
| Profit before Tax | 129.9 | 121.1 | 7% | 491.3 | 475.0 | 3% |
| PAT (Attributable to Owners) | 88.2 | 88.8 | -1% | 338.8 | 331.1 | 2% |
| <i>PAT Margin (%)</i> | 15.0% | 17.3% | | 15.9% | 16.6% | |

Revenue Breakup

| Particulars (in Rs. Crs.) | Q4 FY25 | Q4 FY24 | YoY | FY25 | FY24 | YoY |
|---------------------------------------|--------------|---------|------|----------------|---------|-----|
| Consumer Ware | 404.7 | 327.1 | 24% | 1,460.4 | 1,323.8 | 10% |
| Writing Instruments | 78.3 | 87.3 | -10% | 308.6 | 333.6 | -7% |
| Moulded Furniture and Allied Products | 105.8 | 98.1 | 8% | 367.4 | 342.8 | 7% |

Gross Profit Breakup

| Particulars (in Rs. Crs.) | Q4 FY25 | Q4 FY24 | YoY | FY25 | FY24 | YoY |
|---------------------------------------|--------------|---------|------|--------------|-------|------|
| Consumer Ware | 216.3 | 182.7 | 18% | 768.3 | 709.6 | 8% |
| Writing Instruments | 45.1 | 51.7 | -13% | 174.6 | 196.2 | -11% |
| Moulded Furniture and Allied Products | 44.2 | 37.0 | 20% | 161.9 | 146.0 | 11% |

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"

About Cello World Limited

Cello World Limited is a prominent player in the consumer ware 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 3,800+ 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

Company:
Cello World Limited



CIN: L25209DD2018PLC009865

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Investor Relations (IR)
Strategic Growth Advisors Pvt. Ltd.

SGA Strategic Growth Advisors

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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.