



# 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 (East), 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

August 21, 2025

<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: Intimation regarding 100 days Campaign - "Saksham Niveshak"**

Dear Sir(s)/ Madam(s),

Pursuant to the requirement of Regulation 30 of the SEBI (LODR) Regulations, 2015, we would like to inform you that the Investor Education and Protection Fund Authority, Ministry of Corporate Affairs has vide its Circular dated July 16, 2025 requested the Companies to launch a 100 days Campaign - "Saksham Niveshak", an initiative to reach out to shareholders whose dividend remain unpaid/ unclaimed.

In view of the above referred circular, please find enclosed the communication for creating awareness amongst shareholders to update their details and claim any unpaid/ unclaimed dividends from the Company to avoid the same being transferred to the Investor Education and Protection Fund (IEPF) as per the provisions of the Companies Act, 2013 and rules made thereunder. The said communication will also be made available on the website of the Company [www.corporate.celloworld.com](http://www.corporate.celloworld.com)

Kindly take the same on your record.

Thanking you.

Yours faithfully,

**For Cello World Limited**

**Hemangi Trivedi**

**Company Secretary & Compliance Officer**

**Encl: A/a**



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## **100 days Campaign- "Saksham Niveshak": July 28, 2025 to November 06, 2025 Update Your KYC Details and Claim Your Unpaid/Unclaimed Dividends**

Dear Shareholder(s),

Pursuant to the Investor Education and Protection Fund Authority ("IEPFA"), Ministry of Corporate affairs ("MCA") has vide its circular dated July 16, 2025 requested the companies to launch a 100 days campaign- "Saksham Niveshak", to reach out to shareholders whose dividend remain unpaid/unclaimed. Accordingly, the Company has joined the campaign to enable shareholders to update their details and claim the unpaid /unclaimed dividend.

Purpose of the campaign: To create awareness among shareholders to update their details and claim any unpaid or unclaimed dividends before they get transferred to the Investor Education and Protection Fund ("IEPF").

The Company will in due course of time send letters/emails (as applicable) mentioning details about the unpaid dividend of the shareholders along with the process for claiming the same. During this campaign, all the shareholders who have not claimed their dividend or have not updated their KYC or any issues related to unclaimed dividends and shares may write to the Company's Registrar and Transfer Agent ("RTA"), at its below mentioned address:

### **Registrar and Share Transfer Agent (RTA)**

M/s. MUFG Intime India Pvt. Ltd. (formerly known as "Link Intime India Pvt. Ltd.")

C - 101, Embassy 247, L. B. S. Marg, Vikhroli (West), Mumbai - 400 083.

Tel No: +91 22 4918 6000 Email - [rnt.helpdesk@in.mpms.mufg.com](mailto:rnt.helpdesk@in.mpms.mufg.com)

The shareholders may further note that this campaign has been started specifically to reach out to the shareholders to update their KYC, bank mandates, Nominee, contact information etc.

**To support the success of this campaign, kindly submit your documents by November 06, 2025.**

For any further assistance regarding 100 days campaign "Saksham Niveshak", please do reach out to the RTA at [rnt.helpdesk@in.mpms.mufg.com](mailto:rnt.helpdesk@in.mpms.mufg.com) or call at +91 81081 16767.

Thanking you.

**For Cello World Limited**

**Hemangi Trivedi**

**Company Secretary & Compliance Officer**