



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

August 12, 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: 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 first quarter ended on June 30, 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
Encl: A/a



COMPANION
FOR LIFE

INVESTOR
Q1 FY26

PRESENTATION
August 2025

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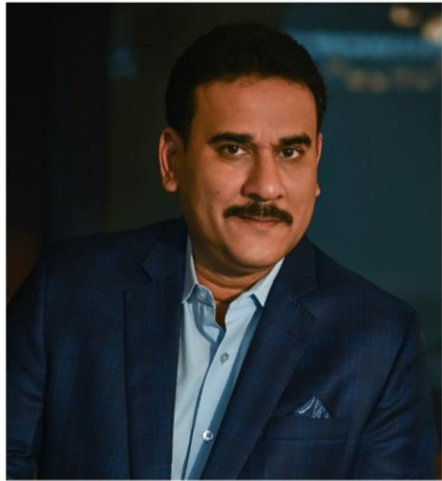
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Financial Highlights



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

"Cello reported a steady start for the year, delivering a year-on-year revenue growth of 6%, reaching Rs. 529 Cr while achieving its highest-ever gross profit margin of 54.0%. This improvement underscores the Cello's manufacturing excellence. Despite this improvement, the EBITDA margin declined by 380 bps, due to additional operational costs pertaining to the new glassware facility. We expect this to stabilize once the glass facility ramps in the future.

Our core consumer-ware segment sustained positive momentum, driven by standout categories such as hydration, opalware, and glassware, whereas segments like writing instruments and furniture remained subdued this quarter.

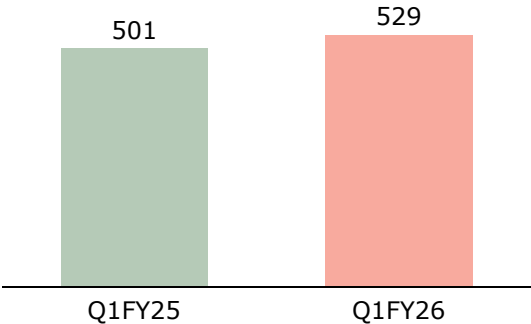
Looking ahead, we are committed to further enhancing our omnichannel presence to broaden our product reach across India with a focus on premiumization and a stable margin profile. We maintain a positive outlook for H2 FY26 driven by revival in consumer demand across categories."

Q1FY26 Financial & Operational Highlights

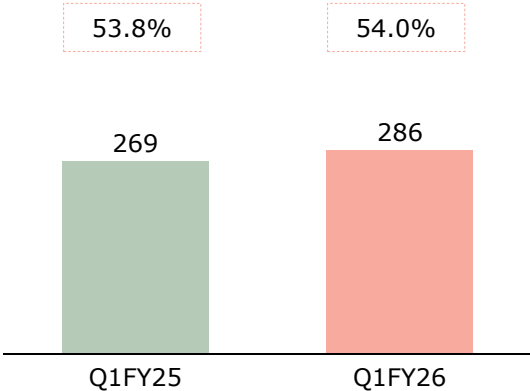


(Rs. Crs.)

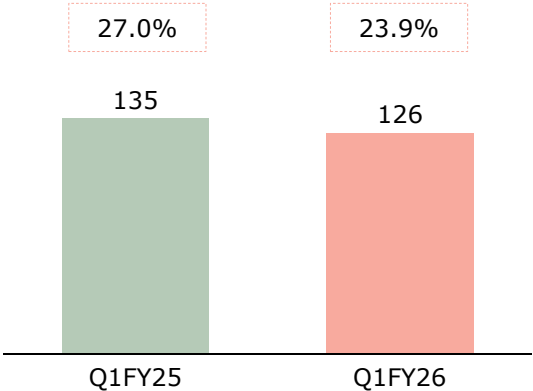
Revenue from Operations



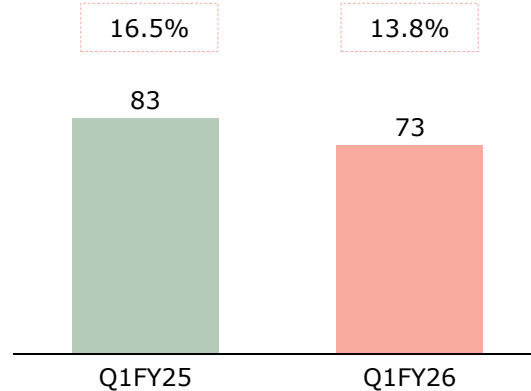
Gross Profit



EBITDA

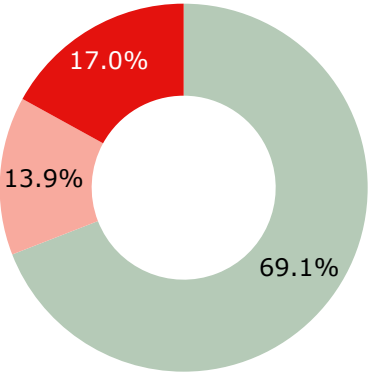


PAT (Attributable to Owners)

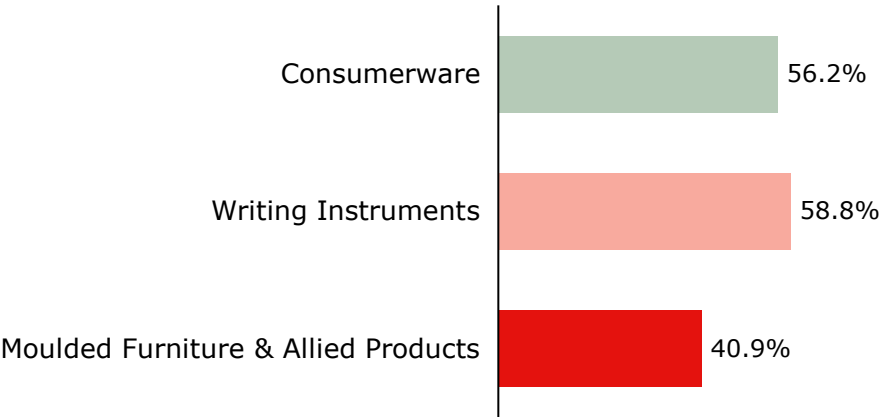


Revenue – Vertical Wise (Q1FY26)

- Consumerware
- Writing Instruments
- Moulded Furniture & Allied Products

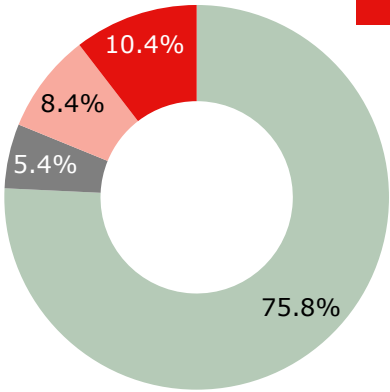


GP Margins – Vertical Wise (Q1FY26)



Distribution Channel Mix (Q1FY26)

- General Trade
- Modern Trade
- Exports
- Online



* EBITDA for M9 FY24 has been reclassified

Profit and Loss Statement

Consolidated Profit & Loss (Rs. In Cr)*	Q1FY26	Q1FY25	YoY	FY25
Revenues from Operation	529.0	500.7	6%	2,136.4
Cost of Goods Sold	243.5	231.2		1,031.5
Gross Profit	285.6	269.4	6%	1,104.9
Gross Profit Margin %	54.0%	53.8%		51.7%
Employee Cost	60.4	52.2		211.2
Other Expenses	116.1	88.0		383.3
Other Income	17.2	6.0		44.7
Share of Loss from Associates	0.0	-0.3		-0.3
EBITDA	126.3	134.9	-6%	554.7
EBITDA Margin %	23.9%	27.0%		26.0%
Depreciation	18.6	14.1		62.0
EBIT	107.7	120.8	-11%	492.7
EBIT Margin %	20.4%	24.1%		23.1%
Finance Cost	0.1	0.6		1.5
Profit Before Tax	107.5	120.3	-11%	491.3
Tax	26.9	31.1		126.7
Profit After tax	80.7	89.1	-10%	364.6
PAT Margin %	15.2%	17.8%		17.1%
Non Controlling Interest	7.6	6.5		25.8
Profit After tax (Attributable to Owners)	73.0	82.6	-12%	338.8
PAT Margin % (Attributable to Owners)	13.8%	16.5%		15.9%



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About Cello

Amongst the Popular Consumer Products Companies in India

cello®

19,500+

No. of SKUs*

Most Diversified Product Portfolio Among Peers
Consumer Ware, Writing Instruments, Moulded Furniture and Allied Products

14

Own manufacturing facilities

4,000+

No. of Distributors*

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

77%

Revenues from in house manufacturing – **Q1FY26**

1,50,000+

No. of Retailers*

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

23.9%

EBITDA Margins–
Q1FY26

20.3%

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

PAN India Distribution Network
Presence across multiple channels with Nationwide sales and distribution network

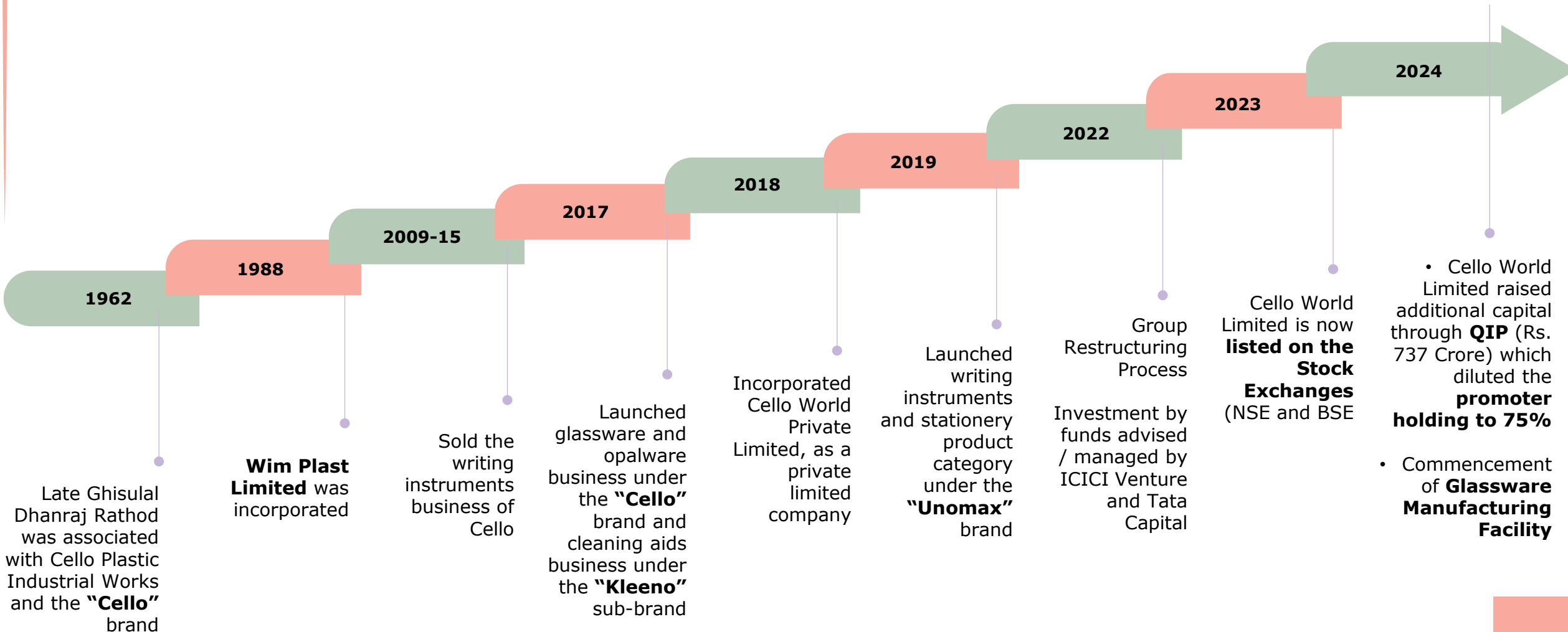
13.8%

PAT (Attributable to Owners) Margins – **Q1FY26**

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




Our Journey

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Prominent Player In The Consumer Market in India

cello®

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	<ul style="list-style-type: none"> ✓ Houseware ✓ Insulatedware ✓ Cleaning Aids ✓ Electronic Appliances 	<ul style="list-style-type: none"> ✓ Pen & Pencil ✓ Highlighters ✓ Correction Pens ✓ Markers 	<ul style="list-style-type: none"> ✓ Moulded Furniture ✓ Allied Products ✓ Air Coolers
Brands		 DON'T JUST WRITE, GLIDE.	
Revenue Contribution – FY25 (%)	68.4%	14.4%	17.2%
EBITDA – FY25 (%)	26.1%	27.4%	24.2%

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

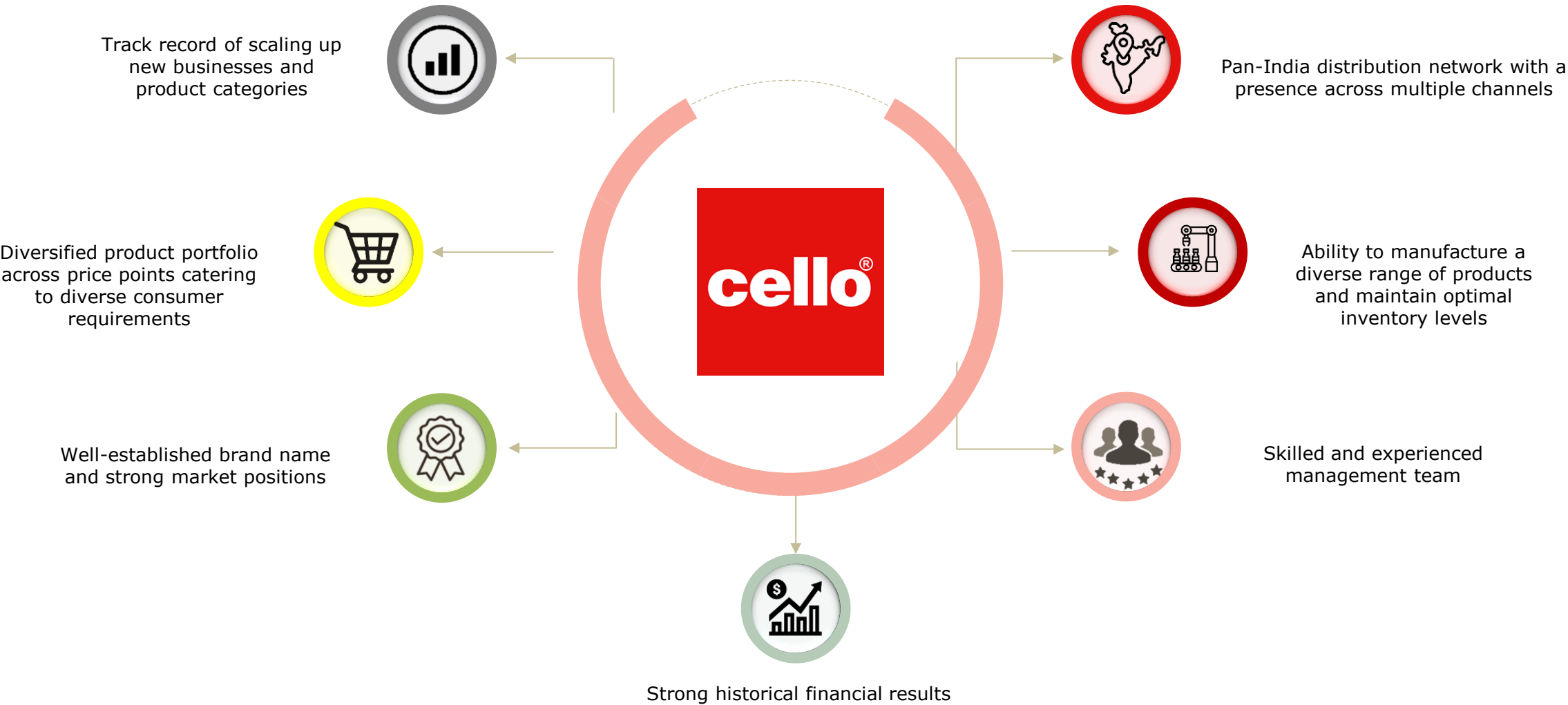


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Cello's Strengths

Cello's Strengths Will Continue To Drive Success



1. Well-established Brand Name And Strong Market Positions



1

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



2

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



3

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



4

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



The Company is a prominent player in the consumerware market in India¹

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

2. Diversified Product Portfolio



Consumer Ware



Cookware



Insulatedware



Hot Drinks



Dessert Set



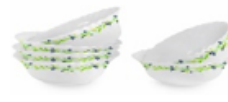
Lunch Packs



Kids Tiffin & Bottles



Condiment Set



Bowl Set



Kitchen Appliances



Kleeno



Cups & Saucers



Bakeware



Pet Bottle



Storage



Drinkware



Gift Set



Writing Instruments



Liquid Ball Point Pens



Mathematical Instruments



Mechanical Pencil



Market & Highlighters



Wax Crayons



Gift Sets



Roller Pens



Executive Fountain Pens



Moulded Furniture and Allied Products



Lifestyle Collection



Premium Collection



Horeca Collection



Stools Collection



Storage Collection



Crates



Dustbin



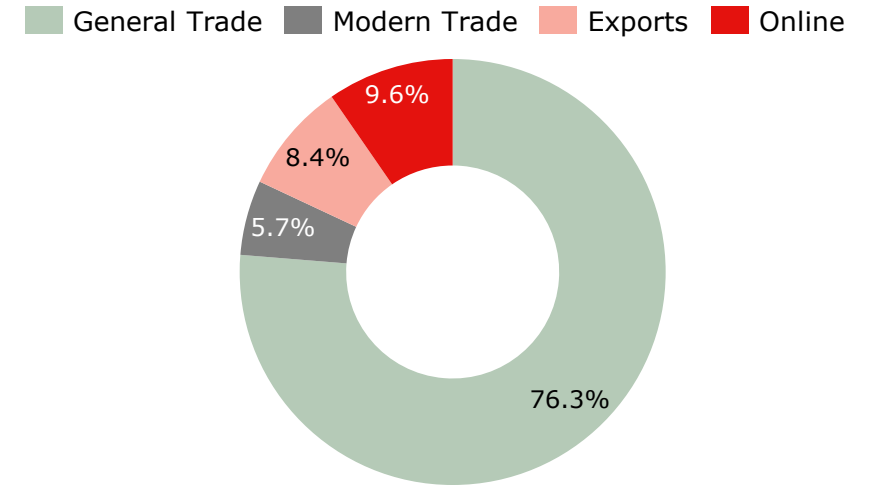
Air Cooler

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

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

Product Categories	Pan India Distribution Network ^{2,3}
Consumer Houseware	951 distributors and 79,993 retailers
Writing Instruments	29 super-stockist, 1,570 distributors and 65,072 retailers
Moulded Furniture and Allied Products ¹	1,693 distributors and 6,840 retailers

Distribution Channels Mix (FY25)



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

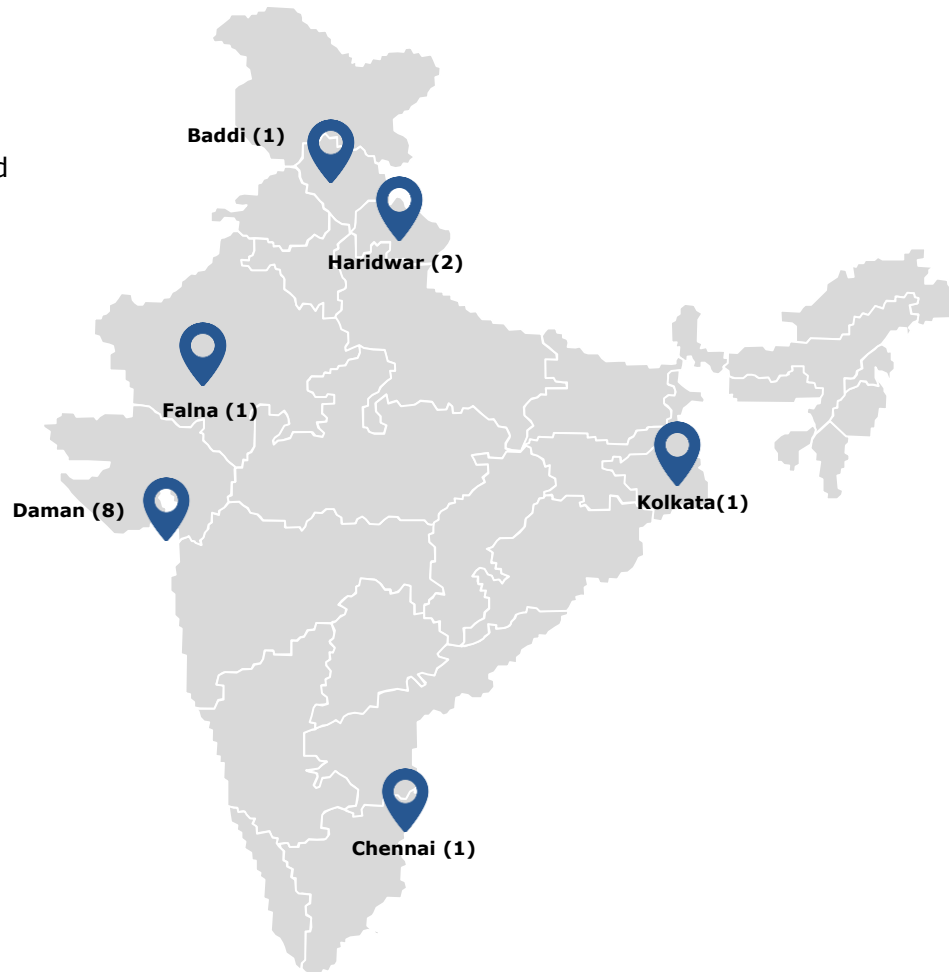
4. Ability To Manufacture A Diverse Range Of Products...

77%

FY25 revenues derived
from in-house
manufacturing

14

Manufacturing
Facilities

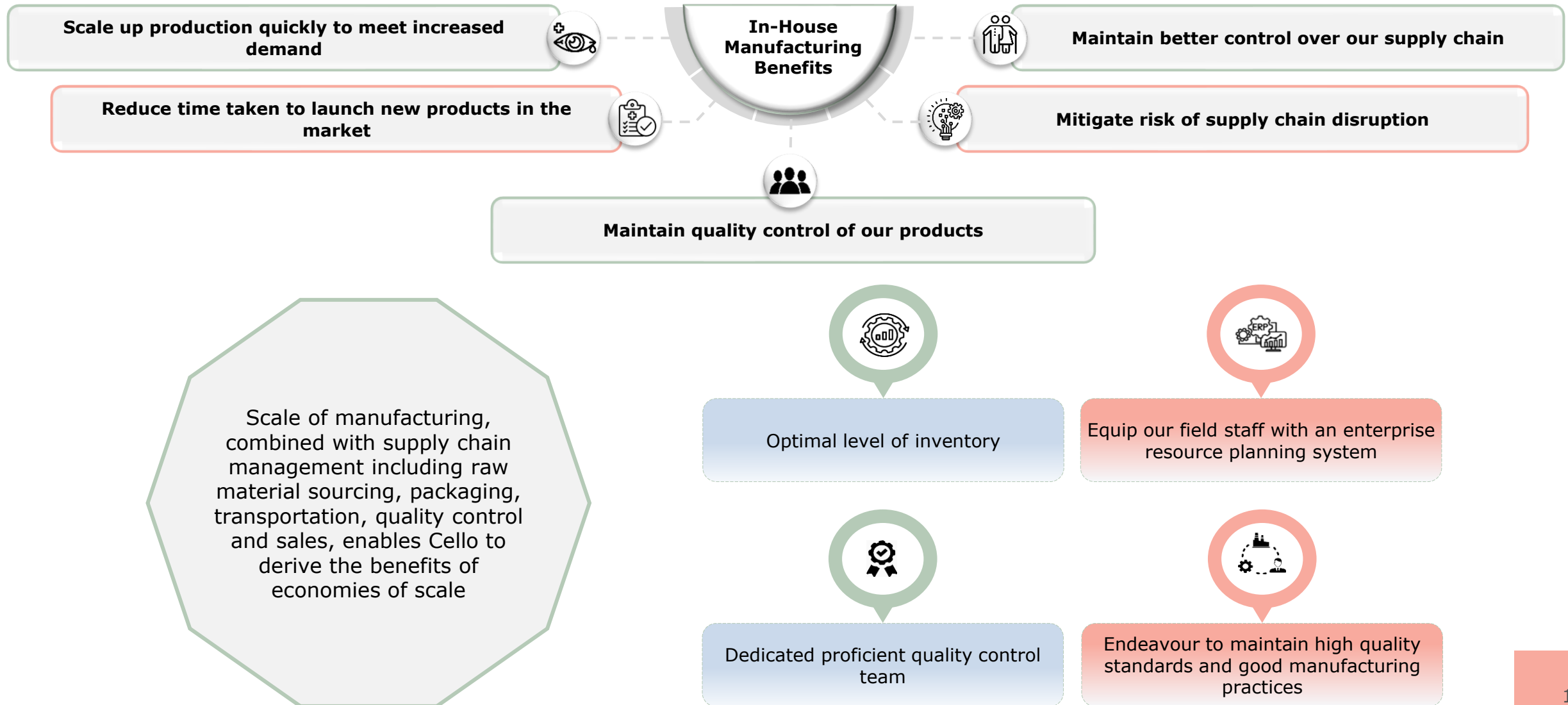


Mfr. Unit	Products Manufactured
Daman Unit-I	Plastic moulded furniture and other articles
Daman Unit-II	Plastic moulded furniture and other articles
Daman Unit-III	Plastic Extrusion Sheet
Daman Unit-IV	Household and Insulated ware
Daman Unit-V	Household and Insulated ware
Daman Unit-VI	Opalware and Glassware
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



5. 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 Chhajed
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

5. Experienced Management Team

Senior Management Team With Expertise Across Sectors



Atul Parolia

Chief 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 Trivedi

CS 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

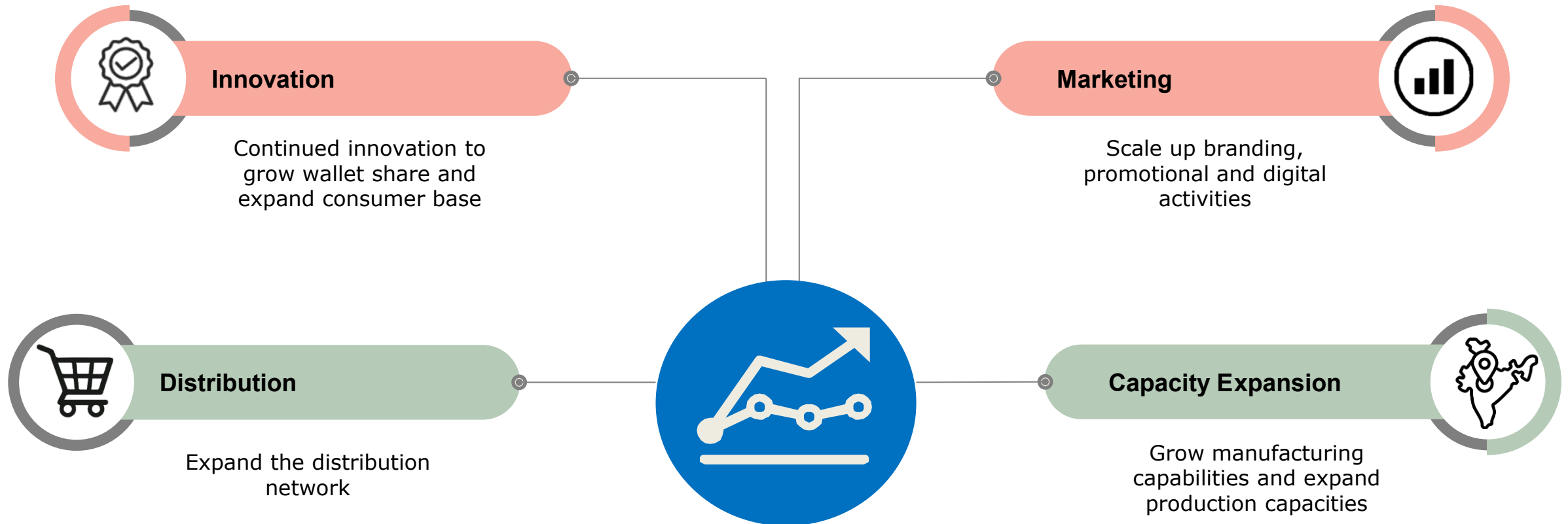
- 24 years of experience in taxation, auditing, financial management consultancy, internal controls, statutory audit, compliances and litigation
- Associate of Institute of Chartered Accountants of India
- Joined Wim Plast Limited on July 1, 1999



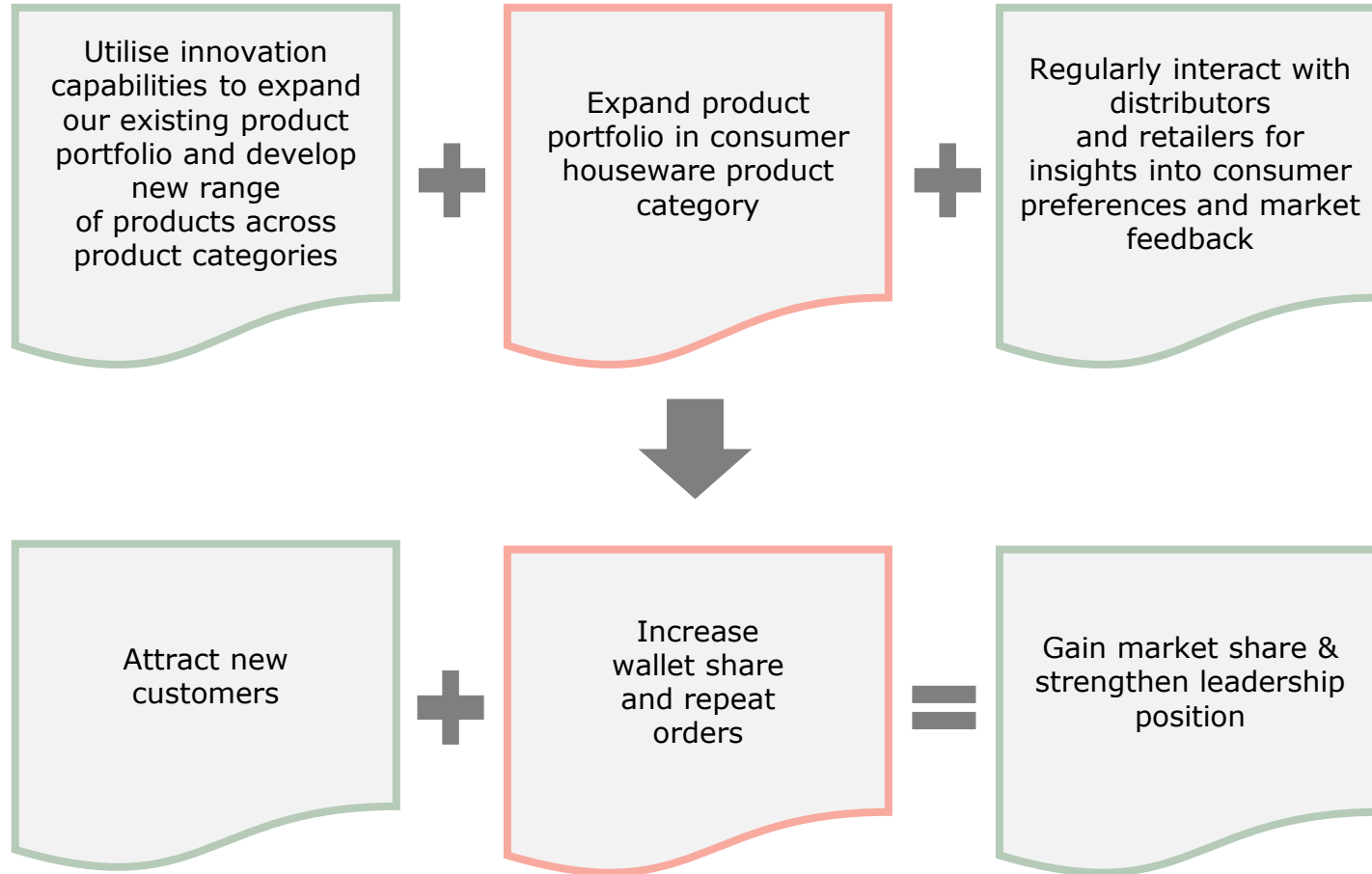
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Growth Drivers



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



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



Recently, commissioned new **Glassware Manufacturing** facility in Rajasthan with an annual capacity of **~20,000 tonnes**
This is being **operationalized** in a **phased manner**

Expanded opalware capacity in the manufacturing facility in Daman to increase our installed annual capacity to **25,000 tonnes** of opalware per annum

Undertake planned increases in installed capacities of plastic products, Insulated ware, moulded furniture and writing instruments and stationery



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)



~55%

Current Utilization Level

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



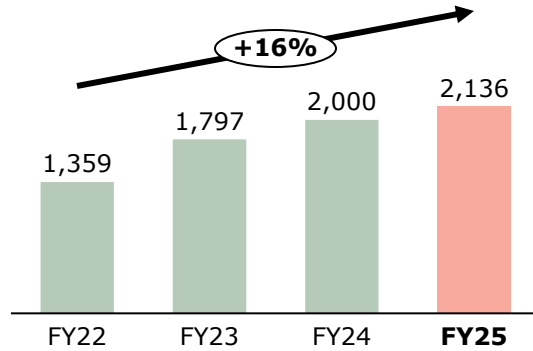
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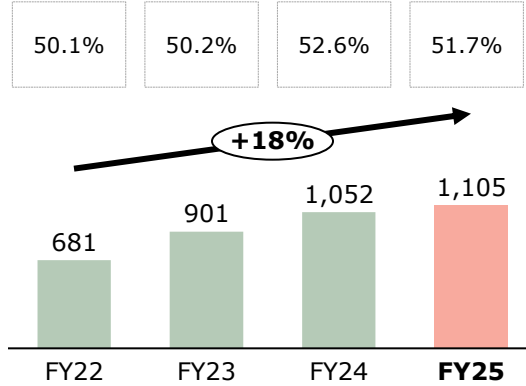
Historical Financials

Strong Financial Performance over years

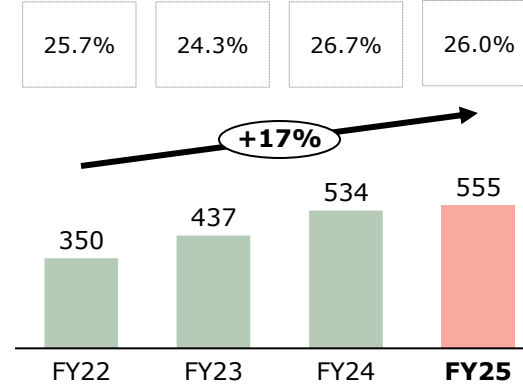
Revenue from Operations



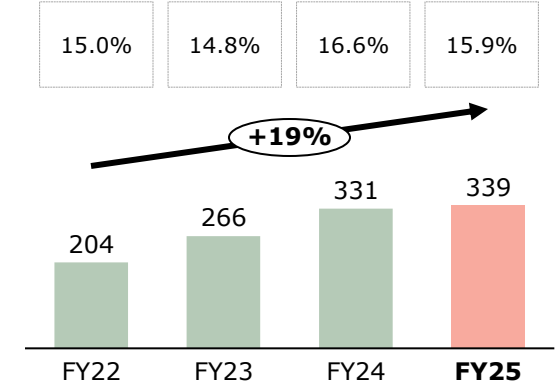
Gross Profit



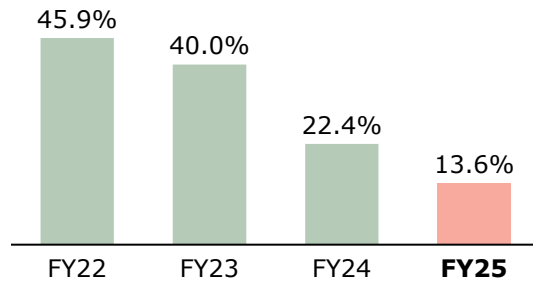
EBITDA



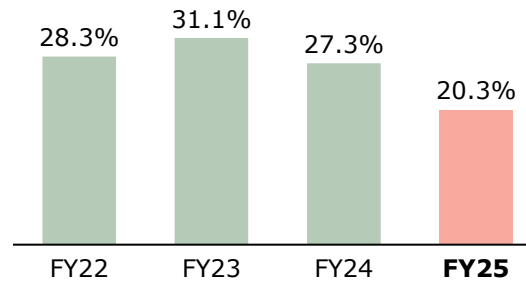
PAT (Attributable to Owners)



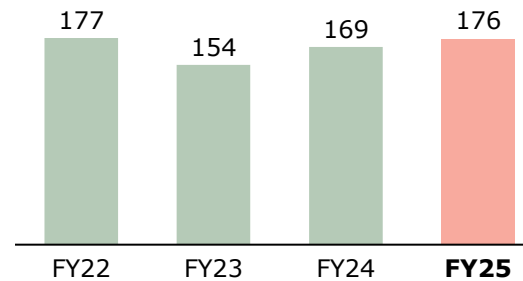
Return on Equity



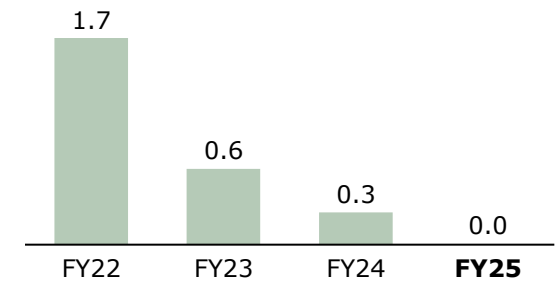
Return on Capital Employed



Working Capital (in days)

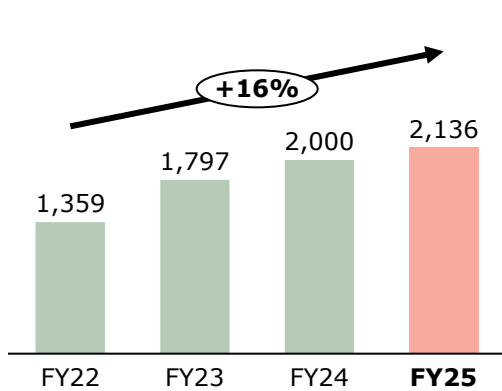


Debt to Equity



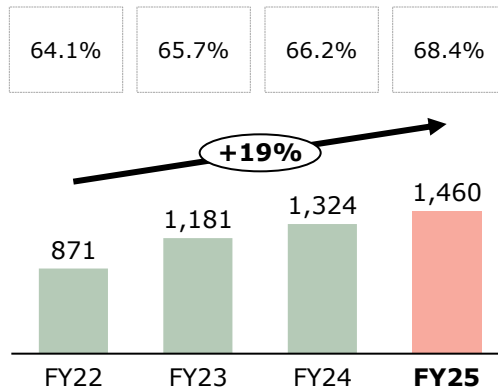
- *ROCE = EBIT / Capital Employed. Capital Employed = Tangible Network + Total Borrowings + Deferred Tax Liability (Tangible Network = Total Equity – Intangible Assets – Deferred Tax Assets)
- ROE = PAT/ Total Equity (excluding Capital reserve on business combination under common control)

Revenue from Operations

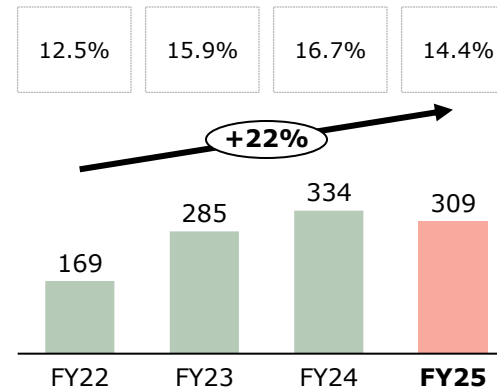


% Rev. Cont.

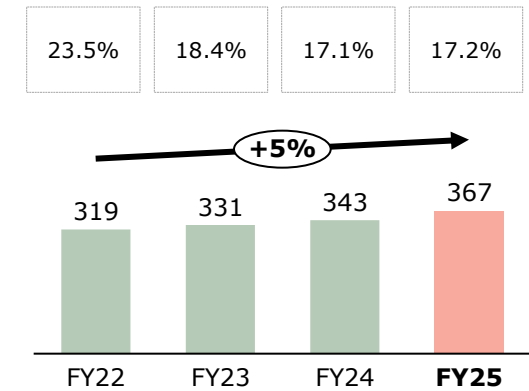
Consumer Ware



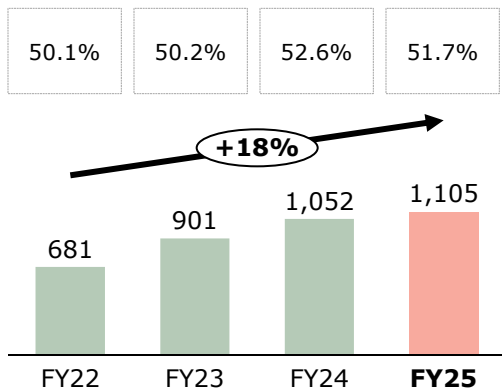
Writing Instruments



Moulded Furniture and Allied Products

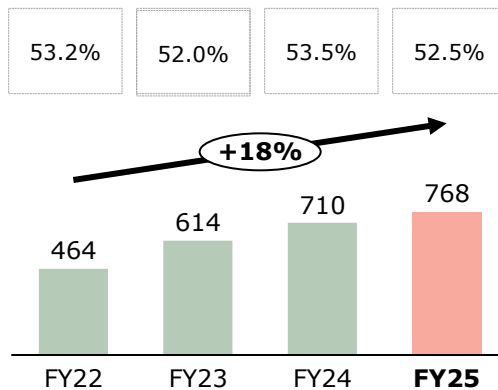


Gross Profit

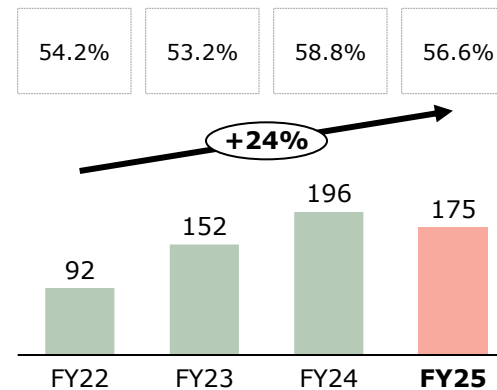


GP Margins

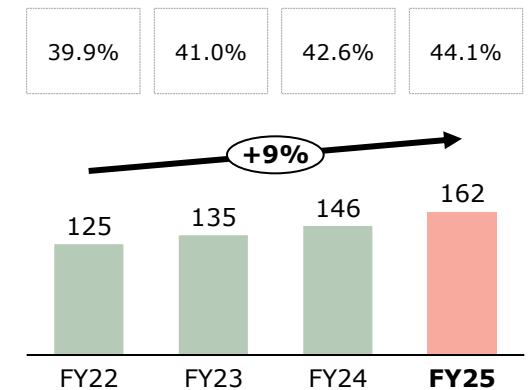
Consumer Ware



Writing Instruments



Moulded Furniture and Allied Products



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%

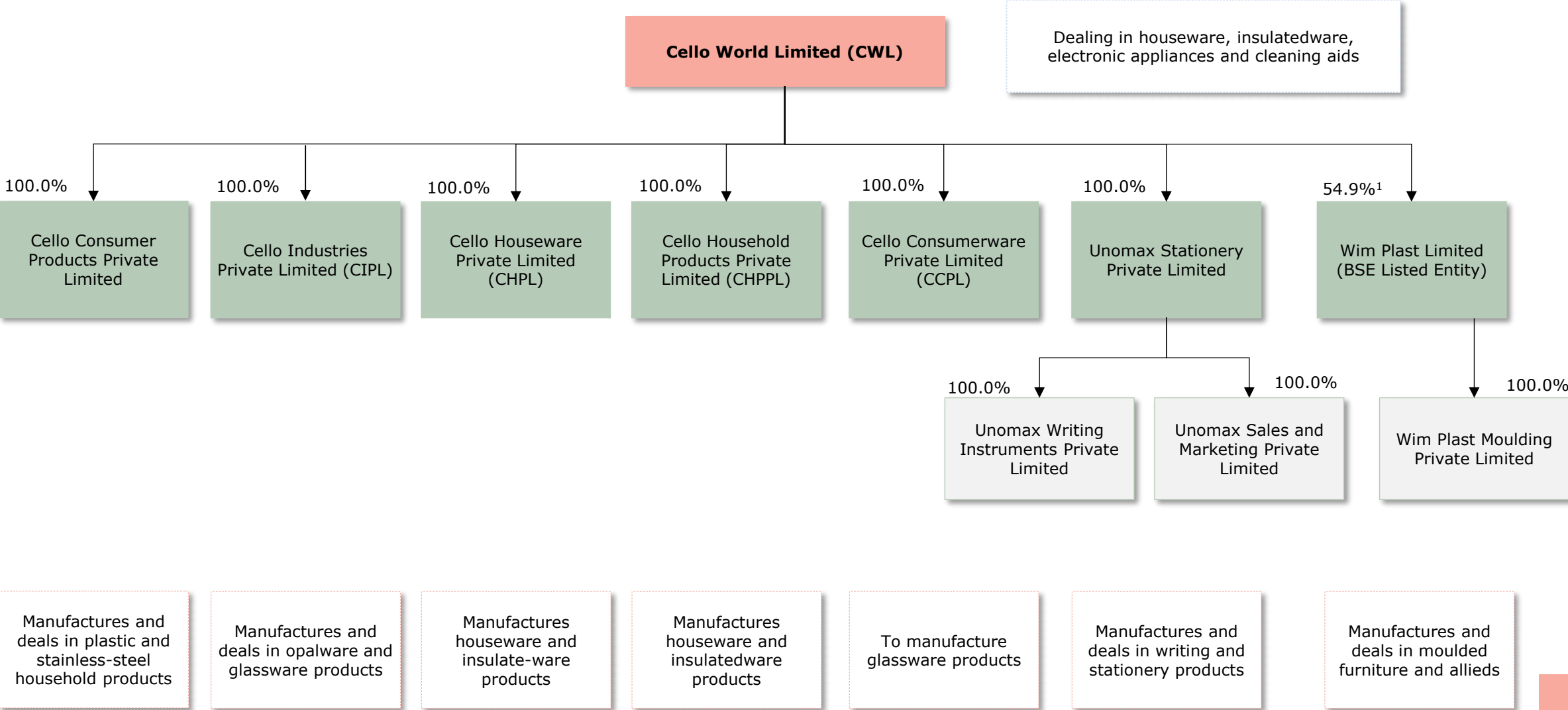
Balance Sheet

EQUITY & LIABILITIES (Rs. Crs.)*	March 2025	March 2024	March 2023	March 2022
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



* As on 30th June 2023

THANKING YOU!



COMPANION
FOR LIFE

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Cello World Limited



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