



Cello World Limited

(formerly known as 'Cello World Private Limited')

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

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

November 11, 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

Dear Sir(s)/ Madam(s),

Enclosed herewith the Press Release dated November 11, 2025 titled 'Cello World Limited to bring back the "Cello" Brand for Stationery and Writing Instruments under its umbrella'.

You are requested to take the same on record.

Thanking you.

Yours faithfully,

For Cello World Limited

Hemangi Trivedi

Company Secretary and Compliance Officer

Encl: A/a

CELLO WORLD LIMITED

Cello World Limited to bring back the “Cello” Brand for Stationery and Writing Instruments under its umbrella

Mumbai, November 11, 2025 – Cello World Limited (CWL), one of the prominent players in the consumer ware market in India with a presence in the consumer houseware, writing instruments and stationery, moulded furniture and allied products, and consumer glassware categories, will enter into an agreement through one of its wholly owned subsidiary to bring back “Cello” Brand for Stationery and Writing Instruments under its umbrella.

Towards this, Cello Plastic Industrial Works (CPIW), a member of the Promoter Group of CWL, the umbrella entity holding the “Cello” brand in other classes as well, will acquire the trademark for Stationery and Writing Instruments i.e. “Cello Brand” from BIC Group.

Cello World Limited through one of its wholly owned subsidiary will enter into an agreement to lease the trademark for “Cello Brand” for Stationery and Writing Instruments from CPIW on the same terms like it has been doing for the other classes. Upon execution of this agreement with CPIW, Cello World Limited will operate Stationery and Writing Instruments portfolio among two brands namely, Cello and Unomax.

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

“We are thrilled to reintroduce the brand “Cello” for stationery and writing instruments into our portfolio. Strategically, trademarks of various brands and sub-brands, such as “Cello” for multiple products, “Unomax” for stationery and writing instruments, “Kleeno” for cleaning aids, and “Puro” for water bottles, along with their respective logos, are owned by CPIW and are licensed to CWL without any cost. We are maintaining a consistent approach to the target brand.

The Cello brand continues to enjoy strong consumer recall and trust in the writing instruments segment, backed by its premium product quality.

With this transaction, our focus will be on enhancing operational efficiencies, optimizing costs, and leveraging our established manufacturing and distribution infrastructure to unlock the full potential of the business. Having run the Cello brand for writing instruments in the past, we are confident about the potential that this brand holds.

Going forward, both Cello and Unomax will continue to operate as distinct brands within our writing instruments portfolio, supported by a shared infrastructure. This strategic approach will drive higher capacity utilization and economies of scale, ultimately improving profitability. In the coming years, we expect Cello to become a meaningful contributor to our revenue growth and further strengthen our overall margin profile.

Further, upon completion of the transaction, the Company will issue a separate communication outlining the subsequent course of action, strategic initiatives, and other relevant details pertaining to the deal.”

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 4,000+ distributors and 1,50,000+ 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.

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.



Company:
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