



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, grievance@celloworld.com

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

November 11, 2024

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: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")

Dear Sir(s)/ Madam(s),

In furtherance/continuation of our press release dated April 04, 2024, we are excited to share the commencement of our Glassware Manufacturing Facility, operated by our subsidiary Cello Consumerware Private Limited in Falna, Rajasthan. The facility has initiated trial runs, with the commercial production set to follow.

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**



CELLO WORLD LIMITED

Commissioning of the Glassware Manufacturing Facility in Rajasthan

Mumbai, November 11, 2024

In continuation of our press release dated April 04, 2024, we are excited to share the commencement of our next phase the commissioning of the state-of-the-art glassware manufacturing facility in Falna, District Pali, Rajasthan. The installed annual capacity of this plant is estimated to be 20,000 metric tonnes.

The facility has initiated trial runs, with the commercial production set to follow. Cello expects to ramp up production and introduce multiple new products. Cello has been present in glassware since 2017, and the company intends to lower its reliance on the import of glassware with this new plant. This makes Cello, the only domestic consumer products company with a presence across all material types to have an in-house glassware manufacturing unit in India.

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

“I am thrilled to share that we have commissioned our glassware facility in Rajasthan. The facility boasts European-made machinery to enable high productivity and precision in design and finish.

At Cello, we always focus on identifying the needs and preferences of our consumers through our network of distributors and innovating our products to cater to their differing requirements and preferences, while endeavoring to ensure that our products are available across various price points and meet quality standards expected by our consumers.

This strategic initiative reflects our commitment to overcoming capacity constraints and ensuring a steady supply of glassware on the Indian market. We remain dedicated to upholding high standards of quality, compliance, and customer satisfaction as we continue to drive innovation and growth in the consumer landscape.”

About Cello World Limited

Cello World Limited is a prominent player in the consumerware 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 3,500+ 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



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Mr. Atul Parolia – CFO

atul.parolia@celloworld.com

022 6997 0000

www.corporate.celloworld.com

Investor Relations (IR)

Strategic Growth Advisors Pvt. Ltd.

SGA Strategic Growth Advisors

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

Safe Harbor

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