



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

February 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 on Unaudited Financial Results (Standalone and Consolidated) for the quarter ended on December 31, 2024

Dear Sir(s)/ Madam(s),

Enclosed herewith the Press Release on the Unaudited Financial Results (Standalone and Consolidated) for the quarter ended on December 31, 2024.

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

Q3 & 9M FY25 Financial & Business Highlights

Mumbai, February 11, 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 Unaudited Financial Results for the quarter and nine months ended December 31, 2024

Revenue from Operations

Rs. 1,548 crores
▲ 4%

Gross Profit

Rs. 799 crores
▲ 2%

EBITDA

Rs. 407 crores
▲ 3%

Profit After Tax (Attributable to Owners)

Rs. 251 crores
▲ 3%

For 9MFY25

Key Financial Highlights

Particulars (in Rs. Crs.)	Q3 FY25	Q3 FY24	YoY	9M FY25	9M FY24	YoY
Revenue From Operation	556.8	527.1	6%	1,547.6	1,487.8	4%
Gross Profit	276.9	271.4	2%	799.3	780.5	2%
<i>Gross Profit Margin (%)</i>	<i>49.7%</i>	<i>51.5%</i>		<i>51.6%</i>	<i>52.5%</i>	
EBITDA	139.7	136.6	2%	406.5	394.8	3%
<i>EBITDA Margin (%)</i>	<i>25.1%</i>	<i>25.9%</i>		<i>26.3%</i>	<i>26.5%</i>	
Profit before Tax	124.3	121.4	2%	361.4	353.9	2%
PAT (Attributable to Owners)	86.4	84.9	2%	250.6	242.3	3%
<i>PAT Margin (%)</i>	<i>15.5%</i>	<i>16.1%</i>		<i>16.2%</i>	<i>16.3%</i>	

Revenue Breakup

Particulars (in Rs. Crs.)	Q3 FY25	Q3 FY24	YoY	9M FY25	9M FY24	YoY
Consumer Ware	386.4	359.1	8%	1,055.7	996.8	6%
Writing Instruments	77.3	80.9	-4%	230.3	246.3	-6%
Moulded Furniture and Allied Products	93.1	87.1	7%	261.6	244.7	7%

Gross Profit Breakup

Particulars (in Rs. Crs.)	Q3 FY25	Q3 FY24	YoY	9M FY25	9M FY24	YoY
Consumer Ware	193.5	186.6	4%	552.0	526.9	5%
Writing Instruments	42.3	47.5	-11%	129.5	144.6	-10%
Moulded Furniture and Allied Products	41.1	37.3	10%	117.8	109.0	8%

Management commentary

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

“In 9MFY25, the company delivered revenues of Rs. 1,548 crores as against Rs. 1,488 crores in the past period. This was broadly in line with the industry, where we continue to see some pressure on the demand side due to muted consumption and discretionary spending by the consumers. At the beginning of the quarter, we saw strong festive demand, but it cooled off towards the end. Despite a slower revenue growth, we were able to maintain a healthy EBITDA margin of 26.3%, primarily driven by our overall operational efficiencies.

Looking ahead, we expect a demand recovery, especially in the hydration and back-to-school categories. To strengthen our position, we continue to have an innovative and a preimmunized approach towards our product portfolio with consistent spending towards brand building. Strategically, our focus is on expanding our reach through various distribution models.”

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

<p>Company: Cello World Limited</p>	<p>Investor Relations (IR) Strategic Growth Advisors Pvt. Ltd.</p>
<p> CIN: L25209DD2018PLC009865 Mr. Atul Parolia – CFO atul.parolia@celloworld.com 022 6997 0000 www.corporate.celloworld.com</p>	<p>SGA <u>Strategic Growth Advisors</u> 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</p>

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.