



Cello World Limited

(formerly known as 'Cello World Private Limited')

Admin Office : Cello House, Corporate Avenue, 'B' Wing, 8th Floor, Sonawala Road, Goregaon (East), Mumbai-400 063, (INDIA),

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Website: <https://celloworld.com> **CIN: U25209DD2018PLC009865**

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

February 09, 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: Press Release on Unaudited Financial Results (Standalone and Consolidated) for the third quarter and nine month ended on December 31, 2023

Dear Sir(s)/ Madam(s),

Enclosed herewith the Press Release on the Unaudited Financial Results (Standalone and Consolidated) for the third quarter and nine month ended on December 31, 2023.

You are requested to take the same on record.

Thanking you.

Yours faithfully,

For Cello World Limited

Hemangi Trivedi

Company Secretary and Compliance Officer



CELLO WORLD LIMITED

Robust Q3 & 9M FY24 Financial & Business Performance

Mumbai, 9th February 2024 – 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 31st December 2023.

Revenue from Operations Rs. 1,488 crores	Gross Profit Rs. 780 crores	EBITDA Rs. 395 crores	Profit After Tax (Attributable to Owners) Rs. 242 crores
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For 9M FY24

KEY FINANCIAL HIGHLIGHTS

Particulars (in Rs. Crs.)	Q3 FY24	9M FY24	FY23
Revenue From Operation	527.1	1,487.8	1,796.7
Gross Profit	271.4	780.5	901.2
<i>Gross Profit Margin (%)</i>	51.5%	52.5%	50.2%
EBITDA	136.6	394.9	420.5
<i>EBITDA Margin (%)</i>	25.9%	26.5%	24.3%
Profit before Tax	121.4	353.9	385.2
PAT (Attributable to Owners)	84.9	242.3	266.1
<i>PAT Margin (%)</i>	16.1%	16.3%	14.8%

Revenue Breakup

Particulars (%)	Q3 FY24	9M FY24	FY23
Consumer Ware	68.1%	67.0%	65.7%
Writing Instruments	15.4%	16.5%	15.9%
Moulded Furniture and Allied Products	16.5%	16.5%	18.4%

Gross Profit Breakup

Particulars (in %)	Q3 FY24	9M FY24	FY23
Consumer Ware	68.7%	67.5%	68.2%
Writing Instruments	17.5%	18.5%	16.8%
Moulded Furniture and Allied Products	13.8%	14.0%	15.0%



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 13 manufacturing facilities across five locations in India and are currently establishing a glassware manufacturing facility in Rajasthan. The manufacturing capabilities allow them to manufacture a diverse range of products in-house.

The Company has a strong PAN India distribution network with 3,300+ distributors and 1,26,000+ 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

CIN: U25209DD2018PLC009865

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Investor Relations (IR)

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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.