

November 8, 2023

Ms. Hemangi Trivedi  
Company Secretary & Compliance Officer  
**CELLO WORLD LIMITED**  
597/2A, Somnath Road, Dabhel,  
Nani Daman, Daman 396210

**BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai- 400001

**The National Stock Exchange**

Exchange Plaza  
Plot No. C/1, G Block  
Bandra Kurla Complex, Bandra (East)  
Mumbai – 400 051

Dear Madam/Sir,

**Sub: Disclosure under SEBI (Substantial Acquisitions of Shares and Takeovers), Regulations, 2011**

Please find enclosed the disclosure of securities held by India Advantage Fund S4 I and India Advantage Fund S5 I in Cello World Limited in terms of Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

This disclosure is made by ICICI Venture Funds Management Company Limited as the investment manager to India Advantage Fund S4 I and India Advantage Fund S5 I.

Please take the same on record.

Yours faithfully,

for **ICICI Venture Funds Management Company Limited**  
**(as Investment Manager to India Advantage Fund S4 I and India Advantage Fund S5 I)**



Pooja Basu  
Director– Legal, Secretarial and Compliance

Encl : As Above

**Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A- Details of the Acquisition**

Name of the Target Company (TC)	Cello Word Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	India Advantage Fund S4 I (acting through its investment manager ICICI Venture Funds Management Company Limited) and  India Advantage Fund S5 I (acting through its investment manager ICICI Venture Funds Management Company Limited)		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange (BSE) National Stock Exchange (NSE)		
Details of the acquisition as follows	Number	% w.r.t. total share/ voting capital wherever applicable (*)	% w.r.t. total diluted share/ voting capital of the TC (**)
<b>Before the acquisition under consideration, holding of acquirer along with PACs (#) of:</b>  Shares carrying voting rights a) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others) India Advantage Fund S4 I India Advantage Fund S5 I b) Voting rights (VR) otherwise than by equity shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) Total (a+b+c+d)	Existing shareholder prior to IPO  33,73,653 87,06,211	Existing shareholder prior to IPO  1.59% 4.10%	Existing shareholder prior to IPO  1.59% 4.10%

<p>Details of acquisition</p> <p>a) Shares carrying voting rights acquired</p> <p>b) VRs acquired otherwise than by equity shares</p> <p>c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired d)</p> <p>d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)</p> <p>e) Total (a+b+c+/-d)</p>			
<p><b>After the acquisition, holding of acquirer along with PACs of:</b></p> <p>a) Shares carrying voting rights acquired</p> <p>India Advantage Fund S4 I</p> <p>India Advantage Fund S5 I</p> <p>b) VRs acquired otherwise than by equity shares</p> <p>c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired d)</p> <p>d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)</p> <p>e) Total (a+b+c+d)</p> <p>India Advantage Fund S4 I</p> <p>India Advantage Fund S5 I</p>	<p>33,73,653</p> <p>87,06,211</p> <p>33,73,653</p> <p>87,06,211</p>	<p>1.59%</p> <p>4.10%</p> <p>1.59%</p> <p>4.10%</p>	<p>1.59%</p> <p>4.10%</p> <p>1.59%</p> <p>4.10%</p>
<p>Mode of acquisition (e.g. open market / public issue / rights issue/preferential allotment/inter-se transfer/ encumbrance, etc.)</p>	<p>Existing share holder of the company prior to IPO.</p> <p>Cello World Limited (“Company”) was listed on NSE and BSE w.e.f. November 6, 2023 and this disclosure is being made on the basis that the listing of the equity shares of the Company is treated as the trigger under the regulation 29 (1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011. India Advantage Fund S4 I and India Advantage Fund S5 I were existing shareholders of the Company prior to IPO.</p>		

Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	NA
Date of acquisition of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/ any other instrument that entitles the acquirer to receive shares in the TC.	<p>Existing shareholders of the company prior IPO.</p> <p>Cello World Limited (“Company”) was listed on NSE and BSE w.e.f. November 6, 2023 and this disclosure is being made on the basis that the listing of the equity shares of the Company is treated as the trigger under the regulation 29 (1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011. India Advantage Fund S4 I and India Advantage Fund S5 I were existing shareholders of the Company prior to IPO.</p>
Equity share capital / total voting capital of the TC before the said acquisition	<p>Rs. 1,06,11,55,170.00</p> <p>The total equity shares of the TC, after listing, is 21,22,31,034 equity shares of face value of Rs. 5/- each.</p>
Equity share capital/ total voting capital of the TC after the said acquisition	<p>Rs. 1,06,11,55,170.00</p> <p>The total equity shares of the TC, after the listing, is 21,22,31,034 equity shares of face value of Rs. 5/- each.</p>
Total diluted share/voting capital of the TC after the said acquisition	<p>Rs. 1,06,11,55,170.00</p> <p>The total equity shares of the TC, after the listing, is 21,22,31,034 equity shares of face value of Rs. 5/- each.</p>