



# 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),

**Tel :** 2685 1027 / 2685 3080, **Fax :** (022) 2685 3333, **e-mail :** cello.sales@celloworld.com, cellothermoware@hotmail.com

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

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

August 11, 2024

<b>BSE Limited</b> Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 <b>Scrip Code: 544012</b>	<b>National Stock Exchange of India Limited</b> Exchange Plaza, C-1, Block - G, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 <b>Symbol: CELLO</b>
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**Sub: Press Release on Unaudited Financial Results (Standalone and Consolidated) for the first quarter ended on June 30, 2024**

Dear Sir(s)/ Madam(s),

Enclosed herewith the Press Release on the Unaudited Financial Results (Standalone and Consolidated) for the first quarter ended on June 30, 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**

## CELLO WORLD LIMITED

### Q1 FY25 Financial & Business Highlights

**Mumbai, 11<sup>th</sup> August 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 ended 30<sup>th</sup> June 2024.

**Revenue from Operations**  
**Rs. 501 crores**  
▲ 6.1%

**Gross Profit**  
**Rs. 269 crores**  
▲ 8.6%

**EBITDA**  
**Rs. 135 crores**  
▲ 6.0%

**Profit After Tax (Attributable to Owners)**  
**Rs. 83 crores**  
▲ 6.7%

For Q1 FY25

#### Key Financial Highlights

Particulars (in Rs. Crs.)	Q1 FY25	Q1 FY24	YoY
Revenue From Operation	500.7	471.8	6.1%
<b>Gross Profit</b>	<b>269.4</b>	<b>248.1</b>	<b>8.6%</b>
<i>Gross Profit Margin (%)</i>	53.8%	52.6%	
<b>EBITDA</b>	<b>134.9</b>	<b>127.3</b>	<b>6.0%</b>
<i>EBITDA Margin (%)</i>	27.0%	27.0%	
Profit before Tax	120.3	114.9	4.7%
<b>PAT (Attributable to Owners)</b>	<b>82.6</b>	<b>77.4</b>	<b>6.7%</b>
<i>PAT Margin (%)</i>	16.5%	16.4%	

#### Revenue Breakup

Particulars (in Rs. Crs.)	Q1 FY25	Q1 FY24	YoY
Consumer Ware	327.1	310.5	5.3%
Writing Instruments	83.2	83.4	-0.2%
Moulded Furniture and Allied Products	90.4	77.9	16.0%

#### Gross Profit Breakup

Particulars (in Rs. Crs.)	Q1 FY25	Q1 FY24	YoY
Consumer Ware	179.9	164.6	9.3%
Writing Instruments	49.3	48.7	1.2%
Moulded Furniture and Allied Products	41.2	34.8	18.4%

## Key Business Highlights

- Raised additional capital of Rs. 737 crore through QIP which diluted the promoters' holding to 75%, meeting the minimum public shareholding norms

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

*“Cello World has started off the year with a decent performance where the growth was in line with the overall industry. Our revenue grew by 6.1% YoY and witnessed a margin expansion on the gross profit level, which went up from 52.6% in Q1 FY24 to 53.8% in Q1 FY25. Notably, this improvement in gross margin is attributable to a combination of a shift in revenue mix alongside our continued focus on value-added premium products as well as efforts towards improving operational efficiency. This performance was despite multiple headwinds on the demand front, which got further intensified due to the elections.*

*Our growth was primarily driven by the consumer-ware and furniture businesses, while the writing instruments remained flattish due to continued sluggishness in the overall demand scenario. However, the EBITDA and PAT margin levels remained in line with Q1 FY24. For the quarter, there was a considerable increase in our advertising spend on account of a back-to-school campaign held by the company. We view these activities as crucial investments in reinforcing our brand's recognition and recall.*

*Looking ahead to FY25, we maintain our growth expectations of 15%–17%, driven by an improvement in the overall demand scenarios in the second half of the year.*

## 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 3,300+ 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: <b>Cello World Limited</b>	Investor Relations (IR) <b>Strategic Growth Advisors Pvt. Ltd.</b>
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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.