



# 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 :** 022 6997 0000, e-mail : cello.sales@celloworld.com, grievance@celloworld.com

**Website:** www.celloworld.com **CIN:** U25209DD2018PLC009865

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

Date: July 3, 2024

**BSE Limited**  
**Corporate Relations Department**

P. J. Towers  
Dalal Street  
Fort, Mumbai 400 001  
Maharashtra, India

**National Stock Exchange of India Limited**  
**Listing Department**

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

**Scrip Code: 544012**

**Symbol: CELLO**

Dear Madam / Sir

**Sub: Proposed Qualified Institutions Placement of equity shares of face value ₹ 5 each ("Equity Shares") (such placement, the "Issue") by Cello World Limited (the "Company") under Chapter VI of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations") and Sections 42 and 62 of the Companies Act, 2013, as amended.**

We wish to inform you that pursuant to the approval accorded by the board of directors of the Company (the "**Board**"), at its meeting held on May 29, 2024, and the shareholders of the Company, pursuant to the special resolution passed in the extra ordinary general meeting held on June 26, 2024, the QIP Committee (the "**Committee**") has at its meeting held today i.e. July 3, 2024, *inter alia*, passed the following resolutions:

- Authorizing the opening of the Issue today, i.e. July 3, 2024;
- Approving the floor price for the Issue, being ₹ 896.09 per Equity Share ("**Floor Price**"), based on the pricing formula as prescribed under the SEBI ICDR Regulations; and
- Approving and adopting the preliminary placement document dated July 3, 2024, together with the application form in connection with the Issue.

We further wish to inform you that the QIP Committee has fixed the 'relevant date' for the purpose of the Issue, in terms of Regulation 171 of the SEBI ICDR Regulations, as July 3, 2024, and accordingly the floor price in respect of the Issue has been determined, based on the pricing formula as prescribed under Regulation 176(1) of the SEBI ICDR Regulations, as ₹ 896.09 per Equity Share.

Pursuant to Regulation 176(1) of the SEBI ICDR Regulations, the Company may at its discretion offer a discount of not more than 5% on the Floor Price for the Issue.

The Issue price will be determined by the Company in consultation with the book running lead managers appointed for the Issue.

The meeting of the QIP Committee commenced at 11:00 PM and concluded at 11:15 PM.

**cello**<sup>®</sup>

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In relation to the qualified institutions placement, we are filing the preliminary placement document with your office.

Copy of the same is being also made available on the website of the Company at <https://corporate.celloworld.com/investors/>.

We request you to kindly take this on records, and the same be treated as compliance under Regulation 29(1) and 30 and other applicable regulations of the Securities and Exchange Board of India (Listing Obligations Disclosure Requirements) Regulations, 2015, as amended.

Thanking you

**For Cello World Limited**



**Authorised Signatory**

Name: Pradeep Ghisulal Rathore

Designation: Chairman and Managing Director

**Warehouse Daman (1):** Survey no. 66, Riganwada, Dhabel, Daman - 396 210. Tel.: (0260) 2242985/2241118, Fax: (0260) 2242719

**Haridwar (2):** Ground Floor, Plot No. 4, Sector No. 3, IIE, SIDCUL, Haridwar, Uttarakhand - 249 403