



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 14, 2026

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: Investor Presentation

Dear Sir(s)/ Madam(s),

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, enclosed herewith the Investors' Presentation for the third quarter ended on December 31, 2025.

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
Encl: A/a



Cello World Limited

Investor Presentation | February 2026



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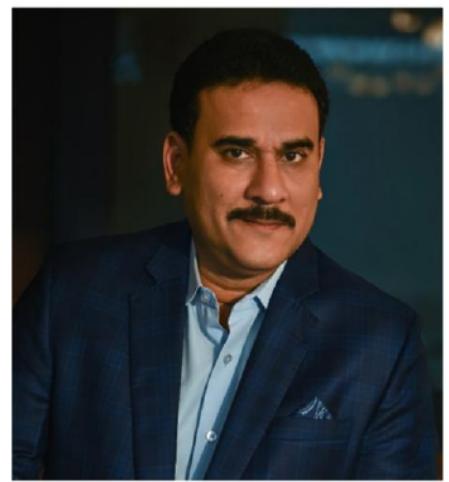
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**Financial
Highlights**



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

"During Q3FY26, the company generated revenues of Rs. 554 crores, with EBITDA of 22.1% and PAT of 11.5%. This performance comes despite strong festive offtake by our channel partners in the previous quarter, coupled with mixed demand sentiments.

On a segment basis, while the writing instruments category delivered 11% growth, the performance of the other two segments impacted overall performance. The Consumerware segment remained muted mainly due to supply constraints in the steel category. Meanwhile, the Moulded Furniture & Allied Products segment declined owing to falling prices.

Looking ahead, we are focusing on streamlining our product portfolio, expanding our premium offerings, and reshaping our sales channels with greater emphasis on emerging platforms. These initiatives are aimed at enhancing operational efficiency, strengthening margins, improving working capital management, and boosting ROCE over time."

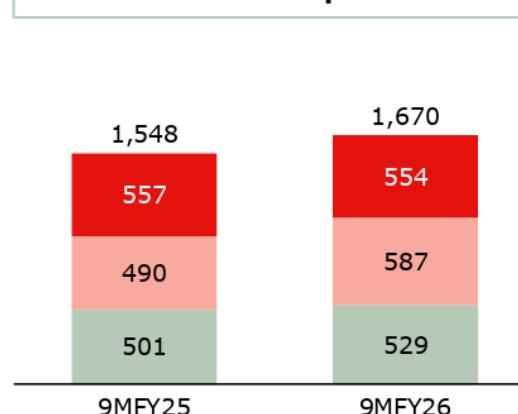
Q3 & 9M FY26 Financial & Operational Highlights

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■ Q3 ■ Q2 ■ Q1

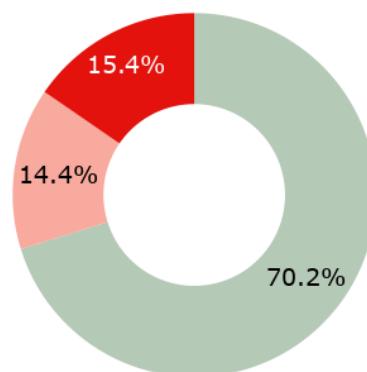
(Rs. Crs.)

Revenue from Operations

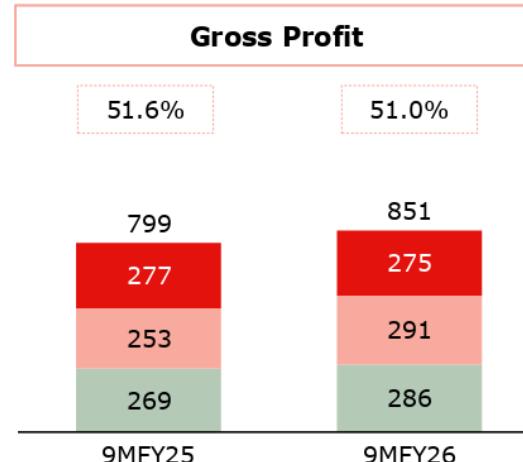


Revenue – Vertical Wise (9M FY26)

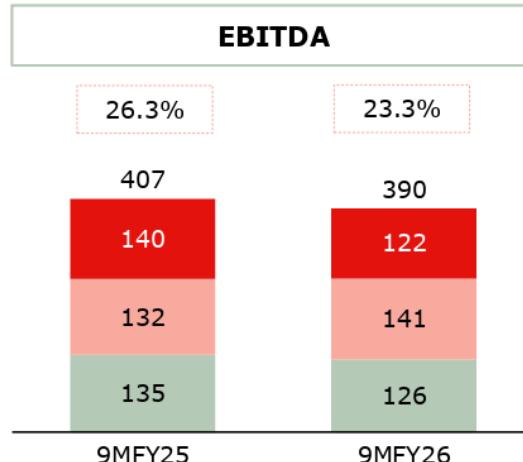
■ Consumerware
■ Writing Instruments
■ moulded Furniture & Allied Products



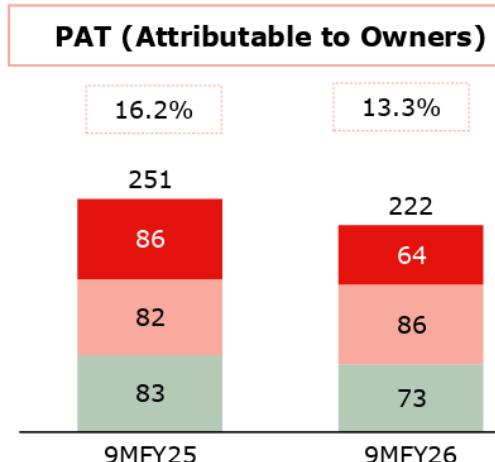
Gross Profit



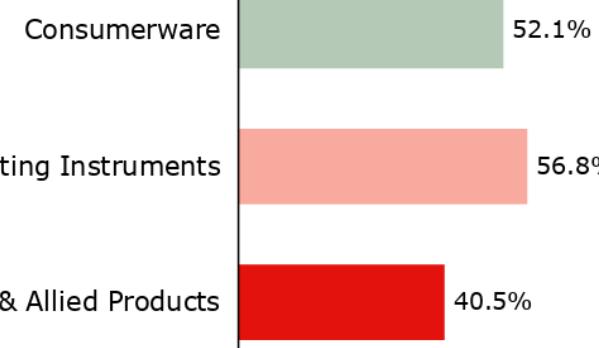
EBITDA



PAT (Attributable to Owners)

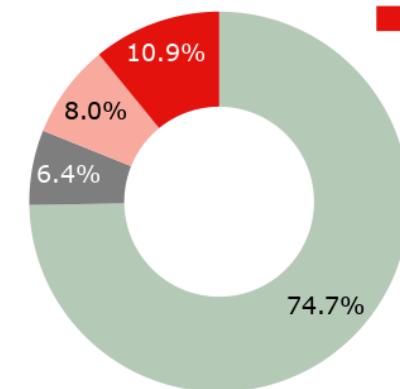


GP Margins – Vertical Wise (9M FY26)



Distribution Channel Mix (9M FY26)

■ General Trade
■ Modern Trade
■ Exports
■ Online



Profit and Loss Statement

Consolidated Profit & Loss (Rs. In Cr)*	Q3FY26	Q3FY25	YoY	9MFY26	9MFY25	YoY
Revenues from Operation	553.7	556.8	-1%	1,670.1	1,547.6	8%
Cost of Goods Sold	279.1	280.0		819.0	748.3	
Gross Profit	274.5	276.9	-1%	851.2	799.3	6%
Gross Profit Margin %	49.6%	49.7%		51.0%	51.6%	
Employee Cost	61.8	51.3		184.0	156.0	
Other Expenses	107.1	98.3		324.8	268.2	
Other Income	16.6	12.4		47.4	31.7	
Share of Loss from Associates	0.0	0.0		0.0	-0.32	
EBITDA	122.3	139.7	-12%	389.8	406.5	-4%
EBITDA Margin %	22.1%	25.1%		23.3%	26.3%	
Depreciation	19.9	15.1		58.0	44.0	
EBIT	102.4	124.6	-18%	331.8	362.5	-8%
EBIT Margin %	18.5%	22.4%		19.9%	23.4%	
Finance Cost	0.6	0.3		1.2	1.1	
Exceptional Item [#]	7.4	0.0		7.4	0.0	
Profit Before Tax	94.4	124.3	-24%	323.2	361.4	-11%
Tax	25.0	31.8		81.8	93.0	
Profit After tax	69.4	92.5		241.4	268.4	-10%
PAT Margin %	12.5%	16.6%		14.5%	17.3%	
Non Controlling Interest	5.8	6.1		19.1	17.8	
Profit After tax (Attributable to Owners)	63.6	86.4	-26%	222.3	250.6	-11%
PAT Margin % (Attributable to Owners)	11.5%	15.5%		13.3%	16.2%	

#Increase in gratuity liability arising out of past service cost and increase in leave liability on account for changes in Labour laws

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About
Cello

19,500+

No. of SKUs*

4,000+

No. of Distributors*

1,50,000+

No. of Retailers*

20.3%

One of the Highest **RoCE***
in the Industry - FY25

14

Own manufacturing
facilities

73%

Revenues from in house
manufacturing – **9M FY26**

23.3%

EBITDA Margins –
9M FY26

13.3%

PAT (Attributable to Owners)
Margins – **9M FY26**

Most Diversified Product Portfolio Among Peers

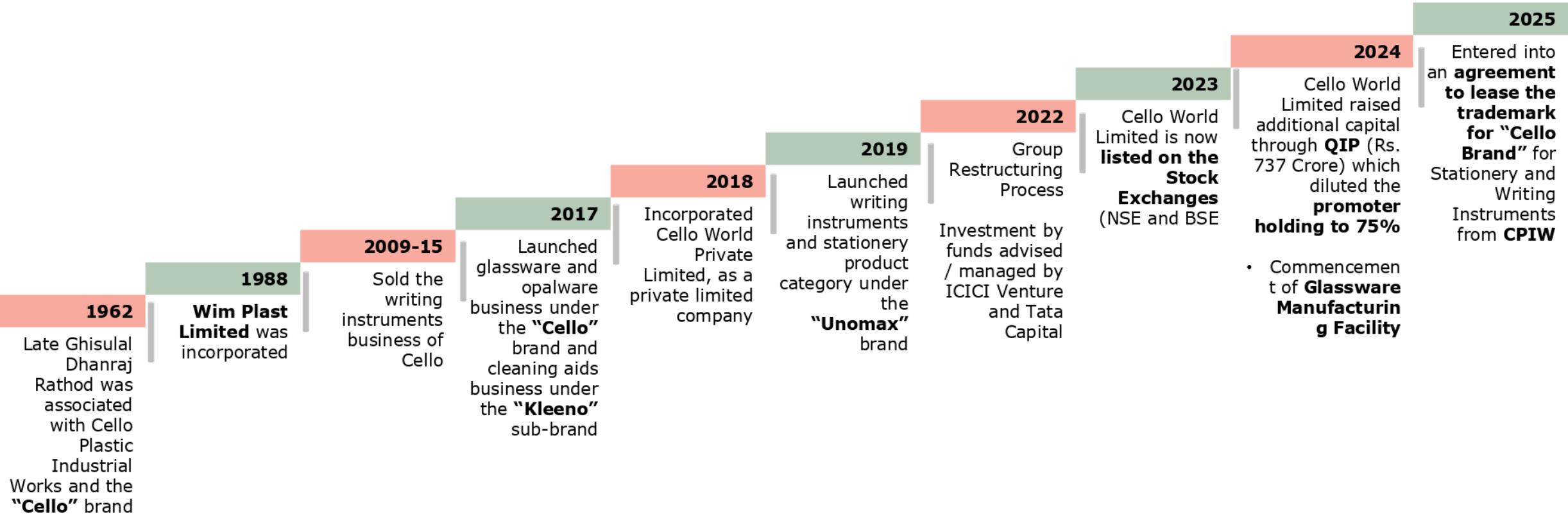
Consumer Ware, Writing Instruments, Moulded Furniture and Allied Products

Diverse range of products across different product categories, types of material and price points

Over Six decades of experience with track record of scaling up new businesses and product categories with **Promoters have 80+ years combined experience**

PAN India Distribution Network

Presence across multiple channels with Nationwide sales and distribution network



Business Vertical	Consumer Ware	Writing Instruments	Moulded Furniture and Allied Products ¹
Market Size (Rs. Bn.) ²	377.00	133.50	205.00
Product Categories	<ul style="list-style-type: none"> ✓ Houseware ✓ Insulatedware ✓ Cleaning Aids ✓ Electronic Appliances 	<ul style="list-style-type: none"> ✓ Glassware ✓ Opalware ✓ Porcelain 	<ul style="list-style-type: none"> ✓ Pen & Pencil ✓ Highlighters ✓ Correction Pens ✓ Markers
Brands		 DON'T JUST WRITE, GLIDE. Added in Q3FY26	
Revenue Contribution – FY25 (%)	68.4%	14.4%	17.2%
EBITDA – FY25 (%)	26.1%	27.4%	24.2%

1. Includes plastic moulded furniture and air cooler market
2. FY23 data as per Technopak Industry Report

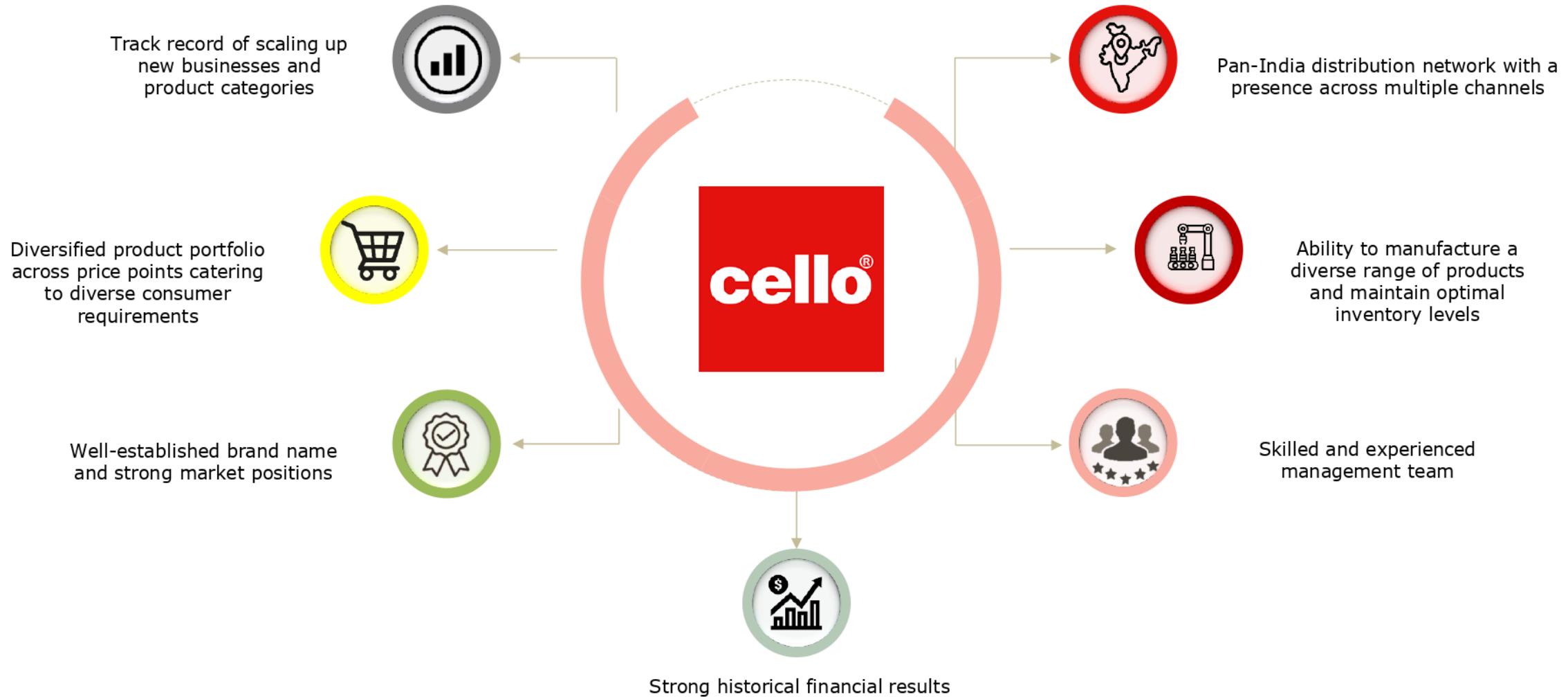
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**Cello's
Strengths**

Cello's Strengths Will Continue To Drive Success



1. Well-established Brand Name And Strong Market Positions



1

“Cello” brand is well established and enjoys strong brand recall – Reflection of our vast experience, continuous product development and consumer understanding



2

Diverse array of promotional and marketing efforts, including, in-shop displays, merchandising, advertisements in print and social media, retail and product branding



3

Focus on strengthening the “Cello” brand equity and brand recall among our consumers



4

Engaged with tie-ups with large studios to market our lunch boxes, bottles and stationeries for children, using various cartoon characters



The Company is a prominent player in the consumerware market in India



“Cello” was awarded as one of the most trusted brands of India in 2021 by Commerzify

2. Diversified Product Portfolio



Consumer Ware



Cookware



Insulatedware



Hot Drinks



Dessert Set



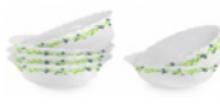
Lunch Packs



Kids Tiffin & Bottles



Condiment Set



Bowl Set



Kitchen Appliances



Kleeno



Cups & Saucers



Bakeware



Pet Bottle



Storage



Drinkware



Gift Set



Writing Instruments



Liquid Ball
Point Pens



Mathematical
Instruments



Mechanical Pencil



Market &
Highlighters



Wax Crayons



Gift Sets



Roller Pens



Executive
Fountain Pens



Moulded Furniture and Allied Products



Lifestyle Collection



Premium Collection



Horeca Collection



Stools Collection



Storage
Collection



Crates



Dustbin



Air Cooler

Diverse range of products across different product categories, types of material and price points, which enables Cello to serve as a “one-stop-shop”, with consumers across all income levels purchasing our products

3. Pan-India Distribution Network With A Presence Across Multiple Channels

Product Categories

Consumer Houseware

Pan India Distribution Network ^{2,3}

951 distributors and 79,993 retailers

Writing Instruments

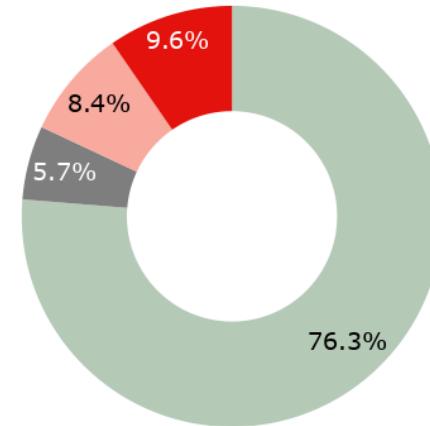
29 super-stockist, 1,570 distributors and 65,072 retailers

Moulded Furniture and Allied Products¹

1,693 distributors and 6,840 retailers

Distribution Channels Mix (FY25)

General Trade Modern Trade Exports Online



Our nationwide sales and distribution network is supported by our dedicated sales team

Ability to respond to our network of distributors and trade consumers, as well as changing consumer preferences and constantly fluctuating demand



Insights into consumer preference and market feedback



Check for product-market fit at an early stage before scaling them up



Structure appropriate pricing discounts and advertisement campaigns during festive seasons



Balance product availability and inventory levels to deploy resources in an efficient manner

1. Allied products includes the air-cooler segment

2. The data provided above are not unique to the individual product categories, and may overlap with the other product categories

3. As on 31st March 2025

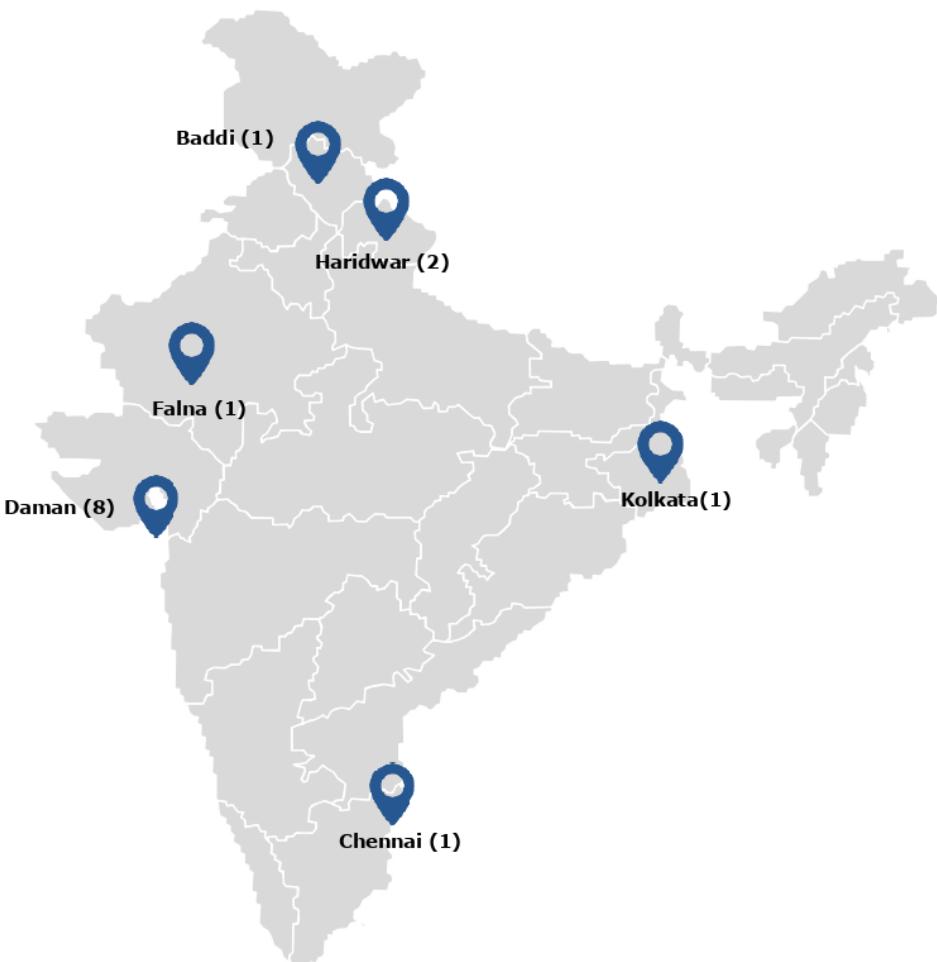
4. Ability To Manufacture A Diverse Range Of Products...

77%

FY25 revenues derived from in-house manufacturing

14

Manufacturing Facilities



Mfr. Unit	Products Manufactured
Daman Unit-I	Plastic moulded furniture and other articles
Daman Unit-II	Plastic moulded furniture and other articles
Daman Unit-III	Plastic Extrusion Sheet
Daman Unit-IV	Household and Insulated ware
Daman Unit-V	Household and Insulated ware
Daman Unit-VI	Opalware and Glassware
Daman Unit-VII	Stationery and allied products
Daman Unit-VIII	Stationery and allied products
Haridwar Unit-I	Plastic moulded furniture and other articles
Haridwar Unit-II	Houseware, insulatedware, melamine and allied products
Baddi Unit-I	Plastic Extrusion Sheet
Chennai Unit-I	Plastic moulded furniture, other articles and tooling unit
Kolkata Unit-I	Plastic moulded furniture and other Articles
Rajasthan Unit	Glassware & Steel Facility

Cello is expected to become the only domestic consumer products company which has presence across all material types to have an in-house glassware manufacturing unit in India

* This capacity is on approximate basis and can vary based on changes in product mix
Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.

Scale up production quickly to meet increased demand



In-House Manufacturing Benefits

Reduce time taken to launch new products in the market



Maintain better control over our supply chain

Mitigate risk of supply chain disruption



Maintain quality control of our products

Scale of manufacturing, combined with supply chain management including raw material sourcing, packaging, transportation, quality control and sales, enables Cello to derive the benefits of economies of scale



Optimal level of inventory



Equip our field staff with an enterprise resource planning system



Dedicated proficient quality control team



Endeavour to maintain high quality standards and good manufacturing practices

5. Board of Directors

Promoters have over 90 years of combined experience in the consumer products industry

**Pradeep Ghisulal Rathod***Chairman and Managing Director*

- 40+ years of experience in the business of manufacturing and trading in, inter alia, plastic articles, insulatedware articles and raw materials
- Director of our company since its incorporation

**Pankaj Ghisulal Rathod***Joint Managing Director*

- 35+ years of experience in the business of manufacturing and trading in, inter alia, plastic articles and raw materials and insulatedware articles
- Instrumental in launch of the writing instruments business and also has experience in marketing and product development of all consumer product categories
- Director of our company since its incorporation

**Gaurav Pradeep Rathod***Joint Managing Director*

- 10+ years of experience in the marketing of consumerware products
- Master's degree in Business Administration from University of Strathclyde, Scotland and Bachelor's degree in Science (Economics-finance) from Bentley University, Massachusetts
- Instrumental in launch of opalware products and growth of online and e-commerce sales
- Director of our Company since its incorporation

**Gagandeep Singh Chhina***Non-Executive Director*

- 20+ years of experience
- Post-graduate Diploma in Management from IIM, Calcutta and bachelor's degree in engineering (mechanical) from the Punjab Engineering College, Chandigarh, Panjab University
- Serves as the senior director, private equity at ICICI Venture Funds Mgmt. Company Limited
- Previous experience with Engineers India Ltd, WL Ross (India) Ltd and CRISIL Ltd.

**Piyush Sohanraj Chhajed***Independent Director*

- 20+ years of experience practicing as a chartered accountant
- Fellow of the Institute of Chartered Accountants of India

**Pushap Raj Singhvi***Independent Director*

- ~46 years of experience in the petrochemical industry
- Bachelor's degree in law from University of Calcutta
- Previous experience with Borouge (India) Private Limited as the Managing Director

**Arun Kumar Singhal***Independent Director*

- 45+ years of experience
- Bachelor's degree in engineering from Birla Institute of Technology and Science
- Previous experience with Johnson and Johnson, India and Johnson and Johnson, Asia Pacific

**Sunipa Ghosh***Independent Director*

- ~20 years of experience
- Post Graduate Diploma in Business Management from Indian Institute of Social Welfare and Business Management
- Fellow of Institute of Company Secretaries of India
- Currently, she is the director head of legal (India) and company secretary at Dassault Systemes Solutions Lab Private Limited

**Manali Nitin Kshirsagar***Independent Director*

- 10+ years of legal experience
- Bachelor's degree in Law from Government Law College, University of Mumbai
- Passed the professional programme examination held by Institute of Company Secretaries of India
- Enrolled as an advocate with the Bar Council of Maharashtra and Goa
- Previous experience with Parinam Law Associates and ALMT Legal

5. Experienced Management Team

Senior Management Team With Expertise Across Sectors

**Atul Parolia***Chief Financial Officer*

- 30+ years of experience in finance and accounting
- Associate of Institute of Chartered Accountants of India and Institute of Company Secretaries of India
- Leadership role in financial decision making and providing strategic financial input to senior management
- Associated with Cello group since November 1, 1991

**Hemangi Trivedi***CS and Compliance Officer*

- 13+ years of experience in legal and secretarial compliance
- Bachelor's degree in Commerce and Bachelor's degree in Law from University of Mumbai
- Associate of Institute of Company Secretaries of India
- Responsible for secretarial, compliance and legal functions
- Previous experience with Avada Energy Private Limited and Sanjay Doshi and Associates

**Rajesh Bang***CFO - Cello Household Products Private Limited*

- 25+ years of experience in finance, accounts, taxation, internal control and costing
- Member of Institute of Chartered Accountants of India

**Sreyas Jain***CFO - Unomax Stationery Private Limited*

- 25+ years of experience in finance, accounts, taxation, treasury management and investments, compliances, statutory audit and internal control and costing
- Master's degree in Business Administration with specialization in finance from Institute for Technology and Management, Southern New Hampshire University

**Mahesh Kedia***General Manager – Cello Industries Private Limited*

- Passed final examination held by Institute of Chartered Accountants of India
- Previous experience with Supreme Industries Limited, Lester Infoservices Private Limited, Ranger Apparel Export Private Limited and Oudh Sugar Mills Limited

**Satish Pancholi***General Manager, Finance and Accounts*

- 15+ years of experience in finance and accounting
- Member of Institute of Chartered Accountants of India
- Previous experience with Health and Beauty Care Private Limited

**Madhusudan Jangid***CFO – Wimplast Limited*

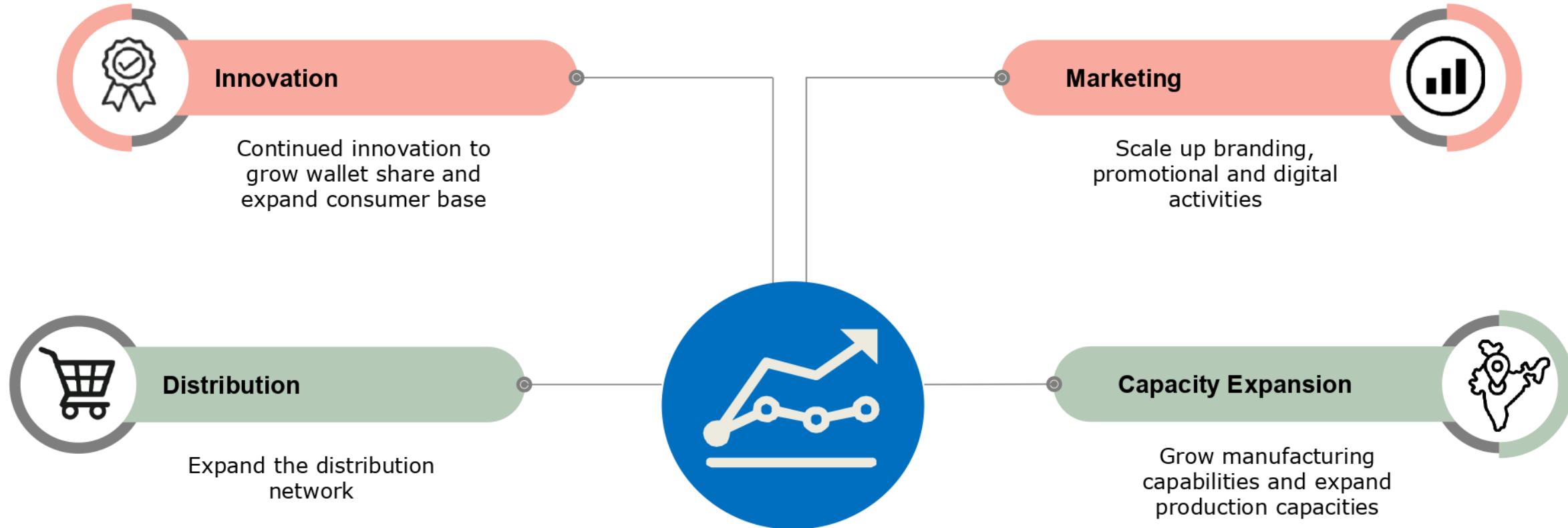
- 25+ years of experience in taxation, auditing, financial management consultancy, internal controls, statutory audit, compliances and litigation
- Associate of Institute of Chartered Accountants of India
- Joined Wim Plast Limited on July 1, 1999

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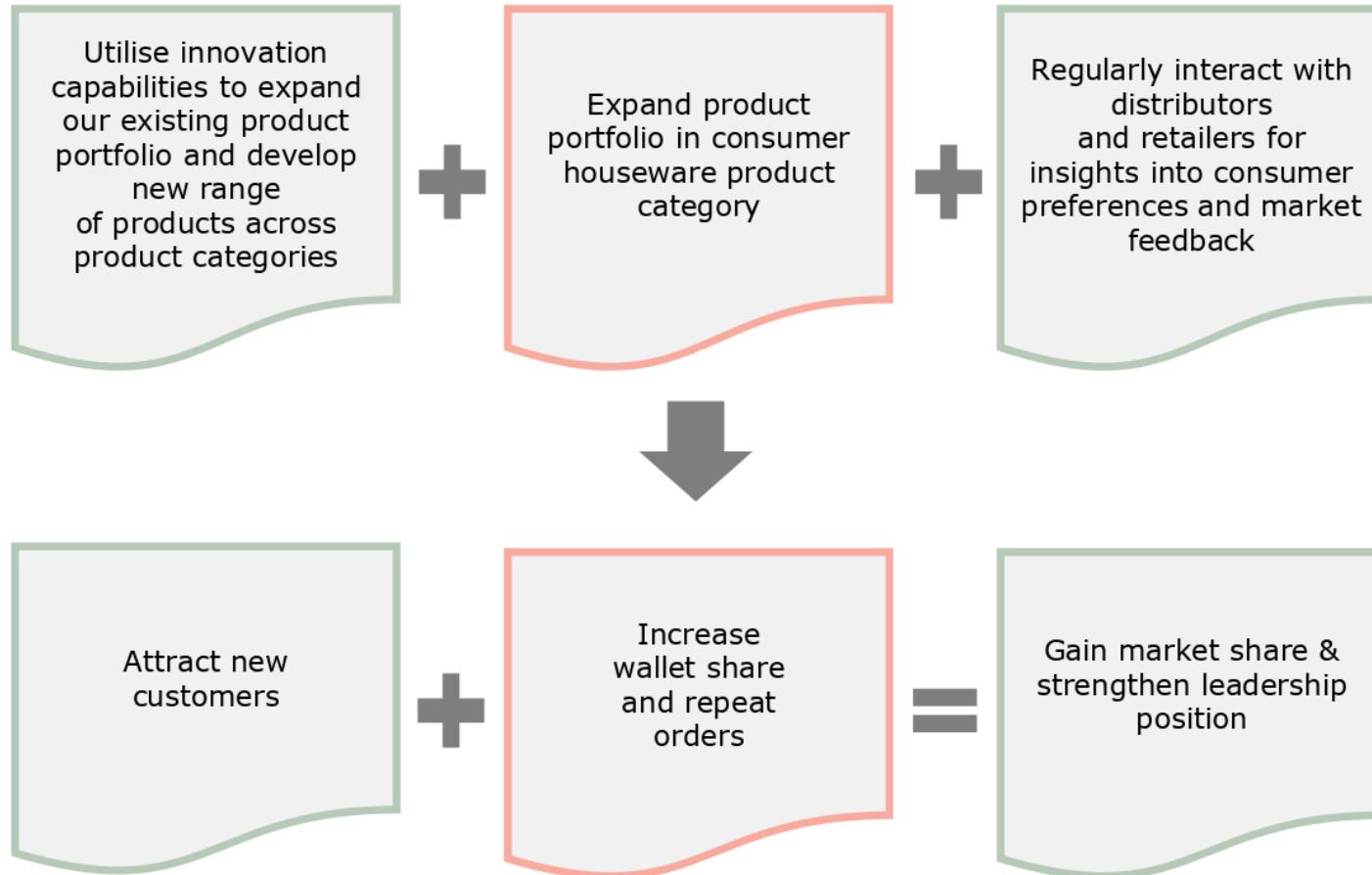
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**Growth
Drivers**



1. Continued innovation to grow wallet share and expand consumer base



2. Expand Distribution Network



Enter in arrangements with more distributors and continue to nurture existing relationships

Increase sales velocity by incentivizing our distributors and retailers to increase the volume of products sold by them

Increase interactions with distributors and retailers, including through sales and marketing employees

Incentivise distributors through periodic and festival sales schemes, annual and periodic revenue targets and product-specific schemes (through discounts and gift hampers)

Increase presence in existing markets abroad by expanding distribution network and entering into new markets for writing instruments and stationery products

3. Scale up branding, promotional and digital activities

Focus on Branding And Promotional activities



Above and below the line marketing



Retail Branding



Advertisement channels such as television, digital media and social media



Product Branding



Increase our digital presence



4. Grow manufacturing capabilities and expand production capacities



Recently, commissioned new **Glassware Manufacturing** facility in Rajasthan with an annual capacity of **~20,000 tonnes**
This is being **operationalized** in a **phased manner**

Expanded opalware capacity in the manufacturing facility in Daman to increase our installed annual capacity to **25,000 tonnes** of opalware per annum

Undertake planned increases in installed capacities of plastic products, Insulated ware, moulded furniture and writing instruments and stationery (including Cello brand)

Lower dependence on the import of glassware

Expected to become the only domestic consumer products company with an in-house glassware manufacturing unit



4. Glassware manufacturing facility in Rajasthan



20,000

Installed Annual Capacities
(Tonnes)



~60%

Current Utilization Level

Facility to house European-made machinery that enables high productivity and precision in design and finish

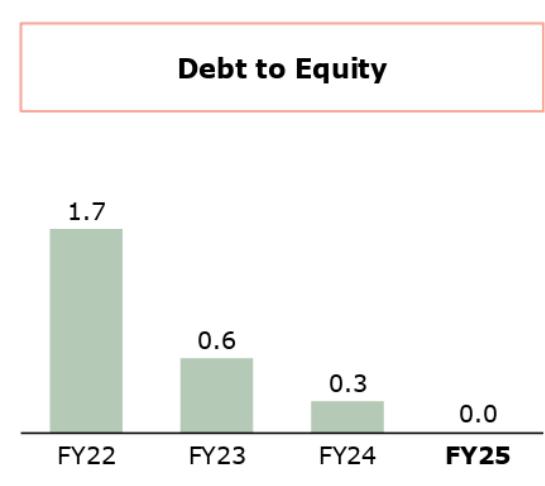
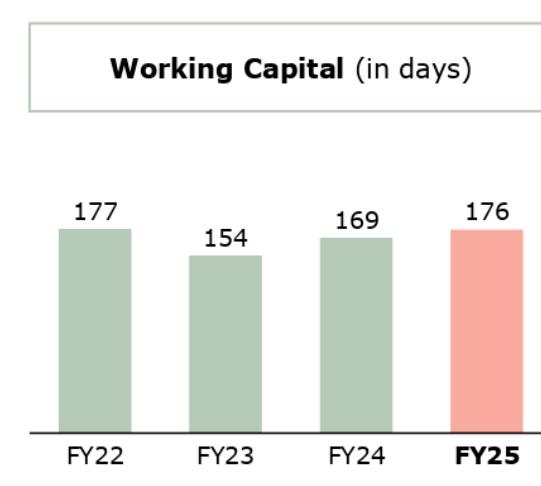
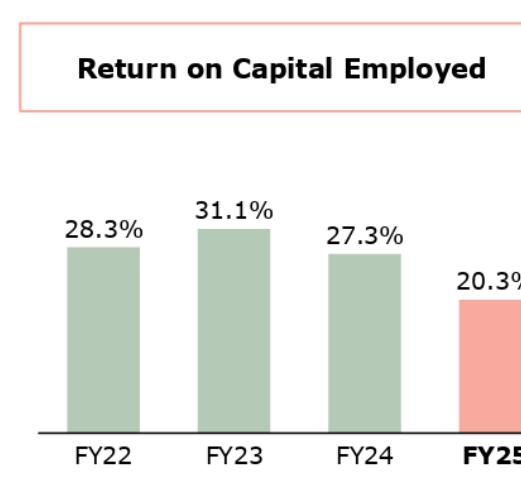
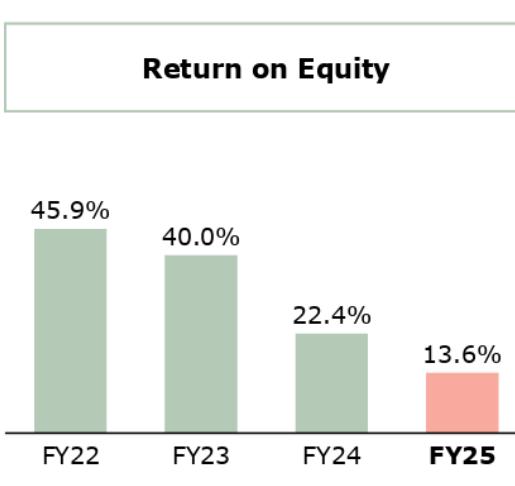
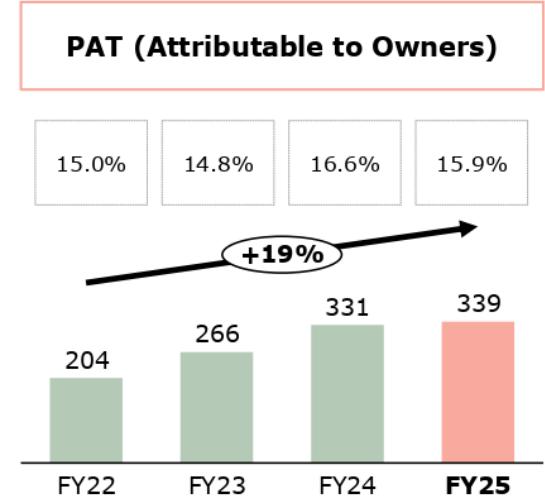
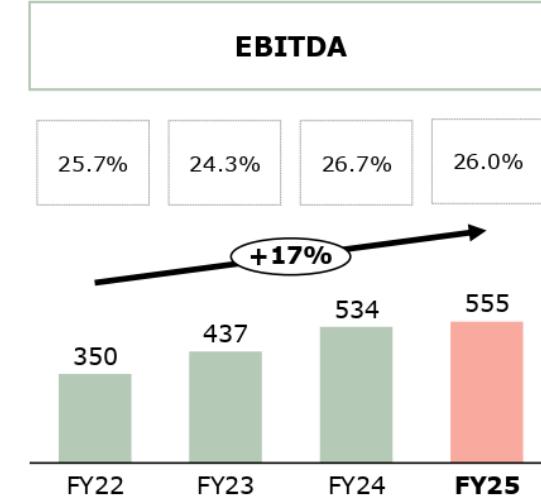
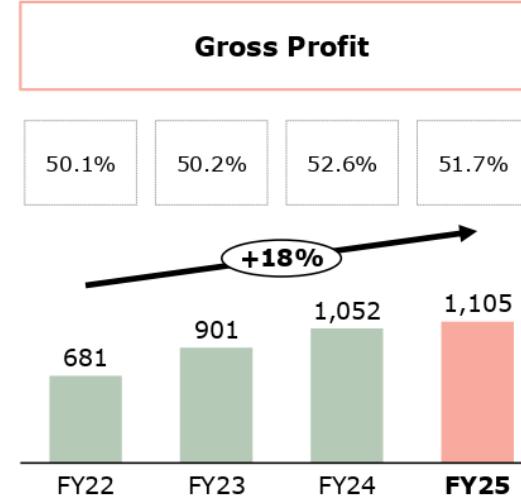
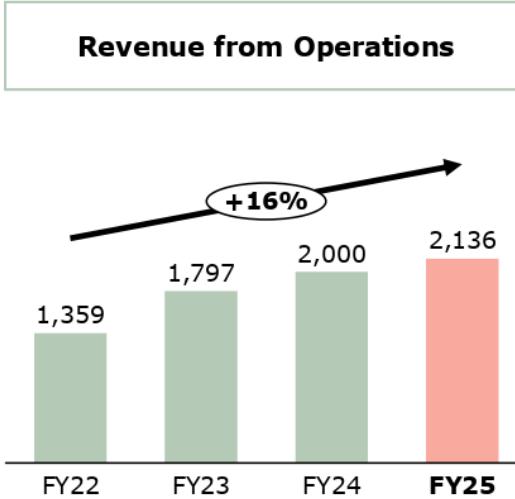


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**Historical
Financials**

Strong Financial Performance over years

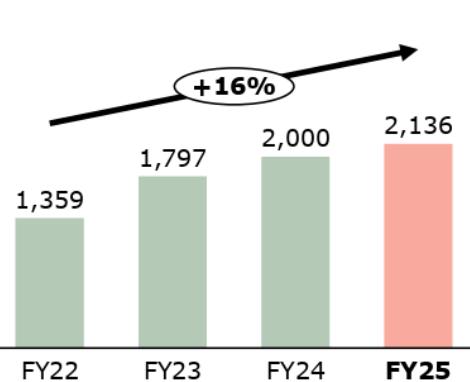


1. *ROCE = EBIT / Capital Employed. Capital Employed = Tangible Networth + Total Borrowings + Deferred Tax Liability (Tangible Networth = Total Equity – Intangible Assets – Deferred Tax Assets)
2. ROE = PAT/Total Equity (excluding Capital reserve on business combination under common control)

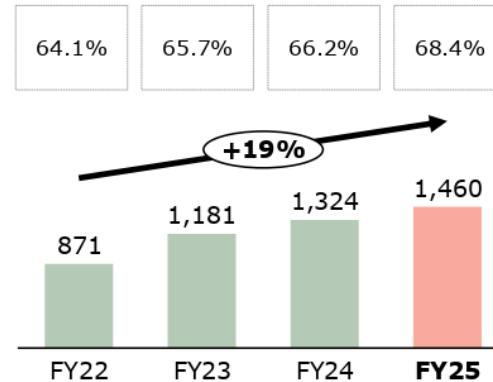
Operational Performance

Rs. Crs.

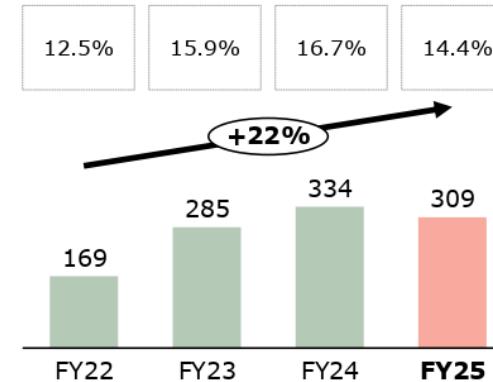
Revenue from Operations



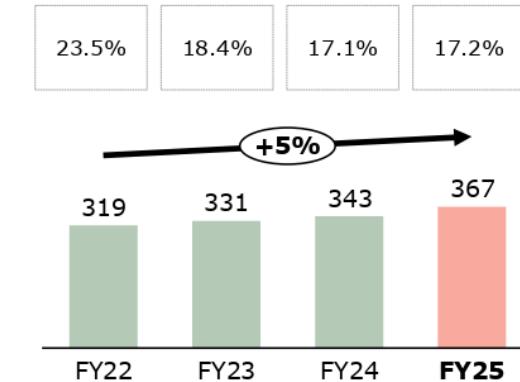
Consumer Ware



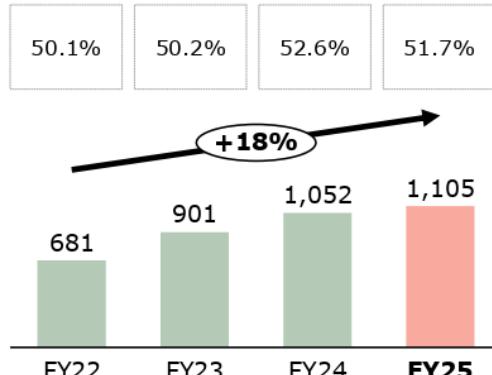
Writing Instruments



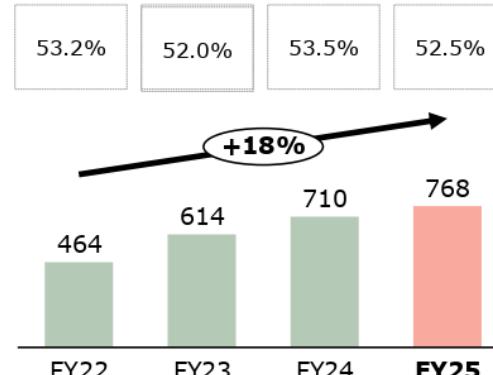
Moulded Furniture and Allied Products



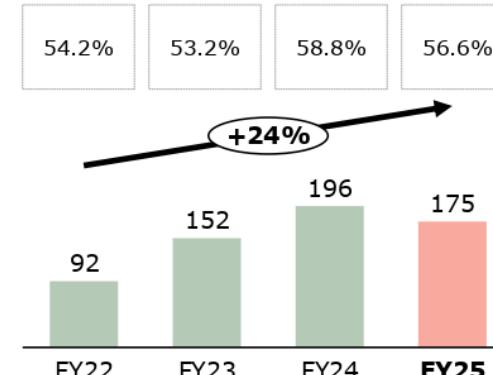
Gross Profit



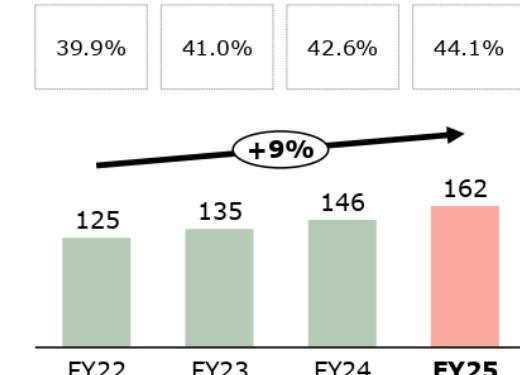
Consumer Ware



Writing Instruments



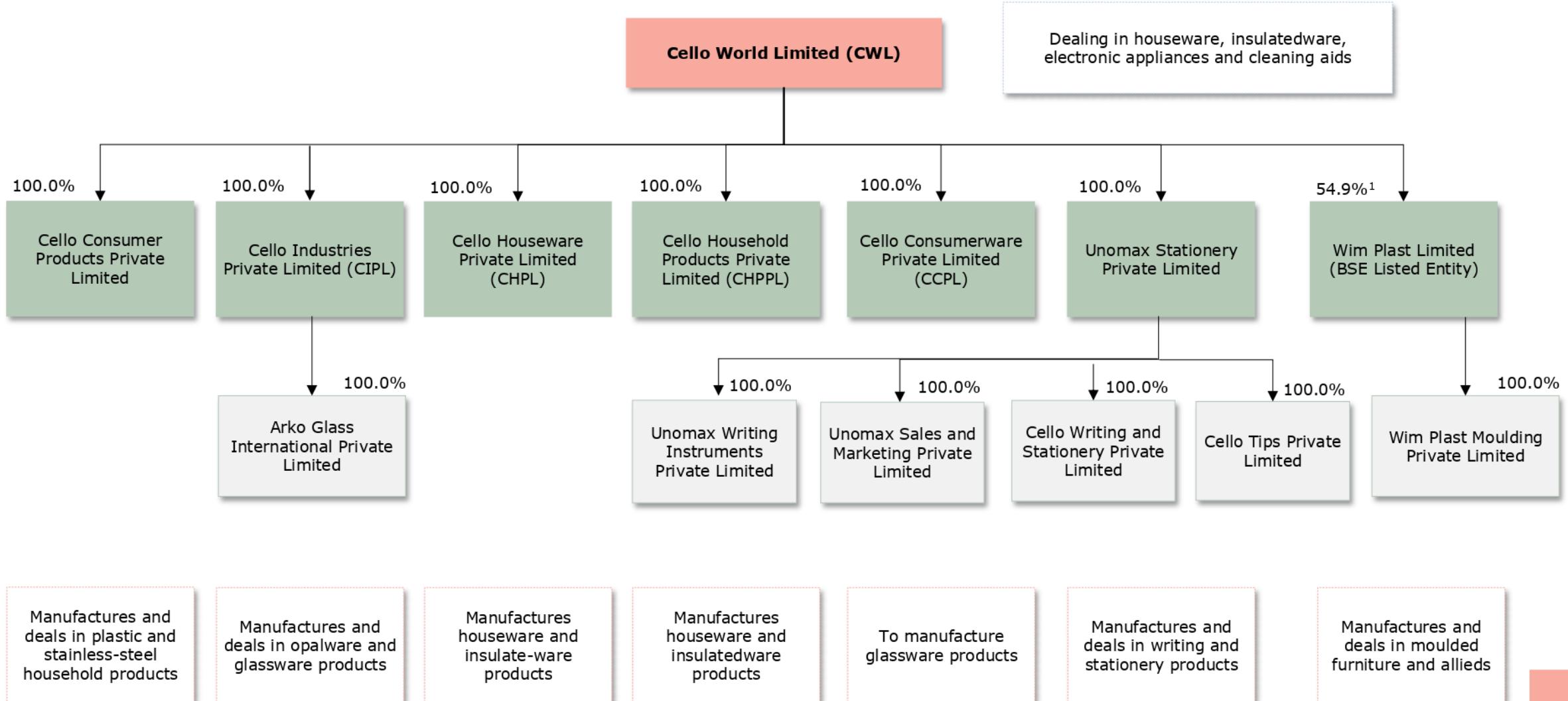
Moulded Furniture and Allied Products



Profit & Loss (Rs. Crs.)*	FY25	FY24	FY23	FY22
Revenues from Operation	2,136.4	2,000.3	1,796.7	1,359.18
Cost of Goods Sold	1,031.5	948.4	895.5	678.6
Gross Profit	1,104.9	1,051.8	901.2	680.6
Gross Profit Margin %	51.7%	52.6%	50.2%	50.1%
Employee Cost	211.2	189.5	157.6	131.9
Other Expenses	383.3	352.7	323.1	215.1
Other Income	44.7	25.1	16.7	15.9
Share of Profit from JVs and Associates	-0.32	-0.47	-0.01	0.00
EBITDA	554.7	534.3	437.3	349.5
EBITDA Margin %	26.0%	26.7%	24.3%	25.7%
Depreciation	62.0	56.7	50.3	47.6
EBIT	492.7	477.6	386.9	302.0
EBIT Margin %	23.1%	23.9%	21.5%	22.2%
Finance Cost	1.5	2.6	1.8	2.9
Profit Before Tax	491.3	475.0	385.2	299.1
Tax	126.7	118.8	100.1	79.6
Profit After tax	364.6	356.2	285.1	219.5
PAT Margin %	17.1%	17.8%	15.9%	16.2%
Non-Controlling Interest	25.8	25.1	18.9	16.0
Profit After tax (Attributable to Owners)	338.8	331.1	266.1	203.5
PAT Margin % (Attributable to Owners)	15.9%	16.6%	14.8%	15.0%

EQUITY & LIABILITIES (Rs. Crs.)*	March 2025	March 2024	March 2023	March 2022	ASSETS (Rs. Crs.)*	March 2025	March 2024	March 2023	March 2022
Equity					Non-current assets				
Equity share capital	110.4	106.1	97.5	0.01	Property, plant and equipment	600.1	343.3	253.7	238.7
Other equity	2,057.0	1043.1	239.0	87.6	Capital work in progress	18.8	180.0	20.9	11.8
Total equity attributable to owners	2,167.4	1,149.2	336.5	87.6	Right-of-use assets	13.8	16.2	17.6	19.3
Non-controlling interest	241.1	220.6	199.9	185.1	Intangible assets	1.7	2.4	0.4	0.5
Total Equity	2,408.5	1,369.9	536.4	272.8	Intangible assets under development	0.0	0.0	4.8	2.8
Liabilities					Financial assets				
Non-current liabilities					i) Investments in associates	0.0	0.3	0.8	-
Financial liabilities					ii) Other investments	30.8	55.3	49.8	35.0
i) Borrowings	-	27.7	8.7	-	iii) Loans	0.8	8.2	7.6	1.2
ii) Lease liabilities	4.7	5.6	7.1	8.7	iv) Other financial assets	10.2	8.3	8.9	9.9
iii) Other financial liabilities	0.0	0.0	483.1	0.0	Deferred tax assets (net)	1.7	2.1	4.7	2.8
Provisions	4.8	2.5	2.5	4.5	Income tax assets (net)	2.2	3.7	2.3	2.3
Deferred tax liabilities (net)	15.2	12.6	8.4	8.4	Other non-current assets	19.9	28.7	40.2	14.2
Total non-current liabilities	24.7	48.5	509.8	21.6	Total non-current assets	699.9	648.6	411.8	338.6
Current liabilities					Current assets				
Financial liabilities					Inventories	524.6	462.2	429.8	376.5
i) Borrowings	0.5	335.0	317.4	452.5	Financial assets				
ii) Lease liabilities	0.1	2.4	1.9	1.7	i) Investments	568.8	114.1	126.3	115.0
iii) Trade payables					ii) Trade receivable	657.8	610.6	462.3	406.7
(a) Total outstanding dues of micro and small enterprises	33.6	38.9	42.6	29.4	iii) Cash and cash equivalents	51.7	32.2	30.6	36.3
(b) Total outstanding dues of creditors other than micro and small enterprises	116.6	105.3	91.5	96.1	iv) Bank balances other than (iii) above	35.9	32.9	19.3	18.4
iv) Other financial liabilities	25.4	42.3	16.7	434.5	v) Loans	1.1	1.0	1.2	2.0
Other current liabilities	24.9	24.8	30.4	20.2	vi) Other financial assets	10.9	9.7	17.4	3.4
Provisions	2.2	1.6	1.4	1.5	Other current assets	91.2	60.5	37.5	36.8
Current tax liabilities (net)	5.3	3.2	3.6	3.4	Total current assets	1,942.0	1,323.2	1,124.4	995.1
Total current liabilities	208.6	553.5	505.5	1,039.3	Assets classified as held for sale	-	-	15.4	-
Total Equity and Liabilities	2,641.8	1,971.8	1,551.7	1,333.7	Total assets	2,641.8	1,971.8	1,551.7	1,333.7

Particulars (Rs. Crs.)*	FY25	FY24	FY23	FY22
Net Profit Before Tax	491.3	475.0	385.2	299.1
Adjustments for: Non - Cash Items / Other Investment or Financial Items	21.3	38.9	58.2	45.2
Operating profit before working capital changes	512.6	513.9	443.4	344.3
Changes in working capital	-130.9	-166.7	-115.0	-72.8
Cash generated from Operations	381.7	347.2	328.4	271.5
Direct taxes paid (net of refund)	120.0	116.0	101.0	84.3
Net Cash from Operating Activities	261.7	231.2	227.4	187.3
Net Cash from Investing Activities	-553.4	-255.6	-556.8	-261.8
Net Cash from Financing Activities	311.2	26.0	323.8	94.1
Net Increase / (Decrease) in Cash and Cash equivalents	19.5	1.6	-5.7	19.6
Add: Cash & Cash equivalents at the beginning of the period	32.2	30.6	36.3	16.7
Cash & Cash equivalents at the end of the period	51.7	32.2	30.6	36.3



Thank You

Company:

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