



Cello World Limited

(formerly known as 'Cello World Private Limited')

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

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Website: www.corporate.celloworld.com **CIN:** L25209DD2018PLC009865

November 24, 2025

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

Dear Sir(s)/ Madam(s),

Enclosed herewith the Press Release dated November 24, 2025 in furtherance to the press release dated November 11, 2025.

You are requested to take the same on record.

Thanking you.

Yours faithfully,

For Cello World Limited

Hemangi Trivedi
Company Secretary and Compliance Officer
Encl: A/a



CELLO WORLD LIMITED

Cello World Limited enters into an agreement to lease the trademark for “Cello Brand” for Stationery and Writing Instruments from CPIW

Mumbai, November 24, 2025 – Cello World Limited (CWL), one of the prominent players in the consumer ware market in India with a presence in the consumer houseware, writing instruments and stationery, moulded furniture and allied products, and consumer glassware categories, **announces that it has entered into an agreement to assign the trademark for “Cello Brand” for Stationery and Writing Instruments from CPIW on a zero-royalty basis.** This update is in furtherance of the earlier intimation dated November 11, 2025 titled ‘Cello World Limited to bring back the “Cello” Brand for Stationery and Writing Instruments under its umbrella.’

This agreement is in line with the completion of the acquisition of the trademark for Stationery and Writing Instruments i.e. “Cello Brand,” from BIC Group by Cello Plastic Industrial Works (CPIW), a member of the Promoter Group of CWL.

Going ahead, **Cello World Limited will operate the Stationery and Writing Instruments portfolio under two brands, namely, Cello and Unomax.** The company will leverage its existing infrastructure to manufacture the writing instruments and stationery products under the “Cello Brand.” Further, **it will invest approx. Rs. 50 crore over the period of one year** to enhance its writing instruments and stationery manufacturing infrastructure.

The company anticipates generating **revenues of ₹200 crore from this brand in its first year of operations, beginning January 2026, i.e., calendar year 2026.**

About Cello World Limited

Cello World Limited is a prominent player in the consumer ware 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 3,800+ distributors and 1,45,000+ 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.

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.

Company:

Cello World Ltd.



CIN: L25209DD2018PLC009865

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