



# IPO INSIGHTS

**cello**<sup>®</sup>**Cello World Limited****Issue Dates - Opens: 30-10-2023 | Closes: 01-11-2023**

- 1. Cello World is a famous Indian consumer product company mainly dealing in three categories such as writing instruments and stationery, molded furniture, consumer housewares and related products.**
- 2. The Company also aims to set up a glass manufacturing unit in Rajasthan with European made machinery to enable efficient productivity and enhanced manufacturing capacity.**

**Rating****★ ★ ★ (Good)**

## IPO SNAPSHOT

**Issue Size****₹ 1900.00 Crores****Issue Type****Book Built Issue IPO****Fresh Issue****₹ 1900.00 Crores****Offer for Sale****-****Face Value Per Share****₹ 5****Price Band Per Share****₹617 to ₹648****Minimum Lot Size****23 shares****Listing On****BSE, NSE****Registrar to the Issue****Link Intime India Private Ltd**

# IPO SNAPSHOT – Cello World Limited

<b>About the Company</b>	<ul style="list-style-type: none"> <li>▪ Incorporated in 2018</li> <li>▪ The Company has an experience of more than 60 years in the field of consumer product industry which enables them to better understand consumer preferences and choices.</li> <li>▪ Cello World has 13 manufacturing units situated in 5 different locations in India.</li> <li>▪ The Company also aims to set up a glass manufacturing unit in Rajasthan with European made machinery to enable efficient productivity and enhanced manufacturing capacity.</li> <li>▪ As of March 31, 2023, the company has 15,841 stock-keeping units ("SKU") across all product ranges and the company's national sales distribution team comprises of 683 members.</li> <li>▪ The Company We own and operate 13 manufacturing facilities across five locations in India, as of June 30, 2023, and they are currently establishing a glassware manufacturing facility in Rajasthan. Their manufacturing capabilities allow them to manufacture a diverse range of products in-house.</li> <li>▪ The Company maintain optimal inventory levels across their manufacturing facilities by implementing technology and utilising available market information. They also endeavor to maintain high quality standards and good manufacturing practices. They have a strong pan-India distribution network.</li> </ul>																														
<b>Competitive Strengths</b>	<ul style="list-style-type: none"> <li>▪ Well-established brand name and strong market positions</li> <li>▪ Diversified product portfolio across price points catering to diverse consumer requirements</li> <li>▪ Track record of scaling up new businesses and product categories</li> <li>▪ Pan-India distribution network with a presence across multiple channels</li> <li>▪ Ability to manufacture a diverse range of products and maintain optimal inventory levels</li> <li>▪ Skilled and experienced management team</li> <li>▪ Strong historical financial results</li> </ul>																														
<b>Financials (₹ in Crores)</b>	<table border="1"> <thead> <tr> <th>Particulars</th> <th>31-3-2021</th> <th>31-3-2022</th> <th>31-03-2023</th> <th>Y-o-Y</th> </tr> </thead> <tbody> <tr> <td>Revenue</td> <td>1049.45</td> <td>1359.17</td> <td>1796.69</td> <td>32%</td> </tr> <tr> <td>EBITDA</td> <td>276.74</td> <td>333.57</td> <td>420.53</td> <td>26%</td> </tr> <tr> <td>EBITDA Margin</td> <td>26.4%</td> <td>24.5%</td> <td>23.4%</td> <td></td> </tr> <tr> <td>PAT</td> <td>165.54</td> <td>219.52</td> <td>285.05</td> <td>30%</td> </tr> <tr> <td>PAT Margin</td> <td>15.8%</td> <td>16.2%</td> <td>15.9%</td> <td></td> </tr> </tbody> </table>	Particulars	31-3-2021	31-3-2022	31-03-2023	Y-o-Y	Revenue	1049.45	1359.17	1796.69	32%	EBITDA	276.74	333.57	420.53	26%	EBITDA Margin	26.4%	24.5%	23.4%		PAT	165.54	219.52	285.05	30%	PAT Margin	15.8%	16.2%	15.9%	
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<b>Promoters</b>	<ul style="list-style-type: none"> <li>▪ Pradeep Ghisulal Rathod</li> <li>▪ Pankaj Ghisulal Rathod</li> <li>▪ Gaurav Pradeep Rathod</li> </ul>																														
<b>Objects of the issue</b>	<ul style="list-style-type: none"> <li>▪ The Company will not receive any proceeds from the Offer.</li> </ul>																														

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