



Gateway to your Financial Goals

Cello World IPO

Cello World IPO Price: ₹617 - ₹648

IPO Date Range: Oct 30, 2023 - Nov 1, 2023



Foundation & Business Essence:

Cello World is a renowned Indian consumer product company specializing in three key categories: writing instruments and stationery, molded furniture, and consumer housewares, along with related products. With over six decades of experience in the consumer product industry, the company possesses a deep understanding of consumer preferences and choices.

Product Portfolio:

Cello World is a well-known Indian company that specializes in three main categories of consumer products -

1. Writing Instruments and Stationery
2. Molded Furniture
3. Consumer Housewares

Network and Presence:

Cello World operates 13 manufacturing facilities across five locations in India, further expanding with a new glass manufacturing unit in Rajasthan equipped with European machinery to boost productivity and capacity.

As of March 31, 2023, the company maintains an extensive inventory of 15,841 stock-keeping units (SKUs) spanning its entire product spectrum. Additionally, their national sales distribution team consists of 683 members as of the same date.

Strengths:

The company's key strengths encompass:

1. **Robust Market Position and Branding:** The company boasts a strong market presence and a well-established brand.
2. **Diverse Product Portfolio:** It offers a wide array of products to cater to varying customer needs and demands.
3. **Proven Track Record in Business Expansion:** The company has consistently demonstrated the ability to scale up its businesses and diversify product categories successfully.
4. **Experienced Management Team:** It is led by an experienced management team with deep domain expertise.

Cello World IPO Specifics:

IPO Date	October 30, 2023 to November 1, 2023
Listing Date	Tuesday, November 6, 2023
Face Value	₹5 per share
Price Band	₹617 to ₹648 per share
Lot Size	23 shares
Total Issue Size	29,320,987 shares (aggregating up to ₹1,900 Cr)
Offer For Sale	29,320,987 shares (aggregating up to ₹1,900 Cr)
Employee Discount	₹61 per share
Issue Type	Book Built Issue IPO
Listing At	BSE, NSE
Share holding pre issue	195,000,000
Share holding post issue	212,231,034

Cello World IPO Lot Size

The minimum lot size to apply in this **Cello World Limited** IPO consists of 23 shares, requiring an investment of ₹14,904.

Application	Lots	Shares	Amount
Retail (Min)	1	23	₹ 14,904
Retail (Max)	13	299	₹ 1,93,752
S-HNI (Min)	14	322	₹ 2,08,656
S-HNI (Max)	67	1,541	₹ 9,98,568
B-HNI (Min)	68	1,564	₹ 10,13,472

Cello World IPO Reservation

QIB Shares Offered	Not more than 50% of the Net Issue
NII (HNI) Shares Offered	Not less than 15% of the Net Issue
Retail Shares Offered	Not less than 35% of the Net Issue

Cello World IPO Timetable (Important Dates)

IPO Open Date	Monday, October 30, 2023
IPO Close Date	Wednesday, November 1, 2023
Basis of Allotment	Monday, November 6, 2023
Initiation of Refunds	Tuesday, November 7, 2023
Credit of Shares to Demat	Wednesday, November 8, 2023
Listing Date	Thursday, November 9, 2023
Cut-off time for UPI mandate confirmation	5 PM on November 1, 2023

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Cello World Limited IPO Financial Information

Cello World Limited experienced a robust financial performance, with a remarkable 31.88% growth in revenue and a substantial 29.85% increase in profit after tax (PAT) from the fiscal year ending on March 31, 2022, to March 31, 2023.

Period Ended	31 Mar 2021	31 Mar 2022	31 Mar 2023	30 June 2023
Assets	1146.51	1333.66	1551.69	1686.05
Revenue	1059.58	1375.11	1813.44	479.88
Profit After Tax	165.55	219.52	285.06	82.83
Net Worth	289.59	444.04	665.73	1226.56
Reserves & Surplus	98.66	87.26	238.75	784.91
Total Borrowing	334.07	462.91	335.11	328.64

Amount in ₹ Crore

Key Performance Indicator - Cello World IPO

KPI	Values
P/E (x)	49.2
ROE	134.43%
ROCE	44.48%
EPS (Rs)	13.65
RoNW	23.17%

Objects of the Issue:

Cello World will not be entitled to any proceeds from the Offer.

Prospectus Links:

Prospectus: Official documents that provide detailed information about the IPO and the company. [Cello World IPO DRHP](#) and [Cello World IPO RHP](#).

Frequently Asked Questions

What is an IPO?

An IPO, or Initial Public Offering, is the process by which a private company offers its shares to the public for the first time to raise capital.

Why do companies go public with an IPO?

Companies go public to raise capital for expansion, reduce debt, or for other corporate purposes. It also provides liquidity to existing shareholders.

What is the price range for the "Cello World Limited" IPO?

The price range for the "Cello World" IPO is ₹ 617 to ₹648 per share.

When will the "Cello World" IPO be listed on the stock exchange?

The "Cello World" IPO is expected to be listed on Thursday, 9 November 2023.

How to apply for an IPO with Lakshmishree?

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Select the desired IPO and fill in the required details.

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How can I check the subscription status of an IPO on Lakshmishree?

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