

Admin Office : Cello House, Corporate Avenue, 'B' Wing, 8th Floor, Sonawala Road, Goregaon (East), Mumbai - 400 063. (INDIA),
Tel. : 2685 1027 / 2685 3080, Fax : (022) 2685 3333, e-mail : cello.sales@celloworld.com, cellothermoware@hotmail.com
Website : www.cellothermoware.com, CIN No. : U25209DD2018PLC009865

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

Date: October 27, 2023

To The Senior General Manager Department of Listing Operations BSE Limited P J Towers, Dalal Street Mumbai - 400001 Maharashtra, India	To The Associate Vice President MSD - Non Continuous Markets Group M/s. National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex Bandra (E), Mumbai – 400051 Maharashtra, India
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Dear Sir,

Sub: Public Offer of equity shares of face value of ₹ 5 each (“Equity Shares”) of Cello World Limited (“Company” and “Offer”, respectively)

The IPO committee of the board of directors of our Company (“**IPO Committee**”) at its meeting held on Friday, October 27, 2023, in consultation with Kotak Mahindra Capital Company Limited, ICIC Securities Limited, IIFL Securities Limited, JM Financial Limited and Motilal Oswal Investment Advisors Limited (collectively the “**Book Running Lead Managers**”), has finalized allocation of 87,49,999 Equity Shares, to Anchor Investors at Anchor Investor Allocation Price of ₹ 648/- per Equity Share (including share premium of ₹ 643/- per Equity Share) in the following manner:

Sr. No.	Name of the Anchor Investor	No. of Equity Shares allocated	% of Anchor Investor Portion	Bid price (Rs. per Equity Share)	Total Amount Allocated (₹)
1	ICICI PRUDENTIAL LONG TERM EQUITY FUND TAX SAVINGS	4,59,816	5.26%	648	29,79,60,768
2	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE EQUITY HYBRID '95 FUND	2,29,908	2.63%	648	14,89,80,384
3	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE INDIA GENNEXT FUND	2,29,908	2.63%	648	14,89,80,384
4	HDFC MUTUAL FUND - HDFC NON CYCLICAL CONSUMER FUND	3,07,050	3.51%	648	19,89,68,400
5	MOTILAL OSWAL LONG TERM EQUITY FUND	4,59,816	5.26%	648	29,79,60,768
6	ASHOKA INDIA OPPORTUNITIES FUND	3,05,486	3.49%	648	19,79,54,928
7	ASHOKA WHITEOAK ICAV - ASHOKA WHITEOAK EMERGING MARKETS EQUITY FUND	1,54,330	1.76%	648	10,00,05,840
8	GOLDMAN SACHS FUNDS - GOLDMAN SACHS INDIA EQUITY PORTFOLIO	4,59,816	5.26%	648	29,79,60,768
9	THE NOMURA TRUST AND BANKING CO., LTD AS THE TRUSTEE OF NOMURA INDIA STOCK MOTHER FUND	4,59,816	5.26%	648	29,79,60,768
10	SBI LIFE INSURANCE CO. LTD	4,59,816	5.26%	648	29,79,60,768
11	ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED	4,41,301	5.04%	648	28,59,63,048
12	HDFC LIFE INSURANCE COMPANY LIMITED	4,38,127	5.01%	648	28,39,06,296



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Sr. No.	Name of the Anchor Investor	No. of Equity Shares allocated	% of Anchor Investor Portion	Bid price (Rs. per Equity Share)	Total Amount Allocated (₹)
13	MORGAN STANLEY INDIA INVESTMENT FUND, INC.	2,29,546	2.62%	648	14,87,45,808
14	MORGAN STANLEY INVESTMENT FUNDS INDIAN EQUITY FUND	94,939	1.09%	648	6,15,20,472
15	MAX LIFE INSURANCE COMPANY LIMITED A/C - ULIF01311/02/08LIFEHIGHGR104 - HIGH GROWTH FUND	2,37,590	2.72%	648	15,39,58,320
16	TATA INDIA CONSUMER FUND	1,89,520	2.17%	648	12,28,08,960
17	TATA DIVIDEND YIELD FUND	48,070	0.55%	648	3,11,49,360
18	FLORIDA RETIREMENT SYSTEM - ALLSPRING GLOBAL INVESTMENTS, LLC (EMSC)	2,37,590	2.72%	648	15,39,58,320
19	DESTINATIONS INTERNATIONAL EQUITY FUND, A SERIES OF BRINKER CAPITAL DESTINATIONS TRUST	2,37,590	2.72%	648	15,39,58,320
20	HSBC ELSS FUND	1,72,776	1.97%	648	11,19,58,848
21	EDELWEISS TRUSTEESHIP CO LTD AC - EDELWEISS MF AC- EDELWEISS RECENTLY LISTED IPO FUND	1,11,044	1.27%	648	7,19,56,512
22	EDELWEISS TRUSTEESHIP CO LTD AC- EDELWEISS MF AC- EDELWEISS AGGRESSIVE HYBRID FUND	61,732	0.71%	648	4,00,02,336
23	KOTAK MAHINDRA LIFE INSURANCE COMPANY LTD.	1,72,776	1.97%	648	11,19,58,848
24	QUANT MUTUAL FUND - QUANT BUSINESS CYCLE FUND	1,72,776	1.97%	648	11,19,58,848
25	RELIANCE GENERAL INSURANCE COMPANY LIMITED	1,72,776	1.97%	648	11,19,58,848
26	BAJAJ ALLIANZ GENERAL INSURANCE COMPANY LIMITED- SHAREHOLDER FUND	51,842	0.59%	648	3,35,93,616
27	BAJAJ ALLIANZ GENERAL INSURANCE CO. LTD- POLICYHOLDER FUND	1,20,934	1.38%	648	7,83,65,232
28	INVESCO INDIA EQUITY FUND	86,912	0.99%	648	5,63,18,976
29	ASK EMERGING OPPORTUNITIES FUND	1,72,776	1.97%	648	11,19,58,848
30	KOTAK OPTIMUS AGGRESSIVE SCHEME	86,912	0.99%	648	5,63,18,976
31	SINGULARITY GROWTH OPPORTUNITIES FUND I	1,72,776	1.97%	648	11,19,58,848
32	RELIANCE COMMERCIAL FINANCE LIMITED	1,72,776	1.97%	648	11,19,58,848
33	AUTHUM INVESTMENT AND INFRASTRUCTURE LIMITED	1,72,776	1.97%	648	11,19,58,848
34	EMINENCE GLOBAL FUND PCC- EUBILIA CAPITAL PARTNERS FUND I	1,34,186	1.53%	648	8,69,52,528
35	AG DYNAMIC FUNDS LIMITED	1,34,186	1.53%	648	8,69,52,528
36	TROO CAPITAL LTD	86,912	0.99%	648	5,63,18,976



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Sr. No.	Name of the Anchor Investor	No. of Equity Shares allocated	% of Anchor Investor Portion	Bid price (Rs. per Equity Share)	Total Amount Allocated (₹)
37	CLSA GLOBAL MARKETS PTE. LTD-ODI	2,37,590	2.72%	648	15,39,58,320
38	BNP PARIBAS ARBITRAGE - ODI	4,01,672	4.59%	648	26,02,83,456
39	MORGAN STANLEY ASIA (SINGAPORE) PTE. - ODI	1,73,834	1.99%	648	11,26,44,432
	Total	87,49,999	100.00%		5,66,99,99,352

8 domestic mutual funds have applied through a total of 11 schemes, scheme-wise details provided in table below:

Sr. No.	Name of Mutual Fund Scheme	No. of Equity Shares allocated	% of Anchor Investor Portion	Bid price (Rs. per Equity Share)	Total Amount Allocated (₹)
1.	ICICI PRUDENTIAL LONG TERM EQUITY FUND TAX SAVINGS	4,59,816	5.26%	648	29,79,60,768
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11.	EDELWEISS TRUSTEESHIP CO LTD AC - EDELWEISS MF AC- EDELWEISS RECENTLY LISTED IPO FUND	1,11,044	1.27%	648	7,19,56,512
	TOTAL	24,42,416	27.91%		1,58,26,85,568



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Please note that capitalized terms used and not defined herein shall have the respective meaning ascribed to them in the red herring prospectus dated October 21, 2023.

We request you to make the above information public by disclosing the same on your website.

Thanking You,
For Cello World Limited

H Trivedi
Authorised Signatory

Name: Hemangi Trivedi

Designation: Company Secretary

cc: **Securities and Exchange Board of India**
Corporation Finance Department,
Division of Issues and Listing,
Plot No. C4 A, G Block
Bandra Kurla Complex, Bandra (East)
Mumbai 400 051, India

