



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 (East), Mumbai-400 063, (India),

Tel: 022 6997 0000, e-mail: grievance@celloworld.com

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

August 06, 2026

The National Stock Exchange of India Limited

Exchange Plaza, C-1, Block - G, Bandra Kurla Complex,

Bandra (East), Mumbai - 400 051

Symbol: CELLO

Ref: NSE/CM/Surveillance/17333

Sub: Clarification/Confirmation on news item appearing in "Media/Publication"

Dear Sir(s)/ Madam(s),

This is with reference to your letter no. NSE/CM/Surveillance/17333 dated August 05, 2026 received through email, pertaining to recent news item which appeared in the "www.livemint.com" dated August 05, 2026 captioned "Bain Capital leads talks to buy majority stake in Cello World"

In this regard, we wish to clarify on the news item in detail including the following as applicable:

1) Whether such negotiations/events were taking place? If so, you are advised to provide the said information along with the sequence of events in chronological order from the start of negotiations/events till date.

Response: We wish to state that the Company is not privy to any such negotiation and thus considers the said news item speculative in nature. As a general matter, the Company, as part of its business strategy, explores various strategic / growth opportunities in the best interest of its stakeholders, from time to time. We wish to clarify that there is no material information/announcement presently, which in the opinion of the Company warrants a disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

2) Whether you/company are aware of any information that has not been announced to the Exchanges which could explain the movement in the trading, if any? Further, you are advised to provide the said information and the reasons for not disclosing the same to the Exchange earlier as required under regulation 30 of the SEBI (LODR) Regulations, 2015.



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Response: As mentioned above, we are not aware of or in possession of any material information that has not been announced to the Exchanges, and which requires disclosures under Regulation 30 of the SEBI (LODR) Regulations, 2015, as on date.

c)The material impact of this article on the Company.

Response: As mentioned above, the news item is speculative in nature and accordingly, we cannot comment on the impact of this article on the Company.

Kindly note that the Company ensures to make the disclosures to the Exchanges and also, makes available on its website at www.corporate.celloworld.com for easy access to its investors in accordance with the SEBI LODR Regulations.

We request you to kindly take the above clarification on record.

Thanking you.

Yours faithfully,

For Cello World Limited

Hemangi Trivedi

Company Secretary & Compliance Officer

M.no. A27603