



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

BSE Limited

Phiroze Jeejeebhoy Towers, Dalal Street,

Mumbai - 400 001

Scrip Code: 544012

Ref: Clarification/Confirmation on news item appearing in <https://www.livemint.com/>

Sub: Rumour Verification

Dear Sir(s)/ Madam(s),

This is with reference to your email dated August 05, 2026 received, pertaining to recent news item which appeared in the "https://www.livemint.com/" dated August 04, 2026 captioned "Bain Capital leads talks to buy majority stake in Cello World". Further, it is also observed that the price of your company scrip increased by 18.59% on date August 05, 2026 moving from Rs. 344.90 to Rs 409.00.

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

1) Whether such negotiations 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 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 aforesaid movement in the trading?



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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) In case of regulatory/legal proceedings please provide the information on initiation / outcome of the proceedings.

Response: As mentioned above, the news item is speculative in nature and accordingly, we cannot comment on the regulatory/legal proceedings.

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