









INDIA'S NUMBER ONE BRAND, PLASTIC PROCESSING FOR FINISHED GOODS



#### **13 FACTORIES**

DAMAN, BADDI, PARDI, CHENNAI, HARIDWAR AND KOLKATTA



#### 2.6 MILLION SQ FT

AREA MANUFACTURING



## 550 SOPHISTICATED MACHINES INJECTION, EXTRUSION, BLOW AND COMPRESSED MOLDING



#### **50 TONS TO 2800 TONS**

CAPACITY



#### **45000 TONS**

PROCESSING OF POLYMER PER YEAR



#### **DEPOTS**

GUJARAT, RAJASTHAN, ANDHRA PRADESH, HARYANA, PUNJAB, BIHAR, ORISSA, MAHARASHTRA, MADHYA PRADESH, CHHATTISGARH, UTTAR PRADESH, TELANGANA, KARNATAKA, ASSAM, CHENNAI, KOLKATTA AND DAMAN







#### **PLASTIC & STEEL HOUSWARE**

#### THE LARGEST RANGE

WHICH INCLUDES INSULATED WATER JUGS, WATER BOTTLES, LUNCH CARRIERS, TIFFINS, FLASKS, HOT POTS & MORE

PET, PP, PC BOTTLES, JUGS, STORAGE JARS, CONTAINERS, BATHROOM SETS, TUBS, STOOLS, SOAP CASES, LAUNDRY BASKETS, DUST BINS & MORE

VACUSTEEL FLASKS, BOTTLES, TEA INFUSERS, INSULATED STEEL HOT POTS, SERVING POTS, BEVERAGE DISPENSERS, WATER JUGS, TIFFINS, LUNCH PACKS, SINGLE WALLED STEEL BOTTLES, JUGS & STORAGE CONTAINERS

AND COPPER PRODUCTS

**OVER 1700 UNIQUE PRODUCTS** 





#### **MOULDED FURNITURE**

#### **BEST QUALITY**

BEST QUALITY VIRGIN RAW MATERIAL

#### LONG LASTING DURABLE

#### **BEAUTIFUL INTERNATIONAL DESIGNS**

ITALIAN & TOP INDIAN 3D DESIGNERS
TRENDY COLORS, FINISH & LOOKS BEAUTIFUL OUTDOOR / INTERIOR
UNFORTUNATELY COPIED BY MOST COMPETITION

#### **COMPLETE RANGE**

KIDS CHAIRS, TABLES, STORAGE... BASIC CHAIRS, PREMIUM CHAIRS,... FOR HOME TO HI END CAFETERIA.... CENTRE TABLES.... STORAGE SOLUTIONS...







# STATE OF THE ART MANUFACTURING FACILITY

#### **37 SOPHISTICATED MACHINES**

INJECTION & EXTRUSION CAPACITY 250 TO 2800 TONS



























### **Kitchenware – Cookware / Pressure cookers**



#### **KITCHEN APPLIANCES**

#### **RANGE INCLUDES**

MIXER GRINDERS, HAND BLENDERS, SANDWICH MAKER, JUICERS, INDUCTION COOKER, POPUP TOASTER, TEA MAKER, KETTLE, RICE COOKER, COFFEE MAKERS, CHOPPERS & MORE

ALSO LAUNCHING NON-STICK PANS, COOKERS & GAS STOVES

## RANGE OF OVER 80 PREMIUM PRODUCTS





#### **GLASSWARE**

#### **RANGE INCLUDES**

TUMBLERS, BOTTLES, JUGS, STORAGE CONTAINERS, MIXING BOWLS, BAKEWARE, DIYA'S & CERAMIC CASSEROLES





## ONE OF THE WIDEST GLASSWARE RANGE IN INDIA

















#### **MELAMINE WARE**

# 100% FOOD GRADE & SHATTER PROOF

DISHWASHER SAFE AND HEAT RESISTANT UPTO 140 C

















#### **AIR COOLERS**

## PRESENT ACROSS ALL PRODUCT CATEGORIES

IN DESERT, WINDOW & PERSONAL

**HAVE LARGEST RANGE OF PRODUCTS** 

EXPORT TO UK, SRILANKA, GHANA, VIETNAM & NEPAL





# cello®

#### **OPALWARE**

## MOST ADVANCED EUROPEAN MANUFACTURING PLANTS FROM GERMANY

ONLY PLANT IN INDIA
TO SIMULTANEOUSLY MANUFACTURE SPIN & PRESS WARES

SINGLE LARGEST PLANT CAPACITY IN INDIA 48 TONNES PER DAY









#### **KLEENO**

#### **MANUFACTURE**

FLOOR SINK CEILING TOILET BRUSHES, FLOOR WIPERS, MOPS, MOP BUCKETS, BROOMS, DUST PANS, SCRUBS & MORE

**SUPERIOR QUALITY AND DESIGNS** AT AN ATTRACTIVE VALUE PROPOSITION

**ZAHORANSKY, GERMANY** 













#### **UNOMAX WRITING**

## INDIA'S FASTEST GROWING WRITING INSTRUMENTS BRAND

#### **JET INK TECHNOLOGY**

A SPECIAL INK FORMULATION FOR LOW PRESSURE, EASY FLOW & SMOOTHEST WRITING EXPERIENCE

#### **COMPLETE RANGE**

LIQUID BALL POINT, GEL, ROLLER, FOUNTAIN, METAL BALL POINT, METAL ROLLER, MECHANICAL PENCILS, HIGHLIGHTERS, MARKERS, GIFT SETS.... AND MORE







#### **PORCELANA**

ONE OF THE MOST ADVANCED PLANT USING GERMAN TECHNOLOGY

**MANUFACTURING AREA OF 1.3 MILLION SQ FT** 

CAPACITY OF OVER 12 MILLION PIECES PER YEAR

WIDEST RANGE OF OPULENT DESIGNS INCLUDING PURE 24-KARAT GOLD & PLATINUM DECALS

ISO 9001:2015, SEDEX, VEGETARIAN SOCIETY & HALAL CERTIFIED







# FUTURE EXPANSION



#### **GLASSWARE**

#### ONE OF THE MOST ADVANCED

**EUROPEAN TECHNOLOGY PLANTS** 

#### **FULLY AUTOMATED**

FROM RAW MATERIAL TO PACKAGING

#### THE ONLY PLANT IN INDIA

**USING PRESS & BLOW TECHNOLOGY** 

PRODUCTION CAPACITY OF 70 MT PER DAY



# Falna Glass factory film

blob:https://web.whatsapp.com/ec1490ef-9a40-471e-9e53-95b8e587b2ef















**MELAMINE** WARE



**KITCHEN APPLIANCES** 



MOULDED

**FURNITURE** 











**AIR COOLERS** 











#### **PARTNER**

#### ATER SRL (ITALY) IS OUR DESIGN PARTNER

#### JOINTLY DEVELOP 'ENJOY'

A RANGE OF PRODUCTS FOR EXPORTS AND INDIA

#### **TOGETHER WE ALSO DEVELOP DESIGNS**

FOR CELLO INDIA







# **STRENGTHS**





**SCALE** 

MANUFACTURING CAPABILITY

**QUALITY STANDARDS** 

**NO SUB-CONTRACTING** 

**COMPANY OWNED FACTORIES** 

**CATEGORY EXPERTISE** 

**CATEGORY & CONSUMER KNOWLEDGE** 

REACH

ONE OF THE WIDEST PAN INDIA NETWORK

**NEW PRODUCT INNOVATION** 

CONSTANT NEW PRODUCT DEVELOPMENT



# INVOLVED & ACCESIBLE MANAGEMENT CLOSE TO ASSOCIATES & JUST A CALL AWAY

#### **PRICING**

COMPETITIVE PRICING WITH AN OUTSTANDING VALUE PROPOSITION

CAPABILITY OF BUILDING A LOYAL & COMMITTED TEAM

#### **FINANCIAL STABILITY**

ALWAYS BEEN A ZERO DEBT GROUP

**CELLO THE BRAND** 



RUN GRIND, FOCUSED, COMMITTED



#### PLEXCONCIL AWARD

FOR OUTSTANDING PERFORMANCE 15 YEARS IN A ROW

#### **AWARDED FOR**

PRODUCT QUALITY
SERVICE
MANUFACTURING PRACTICES
ENVIRONMENTAL SAFETY
EXPORT PERFORMANCE
EXCELLENCE IN MARKETING





# READERS DIGEST TRUSTED BRAND ASIA 2011

FOR THE 6TH YEAR IN SUCCESSION



#### ONE OF THE MOST RECOGNIZED CONSUMER BRANDS IN INDIA

BY SUPER BRANDS





# VISION



To be India's most preferred household brand with innovative & aesthetically superior products at affordable prices



# CEIO Studio

- Franchised
- Franchisee
- Property own/rented
- Stock- cash and carry
- Manpower
- Electricity
- Misc Expenses





- Company
- Brand
- Protected margin on selling price around 30 %
- Drive footfalls into the store
- Marketing support for BTL activities
- Free furniture for stores
- Minimum Guarantee ie the store will not have a cash loss for 12 months –
  if credit margin is less than agreed operational expenses ( rent / salary /
  electricity/ misc expenses ) company will make good the difference

## **Pricing**



- Fixed discounted selling price
- 30% credit margin for brand store on selling price
- 4% cash discount
- For appliances / cookware 25% credit margin
- Supplies through Cello Distributor who handles the category

			Household		
Head		Thermoware	Basic	Others	Stainless Steel
MRP		100	100	100	100
Salling Price	Value	80	75	80	85
Selling Price	Disc %age	20%	25%	20%	15%
	with GST	56	52.5	56	66.3
Billing Brico Crodit	Basic	47.46	44.49	47.46	59.20
Billing Price - Credit	%age margi-with				
	GST	30%	30%	30%	22%
Billing Price - Cash	with GST	53.76	50.4	53.76	63.648
	Basic	45.56	42.71	45.56	56.83
	%age margi-with				
	GST	32.80%	32.80%	32.80%	25.12%

	Glass			
Head		Glass bottle /jugs /clipofresh/stelofre sh/bakeware/roma tumblers/mixing bowl	(-13ee etarada	Glass Tumbler / Bear mugs /Lunch box
MRP		100	100	100
Selling Price	Value	80	85	70
Selling Frice	Disc %age	20%	15%	30%
Billing Price - Credit	with GST	56	59.5	49
	Basic	47.46	50.42	41.53
	%age margi-with GST	30%	30%	30%
Billing Price - Cash	with GST	53.76	57.12	47.04
	Basic	45.56	48.41	39.86
	%age margi-with GST	32.80%	32.80%	32.80%

Head		Opalware				
		Dinner set/Loose /Gift Sets	Hot Drinks	Porcelain	Melamine	Kleeno
MRP	MRP		100	100	100	100
Selling Price	Value	75	80	75	77.5	90
	Disc %age	25%	20%	25%	23%	10%
Billing Price - Credit	with GST	52.5	56	51	54.25	63
	Basic	44.49	47.46	43.22	45.97	53.39
	%age margi-with GST	30%	30%	32%	30%	30%
Billing Price - Cash	with GST	50.4	53.76	48.96	52.08	60.48
	Basic	42.71	45.56	41.49	44.14	51.25
	%age margi-with GST	32.80%	32.80%	34.72%	32.80%	32.80%

Head	Margin on selling price			
	Credit	Cash		
Cooker / cookware / appliances	25%	28%		



- We opened 3 stores Kottayam(14<sup>th</sup> april), Kerala, Chandigarh(30<sup>th</sup> april, Halol (12<sup>th</sup> May)- Gujarat.
- We are planning to aggressively open stores
- 100 stores by March 2026
- Supplies to stores through distributors at the indicated price





Deposit	100000	Refundable after 1 year no interest
Sign up fees	50000	non refundable
Non furniture interiors	750000	
Stock	1000000-1500000	
Working Capital	150000	
Deposit for premise- indicative	300000	
Total	2350000-2850000	

### **Expenses - Indicative**

Rent	75000
Salaries - 2 people	40000
Electricity	10000
Misc Expenses	10000
Total	135000

Rent	100000
Salaries - 2 people	40000
Electricity	10000
Misc Expenses	10000
Total	160000



### **The Store**



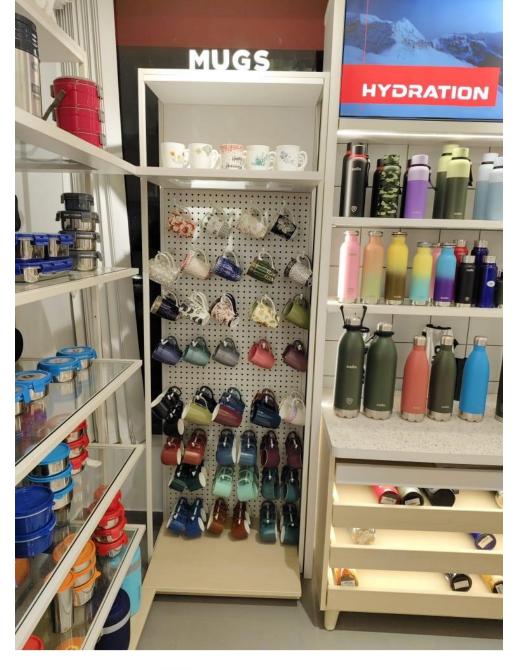


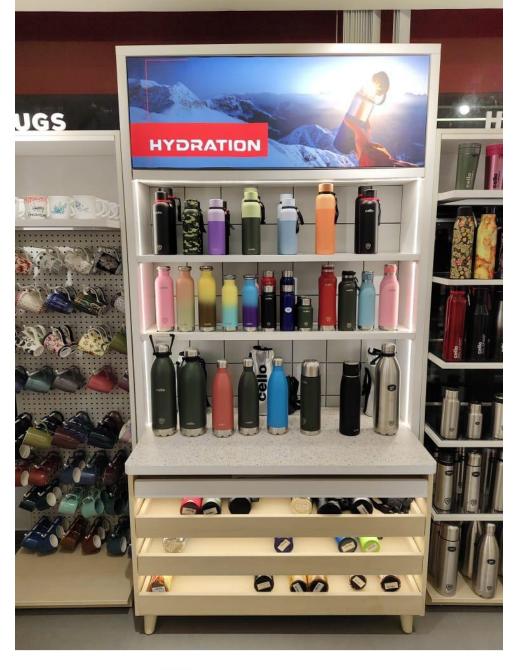




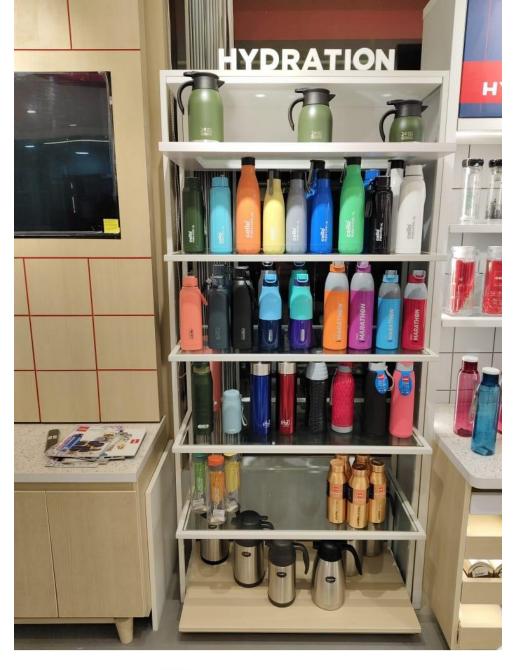








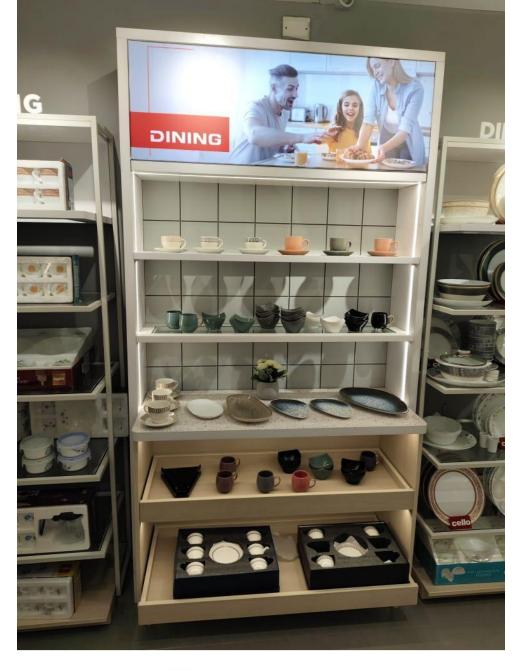












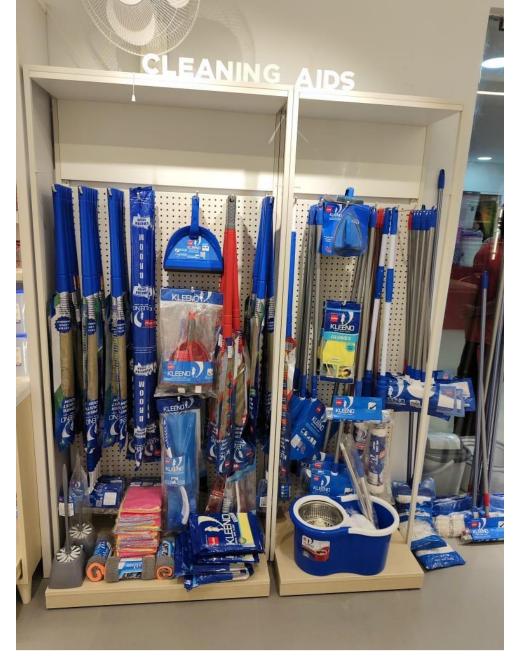






















## Contact

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#### Scan the QR code for the catalogues of Cello





# **THANK YOU**