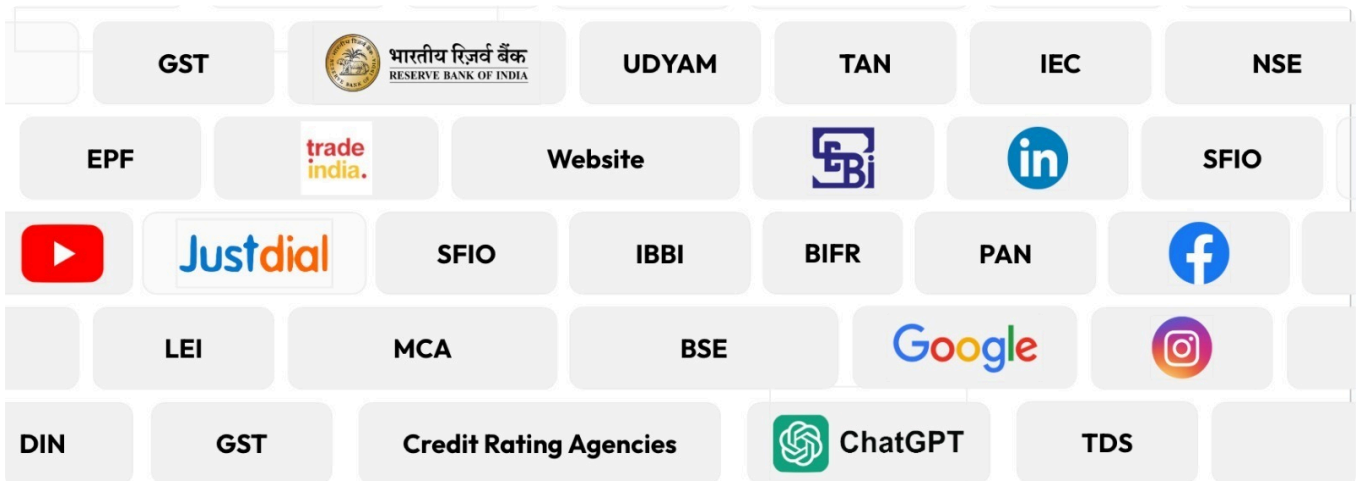




Saakh Report

cello

Generated on 21/6/2025





Saakh Business Report

Comprehensive Business Analysis



cello

Business Profile

Business Description

Cello is a business registered under GST, offering a variety of services. For more information, please visit their website.

Company Type
**PUBLIC LIMITED
COMPANY**

Established
21/8/2018

GST Number
27AAHCC6805B1ZY

Industry
Business center

Address
**7 GTB, AVENUE GARDEN COLONY MODEL TOWN,
,JALANDHAR I- KHURLA ,JALANDHAR ,Punjab
,144003 ,India**

Contact Details
**7498077932 9324253001 02226851027
9870607524**
Email

Company Rating

4



Based on 675 reviews

Primary Services

- ✓ Recipient of Goods or Services

- ✉ atul.parolia@celloworld.com
- ✉ ch*****ag@gmail.com
- ✉ pankaj.rathod@celloworld.com
- ✉ pgr@celloworld.com
- ✉ gaurav.rathod@celloworld.com
- ✉ pu*****vi@gmail.com
- ✉ piyush@cndindia.com
- ✉ arunsinghal@hotmail.com
- ✉ manali.nk91@gmail.com
- ✉ sunipaghosh@gmail.com
- ✉ di*****ai@hamiltonindia.in
- ✉ ma*****id@celloworld.com
- ✉ satish.pancholi@celloworld.com
- ✉ deepak.uparkar@celloworld.com
- ✉ amit.kerkar@celloworld.com

saakh report

Management Details



**GAGANDEEP SINGH
CHHINA**

NOMINEE DIRECTOR

MALE | DOB: 30-09-1977



**PANKAJ GHISULAL
RATHOD**

MANAGING DIRECTOR

MALE | DOB: 16-06-1967



**PRADEEP GHISULAL
RATHOD**

MANAGING DIRECTOR

MALE | DOB: 23-01-1965



**GAURAV PRADEEP
RATHOD**
MANAGING DIRECTOR

MALE | DOB: 28-02-1988



**ATUL KAILASHCHAND
PAROLIA**
CFO

MALE | DOB: 05-10-1967



PUSHAPRAJ SINGHVI
DIRECTOR

MALE | DOB: 01-01-1944



**PIYUSH SOHANRAJJI
CHHAJED**
DIRECTOR

MALE | DOB: 08-11-1977



**ARUN KUMAR AGAN
SINGH**
DIRECTOR

MALE | DOB: 15-09-1957



**MANALI NITIN
KSHIRSAGAR**
DIRECTOR

FEMALE | DOB: 26-12-1991



SUNIPA GHOSH
DIRECTOR

FEMALE | DOB: 01-12-1974

Nature of Business

GST Services Details

Description	% of Total Business
Legal documentation and certification services concerning patents, copyrights and other intellectual property rights.	25%
Legal documentation and certification services concerning other documents.	25%
Rental services of road vehicles including buses, coaches, cars, trucks and other motor vehicles, with or without operator	25%
Rental or leasing services involving own or leased non-residential property	25%

GST Goods Details

Section	Description	As % of Total Count
Plastics and Articles thereof; Rubber and Articles Thereof	ARTICLES FOR THE CONVEYANCE OR PACKING OF GOODS, OF PLASTICS; STOPPERS, LIDS, CAPS AND OTHER CLOSURES, OF PLASTICS	20%
Plastics and Articles thereof; Rubber and Articles Thereof	TABLEWARE, KITCHENWARE, OTHER HOUSEHOLD ARTICLES AND HYGIENIC OR TOILET ARTICLES, OF PLASTICS	20%
Miscellaneous Manufactured Articles	VACUUM FLASKS AND OTHER VACUUM VESSELS, COMPLETE WITH CASES; PARTS THEREOF OTHER THAN GLASS INNERS	20%
Base Metals and Articles of Base Metal	TABLE, KITCHEN OR OTHER HOUSEHOLD ARTICLES AND PARTS THEREOF, OF IRON OR STEEL; IRON OR STEEL WOOL; POT SCOURERS AND SCOURING OR POLISHING PADS, GLOVES AND THE LIKE, OF IRON OR STEEL	20%

Section	Description	As % of Total Count
Machinery and Mechanical Appliances; Electrical Equipment; Parts thereof; sound Recorders and Reproducers, Television Image and Sound Recorders and reproducers, Television Image and sound Recorders and Reproducers, and Parts and Accessories of such article	ELECTRO-MECHANICAL DOMESTIC APPLIANCES, WITH SELF CONTAINED ELECTRIC MOTOR, OTHER THAN VACUUM CLEANERS OF HEADING 8508.	10%
Machinery and Mechanical Appliances; Electrical Equipment; Parts thereof; sound Recorders and Reproducers, Television Image and Sound Recorders and reproducers, Television Image and sound Recorders and Reproducers, and Parts and Accessories of such article	ELECTRIC INSTANTANEOUS OR STORAGE WATER HEATERS AND IMMERSION HEATERS; ELECTRIC SPACE HEATING APPARATUS AND SOIL HEATING APPARATUS; ELECTRO-THERMIC HAIR-DRESSING APPARATUS (FOR EXAMPLE, HAIR DRYERS, HAIR CURLERS, CURLING TONG HEATERS) AND HAND DRYERS; ELECTRIC SMOOTHING IRONS; OTHER ELECTRO-THERMIC APPLIANCES OF A KIND USED FOR DOMESTIC PURPOSES; ELECTRIC HEATING RESISTORS, OTHER THAN THOSE OF HEADING 8545	10%

Products

Cello Insulated Lunch Box Set

Cello Insulated Casserole Set

Category

Other Products

Description

Manufacturer of a wide range of products which include Cello Insulated Lunch Box Set, Cello Insulated Casserole Set and Cello Protein Shaker Bottle. View More Cello Insulated Lunch Box Set Cello Insulated Casserole Set Cello Protein Shaker Bottle View more details



Category

Other Products

Description

Manufacturer of a wide range of products which include Cello Insulated Lunch Box Set, Cello Insulated Casserole Set and Cello Protein Shaker Bottle. View More Cello Insulated Lunch Box Set Cello Insulated Casserole Set Cello Protein Shaker Bottle View more details



Cello Protein Shaker Bottle

Category

Other Products

Description

Manufacturer of a wide range of products which include Cello Insulated Lunch Box Set, Cello Insulated Casserole Set and Cello Protein Shaker Bottle. View More Cello Insulated Lunch Box Set Cello Insulated Casserole Set Cello Protein Shaker Bottle View more details



Reviews



Nahau Mishra

3 months ago



Well maintained , neat place. 2 mins from the western express highway & at walkable distance from Goregaon railway station



Mayur Joharle (Crazylivemj)

8 years ago



Corporate building.. very close to Western Express Highway. Stilt Parking is allowed only for reserved people. There's NO PARKING outside the vicinity, that's a pain, your vehicle will be towed if parked besides the road.



Akhil Pandey

4 months ago



They don't have a parking space, not even for bikes or delivery executives.



Pankaj Diiman

a year ago



Cello Triumph, on outright basis which offers you Commercial office space worth an area of 1000 Sq.ft To 5000 Sq.ft. The complex offers you 14 Floors. The project is ready to move. The project offers you various amenities like Lift, Security, Power Back-up, Ample Parking Space, Intercom Facility, Water Storage, Fire Fighting Equipment, CCTV Surveillance and many other such amenities



Francis D Souza

a year ago



Location is closer to western express highway, but is crowded with industrial shops. Overall ok, but not maintained... The lobby is dark and spoiled sofa chairs 🪑.

Competitors

Johnson & Johnson

Name	Johnson & Johnson
Address	R K Traders, Learning near Keshavji Road Dongri, Mumbai
Rating	4
Rating Count	14

Hindustan Unilever Ltd

Name	Hindustan Unilever Ltd
Address	Corporate Office, Goregaon East, Mumbai
Rating	4
Rating Count	3797

Marico Ltd

Name	Marico Ltd
Address	Corporate & Registered Office, Goregaon East, Mumbai
Rating	4
Rating Count	3797

ITC Ltd


Name	ITC Ltd
Address	Regional Office, Goregaon East, Mumbai
Rating	4
Rating Count	3797

Financial Summary

Current Revenue

₹ Slab: Rs.500 Cr. and above Cr

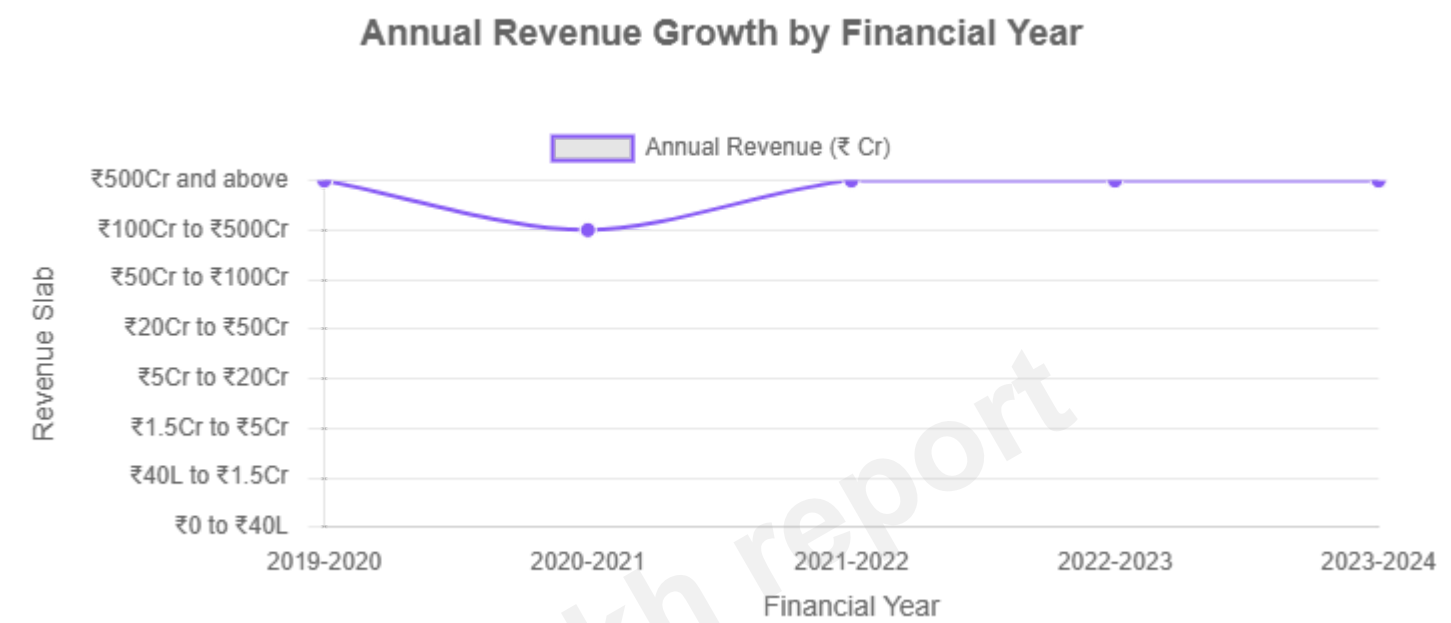
FY 2023-2024

Total Loans

₹ 0

From 0 financial institutions

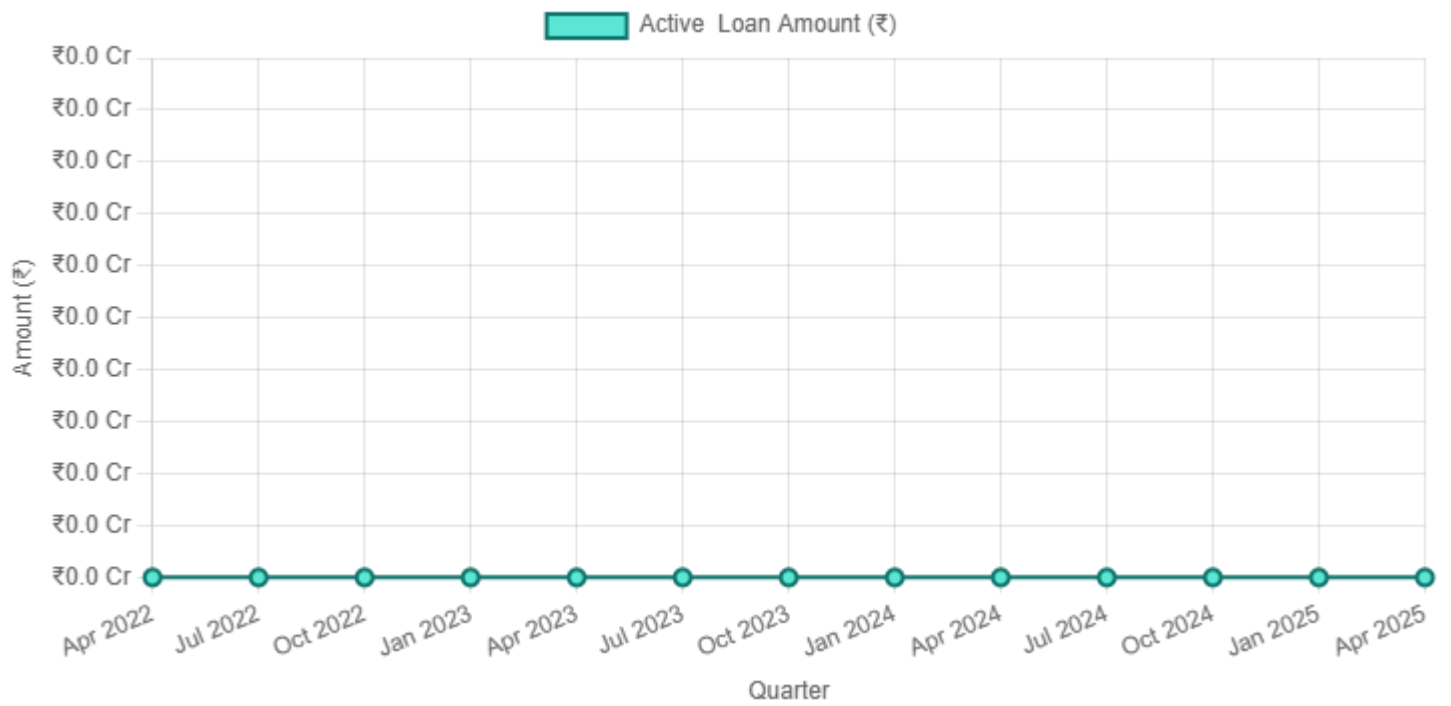
Revenue Trend (5 Years)



Loans & Financial Obligations

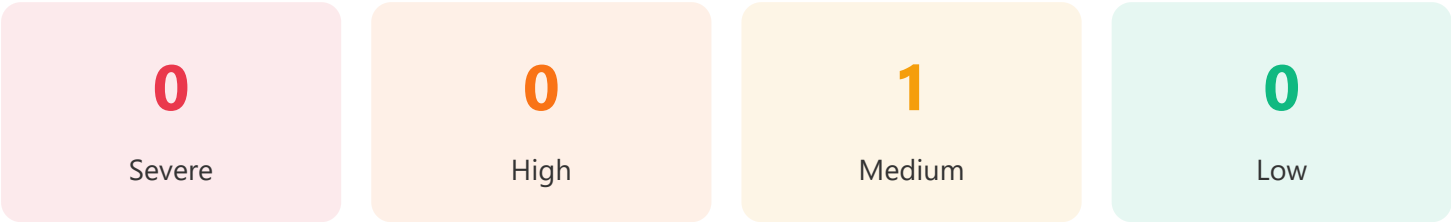
No loan information available

Active Loans



Compliance Risks

Active Non-Compliances



Alerts List

EPF Closed

[medium]

Status: Exists

Employees Provident Fund Registration is closed as per Source.

GST Delay Details

GSTIN: 27AAHCC6805B1ZY

No transaction delay records for this GSTIN.

GSTIN: 05AAHCC6805B1Z4

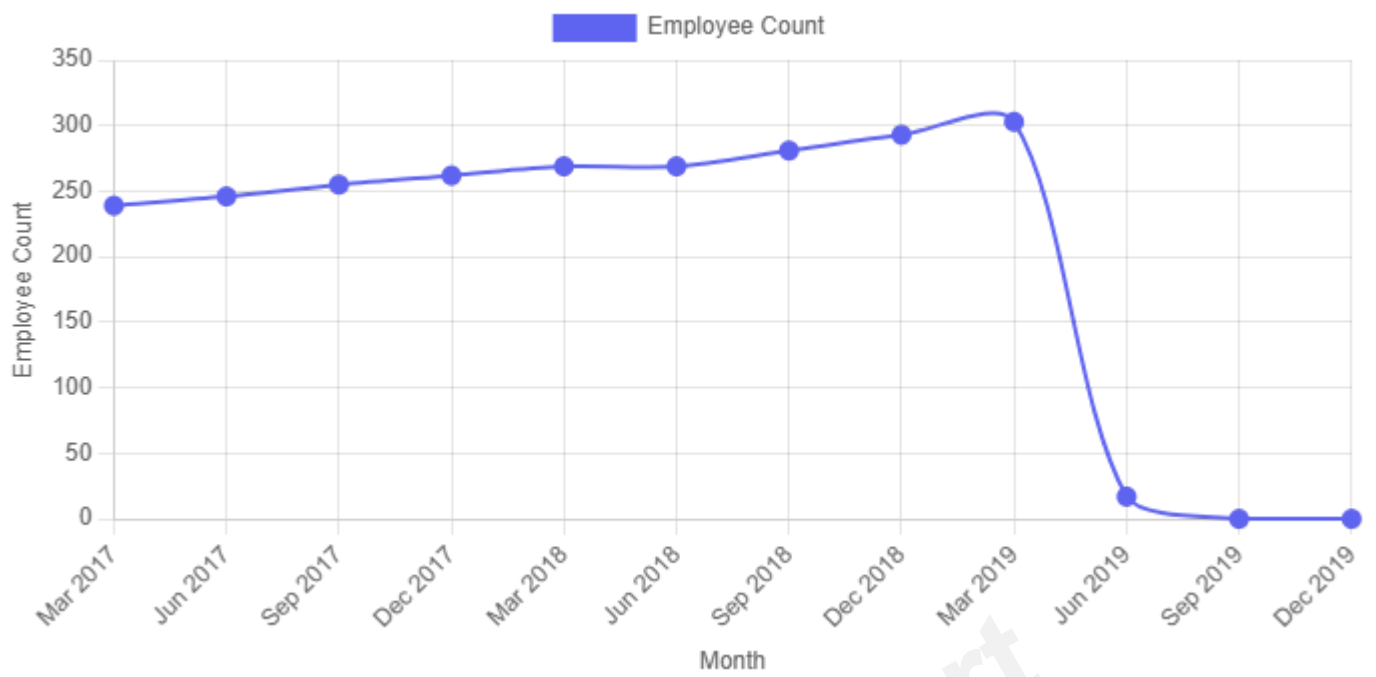
Return Year/Month	Date of Filing	Revised Due Date	Days Delayed
202105	02-07-2021	20-06-2021	12
202104	04-06-2021	20-05-2021	15
202008	17-09-2020	10-09-2020	7
202005	09-07-2020	12-06-2020	27
202004	07-06-2020	12-05-2020	26
202004	07-06-2020	25-05-2020	13

Return Year/Month	Date of Filing	Revised Due Date	Days Delayed
202003	07-06-2020	12-04-2020	56
202003	07-06-2020	25-04-2020	43
201810	28-11-2018	21-11-2018	7
201808	23-10-2018	11-10-2018	12

GSTIN: 25AAHCC6805B1Z2

Return Year/Month	Date of Filing	Revised Due Date	Days Delayed
202007	31-08-2020	12-08-2020	19
202007	31-08-2020	25-08-2020	6
202006	06-08-2020	12-07-2020	25
202006	13-08-2020	25-07-2020	19
202005	12-07-2020	12-06-2020	30
202004	30-06-2020	12-05-2020	49
202004	26-06-2020	25-05-2020	32
202003	01-06-2020	12-04-2020	50
202003	01-06-2020	25-04-2020	37
201904	14-05-2019	12-05-2019	2
201903	01-05-2019	24-04-2019	7
201810	28-11-2018	21-11-2018	7
201808	23-10-2018	11-10-2018	12

Employee Count Trend



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Alert Categories Reference

This comprehensive reference table details all potential alert categories and their descriptions used in the compliance risk assessment.

Category	Alert Name	Description
Defaults & Frauds	GST Fraud	These particular entities were caught doing frauds like invoice-related fraud, tax evasion, fake input tax credit claims, etc., as per various news articles.
	NSE Defaulter	Members of NSE declared as defaulters under various bylaws.
	BSE Defaulter	Members declared as defaulters by BSE.
	MCA Director Defaulter	Director in a defaulting company as per MCA.
	EPF Transaction Default	Default due to no Provident Fund Payment deposited by the Entity.
	TDS Payment Default	Default in depositing TDS Payments by the Entity.
	IEC In Denied Entity List	Import Export Code of the Entity is in the Denied Entity List.
	GST Transaction Default	Default in GSTR1/GSTR3B filings by Entity.
	Wilful Defaulter	Entity reported as Wilful Defaulter by Bank due to default in repayment of loan despite having the capacity to repay.
	Offshore Leak	Reports by the International Consortium of Investigative Journalists disclosing details of offshore companies, foundations, and trusts.
Management Risks	Sfo Proclaimed Offender	Entity and its associates declared are proclaimed offenders by SFIO
	Sfo Convicted Director	Directors convicted as per SFIO Investigations
	MCA Director Under Prosecution	Prosecution initiated by the MCA against a KMP or Director
	Proclaimed Offender	Pronounced as Proclaimed Offender under Section 82 of the Criminal Procedure Code.
	Director Resignation(s)	Director/KMP resignation occurring in the year immediately preceding the date on which the company is searched for.
Insolvency & Business Closure	Dormant	A company registered under section 455 for a future project or holding assets, having no significant accounting transactions.
	Vanishing	Company deemed vanishing if it fails to file financials or maintain its registered office.
	Shell	Company marked as a Shell company by regulatory authorities.
	Company Under Liquidation	Company identified as under liquidation.
	IEC Suspended	Import Export Code of the Entity stands suspended.
	IEC Cancelled	Import Export Code of the Entity stands cancelled.
	GST Under Cancellation	GSTIN registration is under cancellation as per the source.
	GST Cancelled	GST Registration is cancelled as per Source.

Category	Alert Name	Description
	IBBI	Entities in the process of insolvency and bankruptcy proceedings as ordered by National Company Law Tribunal or the Insolvency & Bankruptcy Board of India.
	BIFR	Company records on the Board for Industrial and Financial Reconstruction, mainly for sick or consistently loss-making companies.
MCA Non-Compliances	Company Under Prosecution	Prosecution initiated by the MCA against a Company
	Company Under Strike Off	Company Status identified as being 'Under the process of Striking Off'.
	Company Striked Off	Company Status identified as being 'Struck Off'.
BSE & NSE Compliances	SEBI Debarred	Consolidated list of entities debarred by Securities Exchange Board of India from trading in the securities market since January 2007.
	NSE Suspended	Entities suspended by NSE if found guilty of contravention, non-compliance, disobedience, disregard, or evasion of any of the Bye Laws, Rules, and Regulations.
	NSE Expelled	Members expelled by NSE under various Bylaws.
	NSE Under ASM Surveillance	Entities under ASM Surveillance by NSE to protect the interest of investors.
	NSE Under GSM Surveillance	Entities under GSM Surveillance by NSE in order to protect the interest of the investors.
	NSE Company Suspended	Members suspended by NSE on SEBI orders due to failure in meeting the capital adequacy requirements.
	NSE Company Suspended Non Compliance	Members suspended by NSE for non-compliance with regulations.
	NSE Company Delisted	Companies delisted by NSE where shares are removed from the stock exchange permanently.
	BSE Expelled	Members expelled by BSE under various Bylaws.
	BSE Member Inactive	Members of BSE who have been inactive.
	BSE Disciplinary Action	Violation/non-compliance by brokers/listed companies results in disciplinary action.
	BSE Under GSM Surveillance	Entities under GSM Surveillance by BSE to protect the interest of investors.
	Suspended At Stock Exchange	Company Status identified as 'Suspended at Stock Exchange'.
Return Filing Delays	EPF Transaction Delay	Delay in depositing Provident Fund Payments by the Entity as per Source.
	TDS Payment Delay	Delay in depositing TDS Payments by the Entity.
	GST Transaction Delay	Delay in GSTR1/GSTR3B filings by Entity, filings made post due date.
High Risk Checks	Credit Rating Outlook Negative	A rating agency has given a negative outlook for the long-term debt instruments of the entity.
	Credit Rating Withdrawn	Entity's credit rating is withdrawn by Rating Agency due to factors like repayment of debt instruments previously rated, request of the entity, winding up, merger, or failure to provide requisite material information.

Category	Alert Name	Description
	Credit Rating Suspended	Indicates that the Entity has failed to provide important information regarding its finances, liquidity, operations, etc., which is required to assess and monitor repayment capacity.
	Credit Rating Downgraded	Entity's credit rating downgraded from previous ratings by Rating Agency.
Medium Risk Checks	Charge Closed At SASF	Charge closed by Stressed Assets Stabilisation Fund as disclosed by the Entity on MCA.
	Charge Open At SASF	Charge created by Stressed Assets Stabilisation Fund as disclosed by the Entity on MCA.
	Charge Closed At ARC	Closed charge on Entity's movable and immovable assets created by an Asset Reconstruction Company.
	Charge Open At ARC	Open charge on Entity's movable and immovable assets created by an Asset Reconstruction Company.
	Credit Watch With Negative Implication	The entity is being kept under a watch with negative implications over a short time period by a rating agency.
	Entity Non-Cooperative	Indicates non-cooperation by Entity in providing requisite financial information to the Rating Agency.
Low Importance Checks	PAN Inactive	The status of PAN has been reported as inactive by the source.
	LEI Registration Retired	The entity has ceased operation for a reason other than a merger.
	LEI Registration Lapsed	When an LEI record goes 12 months without being renewed, it is marked as Lapsed.
	EPF Closed	Employees Provident Fund Registration is closed as per Source.
	TAN Inactive	TAN Registration of the Entity is inactive as per Source.
	GST Provisional	GST Registration noted to be Provisional.
	Domain Invalid Email	Invalid Email Domain as disclosed by the Entity on MCA.
	Disposable Invalid Email	Temporary/Disposable Email ID provided by the Entity on MCA.
	Generic Address	Incomplete or vague Registered Address provided by the Entity.

Note: This alert reference guide is for informational purposes. The presence of any alert may indicate elevated risk and should be examined in context of the overall business assessment.

Report generated on 21/6/2025

