



IPO INSIGHTS



Electronics Mart (India) Ltd

Issue Dates - Opens: 04-10-2022 | Closes: 07-10-2022

IPO Note	<ol style="list-style-type: none"> 1. 4th largest and one of the fastest growing consumer durables and electronic retailers in India 2. Largest Regional Organized Player in South India in terms of revenue with dominance in Telangana & Andhra Pradesh in FY21 3. Low-Moat Business, Low Inventory Model 4. Increasing Cash-Flow
Rating	★★ (AVERAGE)

IPO SNAPSHOT

Issue Size	₹ 500 Crores
Issue Type	Book Built Issue
Fresh Issue	₹ 500 Crores
Offer for Sale	-
Face Value Per Share	₹ 10
Price Band Per Share	₹ 56 - ₹ 59
Minimum Lot Size	254 shares
Listing On	BSE, NSE
Registrar to the Issue	KFintech Private Ltd

IPO SNAPSHOT – Electronics Mart India Ltd

About the Company	<ul style="list-style-type: none"> ▪ Incorporated on October 15, 2015 ▪ 4th largest and one of the fastest growing consumer durables and electronics retailer in India ▪ Largest Regional Organized Player in South India in Revenue Terms with dominance in Telangana and Andhra Pradesh (Source: Company Commissioned CRISIL Report) ▪ As on August 31, 2022, operated 112 stores (11 owned, 93 lease-rented and 8 partly owned and partly leased) across 36 cities / urban agglomerates with more than 6000 SKUs ▪ One of the fastest growing consumer durables and electronics retailer in India with CAGR of 17.90% from 2016 to 2021 (Source: Company Commissioned Crisil Report) ▪ Long standing market presence with more than 3 decades of experience ▪ Converted erstwhile sole proprietorship into partnership firm under ‘M/s Bajaj Electronics’ and subsequently converted partnership firm into public limited company named ‘Electronics Mart India’ ▪ Diversified range of products with focus on large appliances – AC, TV, Washing Machines, refrigerators, mobiles and small appliances, IT and others ▪ Offerings include more than 6000 SKUs across product categories from more than 70 consumer durables and electronic brands ▪ Business model : Ownership and Lease Rental ▪ Operates Business Activities across 3 channels: Retail, Wholesale and E-Commerce ▪ Subsidiaries: Cloud Nine Retail Private Ltd, EMIL CSR Foundation 																														
Competitive Strengths	<ul style="list-style-type: none"> ▪ Scale of Operations & Long-Standing Relationship with leading consumer brands ▪ Consistent Track Record of Growth and Industry Leading Profitability ▪ Increasing market presence with geographic reach with cluster based expansion ▪ Flexibility to create long-term sustainable footprint ▪ Diversified product offering and optimal product assortment ▪ Deep Knowledge and Understanding of Regional Markets ▪ Strategically located logistics and warehousing facilities backed by stringent inventory mgmt. ▪ Robust customer service, timely delivery and installation support ▪ Experienced management team with proven track record 																														
Financials (₹ in millions)	<table border="1"> <thead> <tr> <th>Particulars</th> <th>31-3-2020</th> <th>31-3-2021</th> <th>31-3-2022</th> <th>Y-o-Y</th> </tr> </thead> <tbody> <tr> <td>Revenue from Operations</td> <td>31724.77</td> <td>32018.76</td> <td>43493.16</td> <td>35.84%</td> </tr> <tr> <td>EBITDA</td> <td>2276.41</td> <td>2038.81</td> <td>2919.38</td> <td>43.19%</td> </tr> <tr> <td>EBITDA Margin</td> <td>7.18%</td> <td>6.37%</td> <td>6.71%</td> <td></td> </tr> <tr> <td>Profit After Tax</td> <td>816.08</td> <td>586.21</td> <td>1038.91</td> <td>77.22%</td> </tr> <tr> <td>Profit After Tax Margin</td> <td>3.48%</td> <td>4.24%</td> <td>3.22%</td> <td></td> </tr> </tbody> </table> <ul style="list-style-type: none"> • Debt to Equity = 0.75 	Particulars	31-3-2020	31-3-2021	31-3-2022	Y-o-Y	Revenue from Operations	31724.77	32018.76	43493.16	35.84%	EBITDA	2276.41	2038.81	2919.38	43.19%	EBITDA Margin	7.18%	6.37%	6.71%		Profit After Tax	816.08	586.21	1038.91	77.22%	Profit After Tax Margin	3.48%	4.24%	3.22%	
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Valuation	<ul style="list-style-type: none"> ▪ Attributing FY22 Earnings to post-IPO fully diluted paid-up equity asking P/E = 11.42 																														
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Promoters	<ul style="list-style-type: none"> ▪ Pavan Kumar Bajaj and Karan Bajaj 																														
Objects of the issue	<ul style="list-style-type: none"> ▪ Funding Capex for expansion and opening of stores and warehouses ▪ Funding Incremental Working Capital Requirements of the company ▪ Repayment/Prepayment in full or part of all or certain borrowings availed by the company ▪ General Corporate Purposes 																														

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