



# IPO INSIGHTS



## DOMS Industries Limited

**Issue Dates - Opens: 13-12-2023 | Closes: 15-12-2023**

<b>IPO Note</b>	<ol style="list-style-type: none"> <li>DOMS Industries Limited is a stationery and art product company primarily engaged in designing, developing, manufacturing, and selling a wide range of these products under the flagship brand, DOMS.</li> <li>The Company has an exclusive tie-up with certain entities of the FILA Group for the distribution and marketing of their products in South Asia.</li> </ol>
<b>Rating</b>	★★★ (Good)

## IPO SNAPSHOT

Issue Size	₹ 1200 Crores
Issue Type	Book Built Issue IPO
Fresh Issue	₹ 350 Crores
Offer for Sale	₹ 850 Crores
Face Value Per Share	₹ 10
Price Band Per Share	₹750 to ₹790
Minimum Lot Size	18 shares
Listing On	BSE, NSE
Registrar to the Issue	Link Intime India Private Ltd

# IPO SNAPSHOT – DOMS Industries Limited

## About the Company

- Incorporated in 2006
- The Company offers well-designed and high-quality stationery and art materials to consumers, which are classified into seven categories: (i) scholastic stationery; (ii) scholastic art materials; (iii) paper stationery; (iv) kits and combos; (v) office supplies; (vi) hobby and craft; and (vii) fine art products.
- Their keen focus on research and development (R&D), product engineering, and backward integrated manufacturing, operations, combined with our multichannel pan-India distribution network has enabled us to achieve a strong brand recall amongst consumers.
- The Company has the widest breadth of product categories amongst our peers in India and are amongst the few 'stationery and art material' products manufacturing and marketing companies globally with such a wide product breadth.
- As of September 30, 2023, they have a widespread multi-channel distribution network with a strong pan-India presence and a global footprint catering to over 45 countries, covering the Americas, Africa, Asia Pacific, Europe and Middle East.
- As of March 31, 2023, the company has marked its presence in over 40 countries. The company held 29% and 30% market share, respectively, in Fiscal 2023 for its core products for pencils and mathematical instrument boxes.

## Competitive Strengths

- Leadership position in the Indian 'stationery and art material' industry with the widest range of products, driving rapid business growth
- Strong brand recall driven by high quality, innovative and differentiated products
- Robust manufacturing infrastructure, with a focus on backward integration to drive efficiencies
- Robust multi-channel distribution network with strong pan India presence
- Strategic partnership with F.I.L.A.- Fabbrica Italiana Lapis ed Affini S.p.A. enabling access to global markets and product know-how
- Experienced Promoters and management team

## Financials (₹ in Crores)

Particulars	31-3-2021	31-3-2022	31-03-2023	Y-o-Y
Revenue	402.82	683.60	1211.89	77%
EBITDA	30.03	69.71	186.66	168%
EBITDA Margin	7.5%	10.2%	15.4%	
PAT	-6.02	17.14	102.87	500%
PAT Margin	-1.5%	2.5%	8.5%	

## Valuation

- Attributing Annualized FY23 Earnings asking P/E = 43.19

## Peers

Company Name	P/E ratio
Kokuyo Camlin Limited	68.94
Linc Limited	28.21
Navneet Education Limited	16.14
Flair Writing Industries Limited	30.63

Note : P/E ratio is calculated as closing share price as on December 06, 2023.

## Promoters

- Santosh Rasiklal Raveshia
- Sanjay Mansukhlal Rajani
- Ketan Mansukhlal Rajani
- Chandni Vijay Somaiya
- Fabbrica Italiana Lapis and Affini

## Objects of the issue

- Proposing to partly finance the cost of establishing a new manufacturing facility to expand its production capabilities for a wide range of writing instruments, watercolour pens, markers, and highlighters
- General Corporate purposes

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