



# IPO INSIGHTS

 R K SWAMY

**R K SWAMY Limited**

**Issue Dates - Opens: 04-03-2024 | Closes: 06-03-2024**

<b>IPO Note</b>	<ol style="list-style-type: none"> <li>R K Swamy Limited is engaged in the business of integrated marketing communications, customer data analysis, full-service market research and syndicated studies.</li> <li>R K Swamy is a data-driven, integrated marketing services provider that leverages digital initiatives extensively across all areas of its business.</li> </ol>
<b>Rating</b>	★★★(Good)

## IPO SNAPSHOT

Issue Size	₹ 423.56 Crores
Issue Type	Book Built Issue IPO
Fresh Issue	₹ 173 Crores
Offer for Sale	₹ 250.56 Crores
Face Value Per Share	₹ 5
Price Band Per Share	₹270 to ₹288
Minimum Lot Size	50 shares
Listing On	BSE, NSE
Registrar to the Issue	Kfin Technologies Limited

# IPO SNAPSHOT – R K Swamy Limited

## About the Company

- Incorporated in 1973
- The Company is one of the leading integrated marketing service groups in India, offering a single-window solution for creative, media, data analytics and market research services.
- The Company offer a comprehensive range of services in the
- following interrelated and complementary business segments: (i) Integrated Marketing Communications, (ii) Customer Data Analytics and Marketing Technology (“Customer Data Analytics and MarTech”); and (iii) FullService Market Research (including customer experience measurement) and Syndicated Studies (“Full-Service Market Research”).
- The Company published more than 818 creative campaigns on behalf of its clients across various media. It also processed more than 97.69 terabytes of data and conducted over 2.37 million consumer interviews in the form of quantitative, qualitative and telephone surveys.
- They are a data driven integrated marketing services provider and all segments of our business use digital initiatives extensively.
- R K Swamy Limited is engaged in the business of integrated marketing communications, customer data analysis, full-service market research and syndicated studies.

## Competitive Strengths

- Integrated marketing services provider serving clients for 50 years
- 15 year track record in the Data Analytics and Marketing Technology segment, with a proven ability of producing digital content at scale, a leader in the business of market research
- Well established brands across segments with experienced Promoters and a professional Senior Management
- Well diversified customer base with long standing relationships
- Established internal infrastructure for efficient delivery of services

## Financials (₹ in Crores)

Particulars	31-3-2021	31-3-2022	31-03-2023	Y-o-Y
Revenue	173.55	234.41	292.61	25%
EBITDA	19.15	33.86	55.61	64%
EBITDA Margin	11%	14.4%	19%	
PAT	3.08	19.26	31.26	62%
PAT Margin	1.8%	8.2%	10.7%	

## Valuation

- Attributing Annualized FY23 Earnings asking P/E = 40.97

## Peers

Company Name	P/E ratio
Affle (India)Limited	60.17
Latent View Analytics Limited	66.02
Vertoz Advertising Limited	88.39

Note : P/E ratio is calculated as closing share price as on 29th February, 2024.

## Promoters

- Srinivasan K Swamy
- Narasimhan Krishnaswamy

## Objects of the issue

- Funding working capital requirements of our Company
- Funding capital expenditure to be incurred by the Company for setting up a digital video content production studio
- Funding investment in IT infrastructure development of the company, and the Material Subsidiaries, Hansa Research and Hansa Customer Equity
- Funding setting up of new customer experience centres ("CEC") and computer aided telephonic interview centres ("CATI") of the company
- General Corporate purposes

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