



IPO INSIGHTS

STANLEY | 
Makers Of Beautiful

Stanley Lifestyles Limited

Issue Dates - Opens: 21-06-2024 | Closes: 25-06-2024

IPO Note	<ol style="list-style-type: none"> Stanley Lifestyles Limited designs and manufactures super-premium, luxury and ultra-luxury furniture and sells it through its brand "Stanley". The Company is among the top four Indian super-premium and luxury furniture manufacturing company in India that is completely integrated, possessing the ability to manufacture our products and distribute them through our own network of retail stores.
Rating	★★★(Good)

IPO SNAPSHOT

Issue Size	₹537.02 Crores
Issue Type	Book Built Issue IPO
Fresh Issue	₹200 Crores
Offer for Sale	₹337.02 Crores
Face Value Per Share	₹2
Price Band Per Share	₹351 to ₹369
Minimum Lot Size	40 shares
Listing On	BSE, NSE
Registrar to the Issue	Kfin Technologies Limited

IPO SNAPSHOT – Stanley Lifestyles Limited

About the Company	<ul style="list-style-type: none"> ▪ Incorporated in 2007 ▪ The Company is a super-premium and luxury furniture brand in India and among the few home-grown super-premium and luxury consumer brands in India operating at scale in terms of manufacturing as well as retail operations. ▪ They design, manufacture and retail their products through our own network of 'company owned and company operated' and 'franchisee-owned and franchisee-operated' store with pan-India presence. ▪ Their integrated model provides us with the ability to have complete control over their processes, ranging from procurement of raw materials, designing their products, manufacturing, quality control, marketing, and ultimately sale of their products. ▪ They focus on attention to detail while blending unique manufacturing techniques with contemporary design to deliver a truly distinctive product experience and offer luxurious offerings to customers. ▪ They also specialize in handling complex metals such as varying grades of carbon steel, stainless steel, super duplex stainless steel, alloy steel and other materials including inconel and hastelloy in our manufacturing processes. ▪ They design, manufacture and retail their products through their own network of 'company owned and company operated' and 'franchisee-owned and franchisee-operated' store with pan-India presence. ▪ They designs and manufactures super-premium, luxury and ultra-luxury furniture and sells it through its brand "Stanley". 																														
Competitive Strengths	<ul style="list-style-type: none"> ▪ Largest and the fastest growing brand in the luxury/super-premium furniture segment. ▪ Comprehensive home solutions provider with offerings across categories and price points. ▪ Pan-India presence with strategically located stores and focus on design-led product innovation. ▪ Vertically integrated manufacturer with skilled craftsmanship capabilities. ▪ Efficient business model with track record of delivering financial growth. ▪ Promoter-led company with experienced professional and senior management team. 																														
Financials (₹ in Crores)	<table border="1"> <thead> <tr> <th>Particulars</th> <th>31-3-2021</th> <th>31-3-2022</th> <th>31-03-2023</th> <th>Y-o-Y</th> </tr> </thead> <tbody> <tr> <td>Revenue</td> <td>195.78</td> <td>292.20</td> <td>418.99</td> <td>43%</td> </tr> <tr> <td>EBITDA</td> <td>29.78</td> <td>59.09</td> <td>82.72</td> <td>40%</td> </tr> <tr> <td>EBITDA Margin</td> <td>15.2%</td> <td>20.2%</td> <td>19.7%</td> <td></td> </tr> <tr> <td>PAT</td> <td>1.92</td> <td>23.22</td> <td>34.98</td> <td>51%</td> </tr> <tr> <td>PAT Margin</td> <td>1.0%</td> <td>7.9%</td> <td>8.3%</td> <td></td> </tr> </tbody> </table>	Particulars	31-3-2021	31-3-2022	31-03-2023	Y-o-Y	Revenue	195.78	292.20	418.99	43%	EBITDA	29.78	59.09	82.72	40%	EBITDA Margin	15.2%	20.2%	19.7%		PAT	1.92	23.22	34.98	51%	PAT Margin	1.0%	7.9%	8.3%	
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Valuation	<ul style="list-style-type: none"> ▪ Attributing Annualized FY23 Earnings asking P/E = 54.43 																														
Peers	<ul style="list-style-type: none"> ▪ No listed peers 																														
Promoters	<ul style="list-style-type: none"> ▪ Sunil Suresh ▪ Subha Sunil 																														
Objects of the issue	<ul style="list-style-type: none"> ▪ Expenditure for opening new stores under the formats of "Stanley Level Next", "Stanley Boutique" and "Sofas & More by Stanley" ▪ Expenditure for opening anchor stores ▪ Expenditure for the renovation of existing stores under the formats of "Stanley Level Next", "Stanley Boutique" and "Sofas & More by Stanley" ▪ Funding the capital expenditure requirements for purchasing new machinery and equipment by the company and Material Subsidiary, SOSL ▪ General corporate purposes 																														

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