



# IPO INSIGHTS



Euro Pratik Sales Limited

Issue Dates - Opens: 16-09-2025 | Closes: 18-09-2025

IPO Note	<div>1. Euro Pratik Sales Limited is engaged in the business of selling and marketing decorative wall panels and laminates in the interior design industry.</div> <div>2. The Company designs unique decorative wall panels and laminates aligned with modern trends and is recognized for innovative products like Louvres, Chisel, and Auris.</div>
Rating	★ ★ (Average)

## IPO SNAPSHOT

Issue Size	₹451.31 Crores
Issue Type	Book Building IPO
Fresh Issue	-
Offer for Sale	₹451.31 Crores
Face Value Per Share	₹1
Price Band Per Share	₹235 to ₹247
Minimum Lot Size	60 Shares
Listing On	BSE, NSE
Basis of Allotment	19/09/2025
Credit of Shares to Demat A/C	22/09/2025
Listing Date	23/09/2025
Registrar to the Issue	<u>MUFG Intime India Pvt.Ltd.</u>

IPO SNAPSHOT- Euro Pratik Sales Limited																																			
About the Company	<ul style="list-style-type: none"><li>Incorporated in 2010,</li><li>Euro Pratik Sales Limited operates in the decorative wall panel and laminate industry as a leading seller and marketer of Decorative Wall Panels and Decorative Laminates.</li><li>The Company is recognized as one of India’s leading brands in the Decorative Wall Panel segment. It has established a strong presence as one of the largest organized players in the industry, holding a significant market share by revenue in the organized Decorative Wall Panels market, with substantial revenue generated from the sale of these products.</li><li>They develop differentiated design templates for their Decorative Wall Panels and Decorative Laminates, tailored to meet contemporary architectural and interior design trends.</li><li>This has led to their recognition as product innovators for offerings such as Louvres, Chisel, and Auris at the India Coverings Expo.</li><li>They study, identify and understand industry trends, the potential product requirements of their consumers and focus on delivering a compelling product portfolio that resonates with diverse market segments.</li><li>They believe that their growth is, and will be, driven by their ability to make available an assortment of quality products.</li></ul>																																		
Competitive Strengths	<ul style="list-style-type: none"><li>One of India’s leading and largest organized wall panel brands in the organized Decorative Wall Panel industry .</li><li>Comprehensive product portfolio across various categories</li><li>Staying ahead of market trends with their merchandising capabilities and a key focus on product novelty and new designs.</li><li>Asset-light business model with global long-term partnerships.</li><li>Pan-India presence with a well-established distribution network.</li></ul>																																		
Financials (₹ in Crores)	<table><tr><th>Particulars</th><th>31-3-2023</th><th>31-3-2024</th><th>31-03-2025</th><th>Y-o-Y</th></tr><tr><td>Revenue</td><td>263.5</td><td>221.6</td><td>284.2</td><td>28%</td></tr><tr><td>EBITDA</td><td>78.6</td><td>81.0</td><td>101.3</td><td>25%</td></tr><tr><td>EBITDA Margin</td><td>29.8%</td><td>36.6%</td><td>35.7%</td><td></td></tr><tr><td>PAT</td><td>59.5</td><td>62.9</td><td>76.4</td><td>22%</td></tr><tr><td>PAT Margin</td><td>22.6%</td><td>28.3%</td><td>26.8%</td><td></td></tr></table>					Particulars	31-3-2023	31-3-2024	31-03-2025	Y-o-Y	Revenue	263.5	221.6	284.2	28%	EBITDA	78.6	81.0	101.3	25%	EBITDA Margin	29.8%	36.6%	35.7%		PAT	59.5	62.9	76.4	22%	PAT Margin	22.6%	28.3%	26.8%	
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Valuation	<ul style="list-style-type: none"><li>Attributing Annualized FY25 Earnings asking P/E = 33.02</li></ul>																																		
Peers	<table><tr><th>Company Name</th><th>P/E ratio</th></tr><tr><td>Greenlam Industries Limited</td><td>90.6</td></tr><tr><td>Asian Paints Limited</td><td>66.4</td></tr><tr><td>Berger Paints India Limited</td><td>52.8</td></tr><tr><td>Indigo Paints Limited</td><td>38.0</td></tr></table> <p>Note: P/E ratio is calculated as on 10th September, 2025</p>					Company Name	P/E ratio	Greenlam Industries Limited	90.6	Asian Paints Limited	66.4	Berger Paints India Limited	52.8	Indigo Paints Limited	38.0																				
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Promoters	<ul style="list-style-type: none"><li>Pratik Gunvantraj Singhvi</li><li>Jai Gunvantraj Singhvi</li><li>Pratik Gunwantraj Singhvi HUF</li><li>Jai Gunwantraj Singhvi HUF</li></ul>																																		
Objects of the issue	<ul style="list-style-type: none"><li>To carry out the Offer for Sale of up to equity shares of face value of ₹1 each by the Selling Shareholders aggregating up to ₹4,513.15 million.</li><li>Achieve the benefits of listing the Equity Shares on the Stock Exchanges.</li></ul>																																		
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LOTS	SHARES	PRICE
Retail		
1	60	14,820
2	120	29,640
3	180	44,460
4	240	59,280
5	300	74,100
6	360	88,920
7	420	1,03,740
8	480	1,18,560
9	540	1,33,380
10	600	1,48,200
11	660	1,63,020
12	720	1,77,840
13	780	1,92,660
S-HNI		
14(Min)	840	2,07,480
67(Max)	4,020	9,92,940
B-HNI		
68(Min)	4,080	10,07,760

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