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## IPO Report

15<sup>th</sup> Sept '25

### Snapshot

Company operate in the decorative wall panel and decorative laminates industry as a seller and marketer of Decorative Wall Panels and Decorative Laminates. According to the Technopak Report, company is one of India's leading Decorative Wall Panel brands and have established itself as one of the largest organized Wall Panel brands with a market share of 15.87% by revenue in the organized Decorative Wall Panels industry and company's total revenue from the Decorative Wall Panels sold during Fiscal 2023 was ₹1,742.89 million .

### VALUATION

Company is bringing the issue at price band of Rs 235-247 per share at p/e multiple of approx. 39x on post issue FY25 basis.

Company is one of India's leading and largest organized wall panel brands in the organized Decorative Wall Panel industry, Company has comprehensive product portfolio across various categories & is staying ahead of market trends with its merchandising capabilities and a key focus on product novelty and new designs. Company has asset-light business model with global long-term partnerships & with pan-India presence with a well-established distribution network. experienced Promoters and management team and proven track record of robust financial performance and low leverage levels

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<b>Price Band (Rs./Share)</b>	<b>235-247</b>
<b>Opening date of the issue</b>	<b>16<sup>th</sup> Sept '2025</b>
<b>Closing Date of the issue</b>	<b>18<sup>th</sup> Sept '2025</b>
<b>No of shares pre issue</b>	10,22,00,000 Eq Shares
<b>Issue Size</b>	Rs 451.32 Cr
<b>Offer For Sale</b>	Rs 451.32 Cr
<b>Face Value (Rs/ share)</b>	Rs 10/share
<b>Bid Lot</b>	60
<b>Employee Discount</b>	Rs 13/share
<b>BIDDING DETAILS</b>	
<b>QIBs (Including Anchor)</b>	50% of the offer (Approx 91,07,590 Eq Shares)
<b>Non-Institutional</b>	15% of the offer (Approx 27,32,277 Eq Shares)
<b>Retail</b>	35% of the offer (Approx 63,75,313 Eq Shares)
<b>Lead managers</b>	Axis Capital, DAM Capital Advisors
<b>Registrar to the issue</b>	MUFG Intime India Pvt. Ltd

### WHAT WE LIKE

#### *One of India's leading and largest organized wall panel brands in the organized Decorative Wall Panel industry*

Company is one of India's leading decorative wall panel brands and have established itself as one of the largest organized Wall Panel brands in India with a market share of 15.87% by revenue in the organized Decorative Wall Panels industry and its total revenue from the Decorative Wall Panels sold during Fiscal 2023 was ₹1,742.89 million, according to the Technopak Report.

#### *Staying ahead of market trends with company's merchandising capabilities and a key focus on product novelty and new designs*

The Decorative Wall Panels and Decorative Laminates industries continue to evolve and are characterized by rapidly changing technologies, price competition, evolving industry standards, growing awareness and changing preferences from consumers and consequent demands from distributors and customers. With company's experience in the Decorative Wall Panels and Decorative Laminates industries, company have the ability to perceive and understand these trends and maintain pace with evolving consumer sentiments and preferences. Company's commitment to innovation enables company's offerings to remain relevant and competitive. Company operate as a fast-fashion brand in the Decorative Wall Panels and Decorative Laminates industries in India with over 113 product catalogues (involving a combination of products and designs) launched in the last four years.

#### *Asset-light business model with global long-term partnerships*

Company operate an asset-light business model with a focus on product design and development. While company develop and sell its products, company outsource its manufacturing processes to its contract manufacturing partners. Company's contract manufacturing partners include global players such as Miga, South Korea, who possess the technology and know-how to manufacture its designs. By outsourcing manufacturing, company minimize the requirement for substantial capital investment in production facilities and equipment. As at March 31, 2025, company worked with 36 contract manufacturers in India and abroad including countries such as South Korea, China, the United States, Romania, Turkey, Indonesia and Portugal.



## COMPANY BACKGROUND

Company develop differentiated design templates for its Decorative Wall Panels and Decorative Laminates which are tailored to meet contemporary architectural and interior design trends, resulting in its identification as product innovators for products like Louvres, Chisel and Auris at India Coverings Expo from 2019 to 2022 . Company study, identify and understand industry trends, the potential product requirements of its consumers and focus on delivering a compelling product portfolio that resonates with diverse market segments. Company, together with its Promoters, have created company's "Euro Pratik" and "Gloirio" brands. Company's merchandising approach focuses on meeting the requirements of its consumers while being cognizant of its product design, placement and marketing capabilities.

Company believe that its growth is, and will be, driven by its ability to make available an assortment of quality products. Over the last seven years, company have introduced a diversified product portfolio which has enabled it to create a distinct market in the Decorative Wall Panels and Decorative Laminates industries catering to various segments, including residential, and commercial applications. As at March 31, 2025, company offered its consumers a wide range of products in India, with over 30 product categories and over 3,000 designs . Company believe that it operate as a fast-fashion brand in the Decorative Wall Panels and Decorative Laminates industries in India with over 113 product catalogues (involving a combination of products and designs) launched in the last four years.

Company offer a quality and eco-friendly alternative to traditional wall decoration products such as wallpaper, wood and paint. Its range of products competes with wallpaper products and premium wall paints in the Indian market by offering a durable and cost-effective product range .Company's products are anti-bacterial, antifungal, free from certain heavy metals such as lead and mercury, and are made from recycled and eco-friendly materials, offering greater environment consciousness than the substitutes in the Indian market such as wood and paint products.

Company manage the distribution of its products through an established, extensive distribution network across 116 cities in India, as at March 31, 2025, which is distributed predominantly across Metros, Mini metros, Tier-I, Tier-II and Tier-III cities, enabling it to reach a broad spectrum of consumers and markets. As at March 31, 2025, company managed a distribution network of 180 distributors across 25 states and five union territories in India, who connect company with several Retail Touchpoints .To create demand for its products, company undertook strategic product placement and comprehensive marketing efforts by initially tapping into Metro cities, where company established its brand equity and created an extensive distribution network which it leveraged to engage with new distributors in other locations. Further, company's distribution system enables reliable delivery of its products to its distributors and consumers across India and other countries. Company's warehouses spread across approximately 194,877.50 square feet in Bhiwandi, Maharashtra, aid the stability of company's operations. Company's warehouses are located near the Nhava Sheva port in Mumbai, which helps company with delivery of its products to its distributors.

To further strengthen company's brands, company have engaged Hrithik Roshan, an established actor, as the brand ambassador for the products under the "Euro Pratik" brand. In similar vein, company's Subsidiary Gloirio has engaged Kareena Kapoor Khan an established actress, as the brand ambassador for the products offered under the "Gloirio" brand.

Company operate on an asset-light business model by outsourcing manufacturing processes to its contract manufacturing partners and have long-term arrangements with select global manufacturers which assists company in offering uniqueproducts. Once company's manufacturing partners receive company's design templates, they produce the finished products in compliance with its specifications and quality standards. Company believe, this approach enables its products to incorporate the latest designs. During the Fiscal 2025, company worked with 36 contract manufacturers across countries including India, South Korea and China..

Company's management team has domain knowledge in the Decorative Wall Panels and Decorative Laminates industries. Two of company's Promoters, Pratik Gunvantraj Singhvi and Jai Gunvantraj Singhvi, who also serve as its Chairman and Managing Director and the Executive Director and Chief Financial Officer, respectively, have over 19 and 13 years of experience in the Decorative Wall Panels and Decorative Laminates industries and have been associated with Company since 2017. Their experience has been instrumental in company developing and implementing its business strategies, anticipating and addressing market trends and changes in consumer preferences, managing and growing company's business operations and maintaining and leveraging relationships with its contract manufacturers and distributors.



## INVESTMENT RATIONALE

<i>Comprehensive product portfolio across various categories</i>	As at March 31, 2025, company offered a range of over 30 product categories and over 3,000 designs and as product innovators for Louvers, Chisel and Auris in India's decorative Wall Panels and Decorative Laminates segment industries company introduced first-to-market products by identifying and understanding consumer and industry trends. Over the last seven years, company have continuously expanded its product offerings by leveraging the "Euro Pratik" and "Gloirio" brand. By diversifying its product range, company aim to stay at the forefront of industry trends and technological advancements. Company product portfolio includes a variety of Decorative Wall Panel products with decorative and functional options catering to diverse architectural and design needs. For instance, company Chisel range of products ease functionality as they are created with a simplified system and are easier to install compared to traditional interlocking systems. Company also offered over 11 Decorative Laminates products, as at March 31, 2025. Some of company's key products in Decorative Laminates are Sapphire, Acroglass, Aster, Corriano, Icore, Docore and Mirage. Company's products also include other decorative products such as profiles, mouldings, translucent panels, highlighters, interior films and exterior claddings. Several of company's product offerings offer a variety of attributes such as being, among other things, durable, sturdy, ecofriendly, anti-bacterial, anti-fungal, free from certain heavy metals such as lead and mercury, moisture resistant, light weight, and are available at different price points in a variety of finishes and effects. As the developer of first-to-market Wall Panel products, including Louvers, Chisel and Auris in India, company believe that it enjoy an early mover advantage in the markets company is present in which has allowed it to set pricing terms for its products, leading to higher margins and a strong competitive edge in the industry.
<i>Comprehensive product portfolio across various categories</i>	As at March 31, 2025, company offered a range of over 30 product categories and over 3,000 designs and as product innovators for Louvers, Chisel and Auris in India's decorative Wall Panels and Decorative Laminates segment industries company introduced first-to-market products by identifying and understanding consumer and industry trends. Over the last seven years, company have continuously expanded its product offerings by leveraging the "Euro Pratik" and "Gloirio" brand. By diversifying company's product range, company aim to stay at the forefront of industry trends and technological advancements.
<i>Pan-India presence with a well-established distribution network</i>	As at March 31, 2025, company had a distribution network of 180 distributors across 25 states and five union territories in India .

## OBJECTS OF OFFER

The objects of the Offer are to (i) to carry out the Offer for Sale by the Selling Shareholders aggregating up to ₹4,513.15 million; and (ii) achieve the benefits of listing the Equity Shares on the Stock Exchanges.

## RISKS

Company is materially dependent on its largest contract manufacturer for manufacturing of its products. In Fiscals 2025, 2024 and 2023, the total value of products purchased from company's top contract manufacturer constituted 24.03 %, 70.56%, and 56.18%, respectively. Loss of company's top contract manufacturer could materially and adversely affect company's business, results of operations and financial condition.

Source:RHP


**Consolidated Financials**

(Rs in Mn)

Financials	FY23	FY24	FY25
Total Revenue (A)	2635.84	2216.98	2842.27
Total Expenditure (B)	1849.17	1406.47	1828.41
EBIDTA	786.67	810.51	1013.86
EBIDTA Margin	29.85	36.56	35.67
Other Income	49.67	84.07	72.97
Depreciation	23.93	34.41	53.11
EBIT	812.41	860.17	1033.72
Interest	10.92	9.81	40.04
PBT	801.49	850.36	993.68
Share of profit in Asso	0.00	-4.56	14.18
PBIT	801.49	845.80	1007.86
Exceptional	0.00	0.00	0.00
PBT	801.49	845.80	1007.86
Tax	205.84	216.73	243.46
PAT	595.65	629.07	764.40
NPM	22.60	28.38	26.89
ROE%	45.81	40.39	32.60
EPS	5.85	6.19	7.53
Eq Cap	5.06	19.83	102.20
Net Worth	1,300.18	1,557.33	2,344.91

(Source: RHP)

**Peer Comparison**

Company Name	Face Value	EPS	P/E	ROE %	NAV
Euro Pratik Sales Limited	1	7.53		32.65	22.91
<b>Peers</b>					
Greenlam Industries Limited	1	2.68	87.54	6.07	44.17
Asian Paints Limited	1	38.25	62.64	19.16	201.84
Berger Paints India Limited	1	10.13	55.77	19.22	52.78
Indigo Paints Limited	10	29.76	40.32	13.79	216.35



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