



LONG TERM SUBSCRIBE

IPO Report

22ND Sept '25

Snapshot

Company is a FMCG company headquartered in Kolkata, West Bengal and in terms of value sold in Fiscal 2025, company is the third largest brand of packaged whole wheat flour (atta) and largest brand in wheat-based derivatives (maida, sooji, dalia) in East India. In East India, in terms of value for Fiscal 2025, Company is also one of the top two players for packaged sattu and besan (which are gram-based flour products) with a share ~43.4% (sattu) and ~4.9% (besan) in East India market for respective products, with a growing presence in various consumer staple categories such as spices and ethnic snacks. In West Bengal Company has a share of approximately 40.5% by value sold in Fiscal 2025 for wheat-based products including wheat flour, maida, sooji and dalia.

VALUATION

Company is bringing the issue at price band of Rs 306-322 per share at p/e multiple of approx. 39x on post issue FY25 basis. Company is largest brand of packaged flour in East India with diversified and continuously expanding product portfolio. Company has well-established and widespread multichannel distributor network and customer reach. Also, company has strategically located advanced manufacturing facilities with stringent quality standards. Hence, we recommend "Long Term Subscribe" to the issue.

Price Band (Rs./Share)	306-322
Opening date of the issue	22nd Sept '2025
Closing Date of the issue	24th Sept '2025
No of shares pre issue	36,373,259 Eq Shares
Issue Size	Rs 395-409 Cr
Fresh issue	Rs 130 Cr
Offer For Sale	86,58,333 Eq Shares
Face Value (Rs/ share)	Rs 10/share
Bid Lot	46
Employee Discount	Rs 30/share
BIDDING DETAILS	
QIBs (Including Anchor)	50% of the offer (Approx 63,21,271 Eq Shares)
Non-Institutional	15% of the offer (Approx 18,99,682 Eq Shares)
Retail	35% of the offer (Approx 44,32,591 Eq Shares)
Employee Reservation	Rs 1 Cr
Lead managers	DAM Capital, IIFL Capital, Motilal Oswal
Registrar to the issue	MUFG Intime India Pvt. Ltd

WHAT WE LIKE

Largest brand of packaged flour in East India

In terms of value sold, company is one of the largest brand of wheat-based and gram-based derivatives in East India in Fiscal 2025 accounting for approximately 12.6% of the East India market share for packaged wheat and gram-based products. In addition, company is the third largest brand in terms of value sold in Fiscal 2025, of packaged wheat flour in East India, with a share of approximately 8%.

Diversified and continuously expanding product portfolio

Company's product portfolio currently comprises (i) whole wheat flour (atta), (ii) wheat and gram-based value-added flour products (including, refined wheat flour (*maida*), semolina flour (*sooji*), roasted gram flour (*sattu*), gram flour (*besan*), cracked wheat (*dalia*) amongst others) and (iii) other emerging food products including packaged instant food mixes, spices (whole, CTC powder (chilli, turmeric and coriander) and blended), ethnic snacks (such as bhujia and chanachur) and ethnic flours such as singhara flour, pearl millet (*bajri*) flour. Company's ability to identify market trends and develop quality products are significant factors that have contributed to the growth of its business.

Track record of healthy financial performance

Company have established a track record of consistent and healthy revenue growth and profitability. Company's revenue from operations increased from ₹6,107.51 million in Fiscal 2023 to ₹8,504.62 million in Fiscal 2025 at a CAGR of 18.00%.



COMPANY BACKGROUND

As on March 31, 2025, company service its general trade channel with over 28 C&F agents, 9 super stockists and 972 distributors. As on March 31, 2025, company's product portfolio comprises of 42 products with 232 SKUs across various product categories. Company offer a range of consumer staples comprising of (i) whole wheat flour (atta), (ii) wheat and gram-based value-added flour products (including, refined wheat flour (maida), semolina flour (sooji), roasted gram flour (sattu), gram flour (besan), cracked wheat (dalia) amongst others) and (iii) other emerging food products including packaged instant food mixes (such as khaman dhokla and bela kachori), spices (whole, CTC powder (chilli, turmeric and coriander) and blended), ethnic snacks (such as (including bhujia and chanachur) and ethnic flours such as singhara flour, pearl millet (bajri) flour, etc. Company's products are sold under its flagship brand "Ganesh", which serves as our primary identity in the market. In order to meet a varied range of consumer needs in the market, the brand has been expanded through multiple brand extensions, offering a variety of products with unique attributes tailored to specific market segments. Company have consistently sought to evolve its product portfolio, resulting in the launch of 11 products (spices, ethnic snacks, variants of sattu like chocolate sattu, jal jeera sattu, etc.), along with 94 SKUs across company's product categories, over the past three financial years.

The journey of Company and brand started in 1936 when it started with a retail outlet store in Burrabazar, Kolkata. Company corporatised its business, under the able guidance of its Promoter and Managing Director, Manish Mimani, in 2000, which enabled Company to reach its current position. Company is currently managed by a qualified senior management team with extensive experience in the consumer goods and food and beverages industry, which enable company to capitalize on future growth opportunities.

Company's business is primarily driven by its business-to-consumer (B2C) operations, which contributes 76.98% of revenues in the last Fiscal 2025. Company's business operations other than B2C include, (i) business-to-business (B2B) operations that comprise supply of certain of its products sold through brokers to other FMCG companies, HoReCa businesses and small retailers and (ii) sale of by-products from company's manufacturing process such as wheat bran and chana chunni, which are used as cattle feed.

OBJECTS OF OFFER

The Offer comprises a Fresh Issue aggregating up to ₹1,300.00 million by Company and an Offer for Sale of up to 8,658,333 Equity Shares,

Company proposes to utilise the Net Proceeds from the Fresh Issue towards funding the following objects:

1. Prepayment and/or repayment of all or a portion of certain outstanding borrowings availed by Company;
2. Funding capital expenditure for the setting up of a roasted gram flour and gram flour manufacturing unit in Darjeeling, West Bengal; and
3. General corporate purposes.

RISKS

Company's operations are dependent on the supply of raw materials. Inadequate or interrupted supply and price fluctuation of its raw materials and packaging materials could adversely affect company's business, results of operations, cash flows, profitability and financial condition. Any increase in the cost of, or a shortfall in the availability of, such raw materials could have an adverse effect on company's business and results of operations, and seasonable variations could also result in fluctuations in company's results of operations.

Source:RHP


Consolidated Financials

(Rs in Mn)

Financials	FY23	FY24	FY25
Total Revenue (A)	6107.51	7590.73	8504.62
Total Expenditure (B)	5546.07	6957.19	7772.25
EBIDTA	561.44	633.54	732.37
EBIDTA Margin	9.19	8.35	8.61
Other Income	40.26	61.86	46.94
Depreciation	171.13	265.50	236.25
EBIT	430.57	429.90	543.06
Interest	66.55	65.80	63.92
PBT	364.02	364.10	479.14
Share of profit in Asso	0.00	0.00	0.00
PBIT	364.02	364.10	479.14
Exceptional	0.00	0.00	0.00
PBT	364.02	364.10	479.14
Tax	92.98	94.18	124.82
PAT	271.04	269.92	354.32
NPM	4.44	3.56	4.17
ROE%	13.44	12.35	15.81
EPS	7.45	7.42	9.74
Eq Cap	363.73	363.73	363.73
Net Worth	2,043.23	2,213.54	2,268.40

(Source: RHP)

Peer Comparison

Company Name	Face Value	EPS	P/E	ROE %	NAV
Ganesh Consumer Products Limited(9.74			
	10			15.81	61.62
Peers					
Patanjali Foods Limited		35.94	50.15		
	2			11.96	300.36
AWL Agri Business Limited (formerly known as Adani Wilmar Limited)		9.44	27.15		
	1			13.12	71.91



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