

This is an abridged prospectus containing salient features of the Prospectus dated September 21, 2022. You are encouraged to read greater details available in the Prospectus (Download link:- <https://www.lloydsluxuries.in/pdf/Prospectus.pdf>).

THIS ABRIDGED PROSPECTUS CONSISTS OF SIX PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.



LLOYDS LUXURIES LIMITED

CIN: U74999MH2013PLC249449; Date of Incorporation: October 21, 2013

Registered Office	Corporate Office	Contact Person	Email and Telephone	Website
Trade World, 'C' Wing, 16 th Floor, Kamala City, Senapati Bapat Marg, Lower Parel (W), Mumbai City-400013, Maharashtra, India.	B2, Unit No. 3, 2 nd Floor, Madhu Estate, Pandurang Budhkar Marg, Lower Parel, Mumbai-400013, Maharashtra, India.	Ms. Shubhada Mahendra Shirke Company Secretary & Compliance Officer	cs@lloydsluxuries.in +91-022-68238888	www.lloydsluxuries.in

PROMOTERS OF THE COMPANY

Mr. Shree Krishna Mukesh Gupta and M/s Plutus Trade & Commodities LLP

Type of Issue (Fresh/ OFS/ Fresh & OFS)	Fresh Issue Size (by no. of shares or by amount in Rs)	OFS Size (by no. of shares or by amount in Rs)	Total Issue Size (by no. of shares or by amount in Rs)	Issue Under 6(1)/ 6(2)	Share Reservation		
					RII	Other than RII (NIIs and QIBs)	Market Maker
Fresh Issue	60,00,000 Equity Shares	Nil	60,00,000 Equity Shares	This issue is being made in terms of regulation 229 and 253(1) of Chapter IX of the SEBI (ICDR) Regulations, 2018 as amended.	At least 28,50,000 Equity Shares	At least 28,50,000 Equity Shares	3,00,000 Equity shares

These equity shares are proposed to be listed on NSE EMERGE (i.e. SME platform of NSE Limited).

OFS: Offer for Sale

Details of OFS by Promoter(s)/ Promoter Group/ Other Selling Shareholders

Name	Type	No of Shares offered/ Amount in Rs	WACA in Rs per Equity	Name	Type	No of Shares offered/ Amount in Rs	WACA in Rs per Equity
NOT APPLICABLE AS THE ENTIRE ISSUE CONSTITUTES FRESH ISSUE OF EQUITY SHARES							

PRICE BAND, MINIMUM BID LOT & INDICATIVE TIMELINES

Issue Price*	Rs. 40/- Per Equity Share of Face Value of Rs. 10 Each.
Minimum Lot Size	3,000 Equity Shares
Issue Open On	Wednesday, September 28, 2022
Issue Closes On	Friday, September 30, 2022
Finalization of Basis of Allotment	On or about Thursday, October 06, 2022
Initiation of Allotment / Refunds / Unblocking of Funds from ASBA Account or UPI Id Linked Bank Account	On or about Friday, October 07, 2022
Credit of Equity Shares to Demat accounts of Allottees	On or about Monday, October 10, 2022
Commencement of Trading of Equity Shares	On or about Tuesday, October 11, 2022

*For details of price and "Basis of Issue Price", please refer to page 78 of the Prospectus.

Details of WACA of all shares transacted over the trailing eighteen months from the date of Prospectus by the promoters

Period	Name of the Promoter	Weighted Average Cost of Acquisition (in Rs.)
Trailing Eighteen Month from the date of Prospectus	Mr. Shree Krishna Mukesh Gupta	-
	M/s Plutus Trade & Commodities LLP	40.14

WACA: Weighted Average Cost of Acquisition shall be calculated on fully diluted basis for the trailing eighteen months from the date of Prospectus.

RISKS IN RELATION TO THE FIRST OFFER

This being the first Public Issue of our Company, there has been no formal market for the securities of our Company. The face value of the shares is ₹ 10 per Equity Shares and the Issue price is ₹ 40 per Equity Share and the Issue Price is 4 times of the face value. The Issue Price (as determined by our Company in consultation with the Lead Manager) as stated in the chapter titled on “Basis for Issue Price” beginning on page 78 of the Prospectus should not be taken to be indicative of the market price of the Equity Shares after such Equity Shares are listed. No assurance can be given regarding an active or sustained trading in the equity shares of our Company or regarding the price at which the Equity Shares will be traded after listing.

GENERAL RISKS

Investment in equity & equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India (“SEBI”), nor does, SEBI guarantee the accuracy or adequacy of the contents of the Prospectus. Specified attention of the investors is invited to the section titled “Risk Factors” at page 23 of the Prospectus and on page 8 of this Abridged Prospectus.

PROCEDURE

You may obtain a physical copy of the Application Form and the Prospectus from the stock exchange, Lead Manager, registrar to the issue, share transfer agents, depository participants, stock brokers, underwriters, bankers to the issue, investors’ associations or Self Certified Syndicate Banks.

If you wish to know about processes and procedures applicable to this issue, you may request for a copy of the Prospectus and/or the General Information Document (GID) from the Lead Manager’s or download it from the website of the Stock Exchange i.e. www.nseindia.com and the Lead Manager www.hemsecurities.com.

PRICE INFORMATION OF LEAD MANAGER’S*

Issue Name	Name of Merchant Banker	+/- % change in closing price, (+/- % change in closing benchmark)- 30 th calendar days from listing	+/- % change in closing price, (+/- % change in closing benchmark)- 90 th calendar days from listing	+/- % change in closing price, (+/- % change in closing benchmark) - 180 th calendar days from listing
Knowledge Marine & Engineering Works Limited	Hem Securities Limited	0.68% [-3.40%]	31.08% [5.63%]	14.59% [17.52%]
EKI Energy Services Limited		225.20% [-0.92%]	608.48% [6.44%]	3029.41% [19.41%]
DU Digital Technologies Limited		53.85% [7.32%]	113.85% [4.68%]	257.85% [2.74%]
Prevest Denpro Limited		186.61% [1.77%]	270.83% [-4.92%]	323.51% [-4.13%]
Jainam Ferro Alloys (I) Limited		3.57% [0.97%]	21.43% [-0.83%]	137.86% [-0.49%]
Shri Venkatesh Refineries Ltd.		9.50% [0.36%]	47.88% [-0.65%]	215.00% [-1.94%]
KN Agri Resources Limited		212.40% [-1.07%]	83.60% [-9.70%]	N.A.
Krishna Defence and Allied Industries Limited		112.82% [-7.84%]	30.54% [-12.63%]	N.A.
Eighty Jewellers Limited		0.49% [-9.51%]	-3.02% [-8.26%]	N.A.
Kesar India Limited		46.47% [10.11%]	N.A.	N.A.

Note:

- BSE SENSEX and CNX NIFTY have been considered as the benchmark index.
- Prices on BSE/NSE are considered for all of the above calculations.
- In case 30th /90th /180th day is not a trading day, closing price on BSE/NSE of the next trading day has been considered.
- In case 30th /90th /180th day, scrips are not traded then last trading price has been considered.
- N.A. – Period not completed.

For further details, please refer to “Other Regulatory and Statutory Disclosures - Price information of past issues handled by the Lead Managers” on page 208 of the Prospectus.

Name of Lead Manager and contact details (telephone and email id) of each Lead Manager	Hem Securities Limited Address: 904, A Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Lower Parel, Mumbai-400013, Maharashtra, India Tel No.:+91-22-4906 0000 Email: ib@hemsecurities.com Contact Person: Mr. Ajay Jain
Name of Syndicate Members	Not Applicable
Name of Market Maker	Hem Finlease Private Limited Address:203, Jaipur Tower, M I Road, Jaipur, 302001, Rajasthan, India Telephone:0141-4051000 Email: ib@hemsecurities.com Website: www.hemsecurities.com SEBI Registration No.: INZ000167734 Market Maker Registration No.: SMEREG2020090906741
Name of Registrar to the Issue and contact details (telephone and email id)	Bigshare Services Private Limited Address: S6-2, 6 th Floor, Pinnacle Business Park, Next to Ahura Centre, Mahakali Caves Road, Andheri (East) Mumbai – 400093, India Tel No.: +91 22 6263 8200 Email: ipo@bigshareonline.com Contact Person: Mr. Aniket Chindarkar
Name of Statutory Auditor	M/s. S. Y. Lodha and Associates, Chartered Accountants
Name of Credit Rating Agency and the rating or grading obtained, if any	Not Applicable
Name of Debenture trustee, if any.	Not Applicable
Self-Certified Syndicate Banks	The list of banks is available on https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes
Non Syndicate Registered Brokers	You can submit Application Forms in the Issue to Non Syndicate Registered Brokers at the Non Syndicate Broker Centres. For further details, see section titled “Issue Procedure” beginning at page 224 of the Prospectus
Details regarding website address(es)/ link(s) from which the investor can obtain list of registrar to issue and share transfer agents, depository participants and stock brokers who can accept application from investor (as applicable)	https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes

PROMOTERS OF THE ISSUER COMPANY

Sr. No.	Name	Individual/ Corporate	Experience & Educational Qualification
1	Mr. Shree Krishna Mukesh Gupta	Individual	Mr. Shree Krishna Mukesh Gupta is the Chairman and Non-Executive Director of our Company. He has been associated with the Company since 2013. He has completed his Bachelor of Science in International Business from Brunel University London, U.K in 2013. He has a work experience of over 7 years in the Salon and Beauty Industry. He is instrumental in formulating and implementing strategy and plays pivotal role in business development, sales, administration and finance functions of our Company.
2	Plutus Trade & Commodities LLP	Corporate	Plutus Trade & Commodities LLP (“Plutus”) was registered as a Limited Liability Partnership under the Limited Liability Partnership Act, 2008 (“LLP Act”) in the name and style of “Plutus Trade & Commodities LLP” (LLPIN: AAE-1921). There has been no change in activities since the incorporation of Plutus Trade & Commodities LLP. It is engaged in carrying on in India and elsewhere the business of buying, selling, re-selling, importing, exporting, transporting, storing, developing, promoting, marketing or supplying, trading and to act as broker, trader, agent, C & F agent, shipper, commission agent, distributor, representative, franchiser, consultant, collaborator, stockiest, liasioner, job worker, export house of goods, merchandise and services of all grades, specifications, descriptions, applications, modalities, fashions, including by-products, spares or accessories thereof, on retail as well as on wholesale basis, exhibitors of various goods, services and merchandise and to undertake the necessary activities to promote sales of goods, services and merchandise manufactured/dealt with/provided by the LLP and other ancillary business activities for achieving the main object of the LLP.

Company Overview

Incorporated in 2013, Lloyds Luxuries Limited is amongst the organized player of salon services and beauty products in India, focused on grooming men to perfection. We own exclusive franchisee of Truefitt & Hill, which is an international brand offering a wide range of beauty products and salon services for men through the luxury barbershops operating across many countries. The brand is exclusively owned by Truefitt & Hill (Gentlemen’s Grooming) Limited, a company registered under the law of England and Wales and having its office in London, United Kingdom.

Product/ Service Offering

The company offers luxury men’s grooming services under the brand name of Truefitt and Hill. The signature experiences are - The Royal Shave, The Royal Haircut and The Royal Manicure & Pedicure, facials services involving dedicated time to ensure complete rejuvenation.

The major products range of the company are **1805, Trafalgar, Grafton, West India Limes, Authentic No.10, Ultimate Comfort, Apsley, Sandalwood** which include different types of grooming products like after shave lotion, shaving cream, preshave oil, shaving soap, shower gel, shower scrub, shower cream, daily facial cleanser, face scrub, facial moisturizer and cologne, etc.

Sales turnover for the periods indicated:

(Rs. in lakhs)

Particulars	Fiscal year ended		
	2021-22	2020-21	2019-20
Service	1391.71	1022.91	1835.83
Products	559.85	684.47	436.40
Franchises Fees	15.00	15.00	373.51
Royalty	99.06	90.64	105.49
Total Revenue	2065.62	1813.02	2751.23

Revenue segmentation by geographies

The company sell men grooming products through 27 stores, of which 14 barber stores under the brand Truefitt & Hill across 7 cities in India and 13 through sub-franchisee out of which 12 barber stores in India and 1 in Dhaka, Bangladesh.

Key Performance Indicators:

Particulars	Fiscal 2022	Fiscal 2021	Fiscal 2020
Total Income	2,086.05	1,855.58	2,801.63
EBITDA1	(504.74)	56.52	4.39
Net Profit After Tax	(916.78)	(303.07)	(323.80)
Return on Net Worth	(67.86%)	NA	NA

¹ EBITDA = PBT + depreciation and amortisation + finance cost - Other Income

Industries Served

Company is serving cosmetics and personal care industry in various Men’s Grooming Services and Men’s Grooming Products.

Intellectual Property, if any

As on date of Prospectus, the Company owns 3 trademarks which are registered with the Registrar of Trademarks in its own name. Further, the trademarks relating to the Truefitt & Hill are registered in the name of Truefitt & Hill (Gentlemen’s Grooming) Limited under Registrar of trademarks, India pursuant to master franchise agreement

Market Share:

Not Ascertainable

Manufacturing plant, if any:

We do not carry any manufacturing operations from our own premises. All major products are manufactured by Master franchisor and imported by us in India.

Employee Strength:

As on June 30, 2022, Our Company has employed 216 permanent full-time employees other than the managerial personnel.

BOARD OF DIRECTORS

Sr. No.	Name	Designation (Independent/ Whole Time/ Executive/ Nominee)	Experience & Educational Qualification	Other Directorships
1.	Mr. Prannay Dokkania	Managing Director	Experience: 18 years Qualification: Post Graduate Diploma in Management (PGDM)	Indian Companies: Nil Foreign Companies: Nil
2.	Mr. Shree Krishna Mukesh Gupta	Chairman & Non-Executive Director	Experience: 7 years Qualification: Bachelor of Science	Indian Companies: Trofi Chain Factory Private Limited Foreign Companies: Nil
3.	Mrs. Vandini Gupta	Non-Executive Director	Experience: 6 years Qualification: Chartered Financial Analyst (CFA)	Indian Companies: Nil Foreign Companies: Nil
4.	Mr. Kabir Malhotra	Independent Director	Experience: 8 years Qualification: Bachelor of Management Studies (B.M.S.)	Indian Companies: Nil Foreign Companies: Nil
5.	Mr. Aashay Amish Choksi	Independent Director	Experience: 7 years Qualification: Bachelor of Science in Business Administration	Indian Companies: Trio Jewels Private Limited Foreign Companies: Nil

OBJECTS OF THE ISSUE

Details of means of finance: The fund requirements for each of the objects of the Issue are stated as follows:

(Rs. in lakhs)

Sr. No.	Objects of the Issue	Total estimate cost	Amount deployed till September 21, 2022	Amount to be financed from Net Proceeds	Estimated Net Proceeds Utilization	
					Fiscal 2022-23	Fiscal 2022-23
1	Financing the expenditure for Opening new stores	543.65	-	543.65	241.62	302.03
2	Repayment of short term borrowings	902.00	-	902.00	902.00	-
3	To meet Working Capital requirements	450.00	-	450.00	450.00	-
4	General Corporate Purpose	318.10	-	318.10	318.10	-
	Total Net Proceeds	2213.75	0.00	2213.75	1911.72	302.03

Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues / rights issue, if any, of the Company in the preceding 10 years. – NIL

Name of monitoring agency, if any – Not Applicable

Terms of Issuance of Convertible Security, if any - Not Applicable

Shareholding Pattern:

Sr. No.	Particulars	Pre Issue number of shares	% Holding of Pre issue
1.	Promoter and Promoter Group	1,64,99,997	100.00%
2.	Public	3	0.00%
	Total	1,65,00,000	100.00%

Number/ amount of equity shares proposed to be sold by selling shareholders, if any: Not Applicable

RESTATED AUDITED FINANCIALS

Particulars	2021-22	2020-21	2019-20
Total income from operations (Net)	2065.62	1813.02	2751.23
Net Profit/ (Loss) before tax and extraordinary items	(940.46)	(314.96)	(350.90)
Net Profit/ (Loss) after tax and extraordinary items	(916.78)	(303.07)	(323.80)
Equity Share Capital	1650.00	2500.00	2500.00
Reserves and Surplus	(298.98)	(3,732.21)	(3,429.13)
Net worth	1351.02	(1232.21)	(929.13)
Basic/ Diluted earnings per share (Rs.)	(35.54)	(15.15)	(16.19)
Return on net worth (%)	-67.86%	NA	NA
Net asset value per share (A/C) (Face Value of ₹ 10 Each)	8.19	(176.61)	(161.46)

INTERNAL RISK FACTORS

The below mentioned risks are top 5 risk factors as per the Prospectus:

1. We expect to continue to incur net losses for the foreseeable future and we may not achieve profitability in the future. Because the market for our products and services is evolving, it is difficult for us to predict our future results of operations or the limits of our market opportunity. We expect our operating expenses to increase as we hire additional personnel, broaden our marketing efforts and promotional activities, expand our operations and infrastructure, continue to enhance our brand, and develop and expand its capabilities, expand our products and services which may result in an increase in net losses. Any failure to increase our net revenue sufficiently to keep pace with our initiatives, investments, and other expenses could prevent us from achieving profitability or positive cash flow on a consistent basis in future periods
2. In 2013, we have entered into a Master Franchise agreement with Truefitt & Hill (Gentlemen’s Growing) Limited under which we own exclusive rights to open stores in the brand name of “Truefitt & Hill” either directly or through sub franchise arrangements in India, Nepal, Sri Lanka, Bhutan, Vietnam, Myanmar and Bangladesh. In 2019 we have entered into another Master Franchise agreement with Mary Cohr under which we own exclusive rights to open stores in the brand name of “Mary Cohr” either directly or through sub franchise arrangements in India. The Master Franchise Agreements provides us with the right and license to develop, establish and operate salons and permit the sub-franchises salons of the respective brands. These agreements contain certain restrictive covenants which includes in our Master Franchise agreement. Any failure to comply with these obligations and covenants may have a material adverse effect on our business and future prospects
3. Our business is largely dependent on the success of the Truefitt & Hill and Mary Cohr, including the financial condition, advertising programs, new product development, overall quality of operations and its successful and consistent operation. We have no direct control over the management or operations of Truefitt & Hill (Gentlemen’s Growing) Limited and Mary Cohr. Any damage to the brand could adversely impact the trust placed in it and our reputation and cause existing customers or intermediaries to withdraw their business. Furthermore, negative publicity may also result in increased regulation and legislative scrutiny of industry practices as well as increased litigation, which may further increase our costs of doing business and adversely affect our financial condition.
4. Our Truefitt & Hill and Mary Cohr brands products and salon services may cause unexpected and undesirable side effects or injury that could result in discontinuation or expose us to lawsuits, either of which could result in damage to our reputation or impose additional costs, which could have a material adverse effect on our business, financial condition, and cash flows.
5. Our auditor has included audit qualifications in the financial statements of the Company which have been adjusted in the restated financial statement of the Company

SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

- A. Total number of outstanding litigations against the company and amount involved

Name of Entity	Criminal Proceedings	Tax Proceedings	Statutory or Regulatory Proceedings	Disciplinary actions by the SEBI or Stock Exchanges against our Promoters	Material Civil Litigations	Others	Aggregate amount involved (Rs in lakhs)
Company							
By the Company							
Against the Company		1				2	0.68 Not Ascertainable
Directors and Promoters							
By our Directors							
Against the Directors							

- B. Brief details of top 5 material outstanding litigations against the company and amount involved: **Nil**
- C. Regulatory Action, if any-disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any: **Nil**
- D. Brief details of outstanding criminal proceedings against Promoters: **Nil**

For further details of the outstanding litigation proceedings, see “Outstanding Litigation and Material Developments” on page 190 of the Prospectus.

ANY OTHER IMPORTANT INFORMATION AS PER LEAD MANAGER/ ISSUER COMPANY: NIL

DECLARATION BY THE COMPANY

We hereby declare that all relevant provisions of the Companies Act, 1956, the Companies Act, 2013 and the guidelines/ regulations issued by the Government of India or the guidelines/regulations issued by the Securities and Exchange Board of India, established under Section 3 of the Securities and Exchange Board of India Act, 1992, as the case may be have been complied with and no statement made in the Prospectus is contrary to the provisions of the Companies Act, 1956, the Companies Act, 2013, the Securities and Exchange Board of India Act, 1992 or rules made or guidelines or regulation issued there under, as the case may be. We further certify that all statements in the Prospectus are true and correct.

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