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Affle (India) Limited IPO (Affle IPO) Detail

Jul 29, 2019 - Jul 31, 2019

Incorporated in 2005, Affle (India) Limited is a mobile marketing firm offering a Consumer and Enterprise Platforms. The platform is built to mitigate digital ad fraud, assisting consumer privacy expectations and improve returns on marketing expenses by delivering mobile ads.

The advertising agencies of business to consumer (B2C) companies uses the consumer platform across different industries. The list of industries includes telecom, fin-tech, e-commerce, retail, FMCG companies, and media.

Affle uses user-intent indicators based on transactional data, marketing attribution and behavioural signals. Based on such information, the company predicts the likely interest of the user. It keeps on updating the system based on data to improve consumer engagement and enable consumer actions. The company runs the campaigns on data intelligence basis to drive high volumes at an efficient price.

The company earns revenue from a cost per converted user (CPCU) basis. The conversion can be based on the transaction (purchase a product or service) and consumer acquisition model (acquire a new consumer). Besides, the company also earns revenue by engagement and awareness type advertising.

Affle also provides end-to-end solutions by developing App, offering enterprise platform, assisting offline e-commerce businesses in offline to online commerce. Microsoft has a 6.48% stake in the Singapore based Affle Holdings.

The competitive strengths of the company are:

1. A high growth market
2. A good track record
3. Low-cost business model
4. Deep understanding of consumer intent and behaviour
5. Global customer base

Company Promoters:

The promoters of our Company, being Anuj Khanna Sohum and Affle Holdings



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Company Financials:

Summary of financial Information (Restated)

Particulars	For the year/period ended (in Rs. 10 Lakhs)					
	31-Mar-19	31-Mar-18	31-Mar-17	31-Mar-16	31-Mar-15	31-Mar-14
Total Assets	935.85	580.31	486.89	539.05	288.71	141.01
Total Revenue	1,177.94	837.56	656.29	879.71	393.27	148.36
Profit After Tax	166.79	88.31	3.30	23.94	22.55	12.91

Objects of the Issue:

The objects for which the company intends to use the Net Proceeds are as follows:

1. Funding the working capital requirements of the Company; and
2. General corporate purposes.



Affle IPO Details

Issue Open	Jul 29, 2019 - Jul 31, 2019
Issue Type	Book Built Issue IPO
Issue Size	[.] Eq Shares of Rs 10 (aggregating up to Rs 459.00 Cr)
Fresh Issue	1,216,200 Eq Shares of Rs 10 (aggregating up to Rs 90.00 Cr)
Offer for Sale	4,953,020 Eq Shares of Rs 10 (aggregating up to Rs 369.00 Cr)
Face Value	Rs 10 Per Equity Share
Issue Price	Rs 740 - Rs 745 Per Equity Share
Market Lot	20 Shares
Min Order Quantity	20 Shares
Listing At	BSE, NSE

Conclusion: As issue appears to be fully priced, Risk savvy cash surplus investors may consider investment for long term.