



# Prataap Snacks Limited IPO (Prataap Snacks) Detail

**Sep 22, 2017 - Sep 26, 2017**

Incorporated in 2009, Prataap Snacks is Indore, MP based Indian Snack Food Company. Prataap Snacks sell products under the brand name "Yellow Diamond". Company is among the top 6 Indian organized snack market.

Prataap Snacks has a diversified product portfolio including traditional and western snacks. Company manufacture and sell its snacks under three major savory snack food categories:

1. Extruded Snacks: Processed, reconstituted and shaped potato or cereal based snacks. This includes Puffs, Rings, Pellets and Chulbule products.
2. Chips: Fried, sliced chips or crisps made from potatoes, hummus, lentils.
3. Namkeen: Traditional savoury Indian snack which includes products such as moong dal, masala or fried nuts, sev and bhujia.

In Fiscal 2017, revenue from Extruded Snacks, Chips and Namkeen represented 62.99%, 23.85%, and 12.23%, respectively

Company has pan-India distribution network supported by strategically located manufacturing facilities. Company's distribution network included 205 super stockists and over 3,400 distributors.

Prataap Snacks own and operate three manufacturing facilities, one located at Indore and the other two located at Guwahati, Assam.

## Company Promoters:

The Promoters of the Company are Arvind Mehta, Amit Kumat, Apoorva Kumat, Rajesh Mehta, Naveen Mehta, Arun Mehta, Kanta Mehta, Rita Mehta, Premlata Kumat, Swati Bapna, Rakhi Kumat, Sandhya Kumat and SCI Growth Investments II.

## Company Financials:



## Summary of financial Information (Consolidated)

Particulars	For the year/period ended (in Rs. million)				
	31-Mar-17	31-Mar-16	31-Mar-15	31-Mar-14	31-Mar-13
<b>Total Assets</b>	4,271.75	3,414.01	2,991.31	2,798.79	2,220.65
<b>Total Revenue</b>	9,054.57	7,579.01	5,605.71	4,468.45	3,444.84
<b>Profit After Tax</b>	98.93	273.73	99.02	53.79	148.72

## Objects of the Issue:

The Issue comprises the Fresh Issue and the Offer for Sale.

### 1. Offer for Sale

Each of the Selling Shareholders will be entitled to their respective portion of the proceeds from the Offer for Sale. Company will not receive any proceeds from the Offer for Sale.

### 2. Fresh Issue

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

- A. Repayment/pre-payment, in full or part, of certain borrowings availed by the Company;
- B. Funding capital expenditure requirements in relation to expansion and modernisation at certain of our existing manufacturing facilities;
- C. Investment in its Subsidiary, Pure N Sure, towards enabling the repayment/pre-payment of certain borrowings availed of by our Subsidiary;
- D. Marketing and brand-building activities; and
- E. General corporate purposes.



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#### Issue Detail:

- »» **Issue Open:** Sep 22, 2017 - Sep 26, 2017
- »» **Issue Type:** Book Built Issue IPO
- »» **Issue Size:**
  - > Fresh Issue of [.] Equity Shares of Rs 5 aggregating up to Rs 200.00 Cr
  - > Offer for Sale of 3,005,770 Equity Shares of Rs 5 aggregating up to Rs [.] Cr
- »» **Face Value:** Rs 5 Per Equity Share
- »» **Issue Price:** Rs 930 - Rs 938 Per Equity Share
- »» **Market Lot:** 15 Shares
- »» **Minimum Order Quantity:** 15 Shares
- »» **Listing At:** BSE, NSE

### **Conclusion: IPO Look Expensive Investors Should Avoid the IPO.**

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