



**NIFTY ONLY**

## TCNS Clothing Co. Limited IPO (TCNS Clothing IPO) Detail

Jul 18, 2018 - Jul 20, 2018

Incorporated in 1997, Delhi based TCNS Clothing Co. Limited is a company engaged in the business of designing, manufacturing, marketing and retailing of branded apparels for women. According to Technopak, as of November 2017, it was India's leading women's branded apparel company in terms of the total number of exclusive brand outlets.

TCNS offers top-wear, bottom-wear, drapes, combo-sets and accessories etc., catering to the varied wardrobe requirements of Indian women. Company's brand portfolio includes 3 brands:

1. **'W'** - A premiere brand targeted at women's casual and workwear requirements. 'W' has been recognized as Most Admired Fashion Brand in category 'Women's Indian Wear' by India Fashion Forum for 3 consecutive years between 2015 to 2017.
2. **Aurelia** - A contemporary ethnic wear brand that grew in revenue at a CAGR of 70.82% during 2013-17.
3. **Wishful** - A premium occasion wears brand that grew in revenue at a CAGR of 66.66% during 2013-17.

TCNS has established a diversified retail presence through multiple distribution channels spread across 31 states and Union Territories. The company sells its products through:

- 465 exclusive brand outlets
- 1,469 large format store outlets
- 1,522 multi-brand outlets
- 6 exclusive outlets in Nepal, Mauritius, and Sri Lanka

It also sells its products through its website and other online retailers.

The company's total revenue for Fiscal 2018 was ₹8,491.57 million. It grew at 31.89% CAGR between Fiscals 2016 and 2018. The comprehensive income and EBITDA was ₹977.67 million and ₹1,837.18 million, respectively, for Fiscal 2018.

TCNS has 3,086 employees on its payroll including a design team of 37 employees and retail staff of 2,887 employees. The company also has 301 personnel engaged on a contractual basis.

Strengths of the Company are:

1. Strong brands give it a lead in the spacious organized market.
2. Pan India multi-channel distribution network gives it access to underpenetrated markets.
3. Rich product portfolio with a wide range of design and fits to cater to the changing trends in customers buying behavior.
4. Institutionalized and creative product design process allows it to quickly launch new products and refresh its product offerings according to changing preferences of customers.

### Company Promoters:

The Promoters of the Company are Onkar Singh Pasricha and Arvinder Singh Pasricha. The Promoters hold 21,378,245 Equity Shares constituting 37.93% of the Company's issued, subscribed and paid-up Equity Share capital.



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### Company Financials:

Summary of financial Information (Restated Standalone)

Particulars	For the year/period ended (in Rs. Million)		
	31-Mar-18	31-Mar-17	31-Mar-16 (Proforma)
<b>Total Assets</b>	5,763.59	4,258.04	3,087.843
<b>Total Revenue</b>	8,491.57	7,129.73	4,881.35
<b>Profit After Tax</b>	980.97	157.97	(414.96)

### Objects of the Issue:

The objects of the Offer are-

1. Sale of up to 15,714,038 Equity Shares by the Shareholders.
2. Boost the visibility and brand image of the company.
3. Provide a public market for the shares of the company.

The Company will not receive any proceeds from the Offer and all the proceeds will go to the Selling Shareholders.

### Issue Detail:

- »» **Issue Open:** Jul 18, 2018 - Jul 20, 2018
- »» **Issue Type:** Book Built Issue IPO
- »» **Issue Size:** 15,714,038 Equity Shares of Rs 2 aggregating up to Rs 1,125.13 Cr
  - > Offer for Sale of 15,714,038 Equity Shares of Rs 2 aggregating up to Rs [.] Cr
- »» **Face Value:** Rs 2 Per Equity Share
- »» **Issue Price:** Rs 714 - Rs 716 Per Equity Share
- »» **Market Lot:** 20 Shares
- »» **Minimum Order Quantity:** 20 Shares
- »» **Listing At:** BSE, NSE

**Conclusion:- As issue appears fully priced, Investors Should Avoid the IPO.**