



# KSHITIJ POLYLINE LTD.

Mumbai, India

## SME IPO – LISTING AT NSE EMERGE

---

Company is planning list on NSE Emerge for 25,00,000 Equity shares at Rs.35 per equity share of Rs.10 each with a Rs. 25 share premium aggregating Rs. 875.00 Lakhs

# PUBLIC ISSUE HIGHLIGHTS

---



- Equity Shares - Listing at NSE EMERGE platform
- IPO size – 25,00,000 Equity Shares of Face Value Rs. 10 for cash at price Rs. 35/- per share aggregating Rs. 875 lacs
- Market Lot size – 4000 equity shares and Application size Rs. 1,40,000/-
- Promoter's Stake – post issue 62.76 %
- DRHP filed with National Stock Exchange
- IPO Dates:- Coming Soon

# EXECUTIVE SUMMARY

<b>Company Overview</b>	Inception in 2008 Registered and corporate office in Mumbai	32,000 sq ft. manufacturing facility in Silvasa, Dadra & Nagar Haveli	Experience promoters and skill executives	Mfg from granule to PP sheet with various colours to finished products	In house technical & Design team	Designing & innovative stationeries, study material, etc	<b>125+ products</b> File, Folder & Diary products with innovative marketing tools
-------------------------	--	---	---	--	----------------------------------	--	---

<b>Financial Summary</b>	<table border="1"> <thead> <tr> <th style="background-color: #d9534f; color: white;">PARTICULARS Rs . In La cs</th> <th style="background-color: #d9534f; color: white;">2016</th> <th style="background-color: #d9534f; color: white;">2017</th> <th style="background-color: #d9534f; color: white;">2018</th> </tr> </thead> <tbody> <tr> <td>Total Revenue</td> <td>1557.24</td> <td>1701.03</td> <td>2743.25</td> </tr> <tr> <td>EBIDTA</td> <td>242.85</td> <td>252.20</td> <td>385.18</td> </tr> <tr> <td>PAT</td> <td>19.92</td> <td>27.78</td> <td>105.62</td> </tr> <tr> <td>Cash PAT</td> <td>86.31</td> <td>103.36</td> <td>185.25</td> </tr> <tr> <td>Equity</td> <td>175.00</td> <td>300.00</td> <td>530.00</td> </tr> <tr> <td>Reserves and Surplus</td> <td>33.44</td> <td>111.13</td> <td>331.75</td> </tr> <tr> <td>Book Value</td> <td>11.91</td> <td>13.70</td> <td>16.26</td> </tr> <tr> <td>EPS</td> <td>1.14</td> <td>1.18</td> <td>3.10</td> </tr> </tbody> </table>				PARTICULARS Rs . In La cs	2016	2017	2018	Total Revenue	1557.24	1701.03	2743.25	EBIDTA	242.85	252.20	385.18	PAT	19.92	27.78	105.62	Cash PAT	86.31	103.36	185.25	Equity	175.00	300.00	530.00	Reserves and Surplus	33.44	111.13	331.75	Book Value	11.91	13.70	16.26	EPS	1.14	1.18	3.10	<p>Values in M'19</p> <table border="1"> <caption>Product Distribution (Values in M'19)</caption> <thead> <tr> <th>Product Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Stationery</td> <td>60%</td> </tr> <tr> <td>Personalised Products</td> <td>20%</td> </tr> <tr> <td>Industrial Products</td> <td>10%</td> </tr> <tr> <td>Exports</td> <td>10%</td> </tr> </tbody> </table>		Product Category	Percentage	Stationery	60%	Personalised Products	20%	Industrial Products	10%	Exports	10%
	PARTICULARS Rs . In La cs	2016	2017	2018																																																
	Total Revenue	1557.24	1701.03	2743.25																																																
	EBIDTA	242.85	252.20	385.18																																																
	PAT	19.92	27.78	105.62																																																
	Cash PAT	86.31	103.36	185.25																																																
	Equity	175.00	300.00	530.00																																																
	Reserves and Surplus	33.44	111.13	331.75																																																
	Book Value	11.91	13.70	16.26																																																
	EPS	1.14	1.18	3.10																																																
Product Category	Percentage																																																			
Stationery	60%																																																			
Personalised Products	20%																																																			
Industrial Products	10%																																																			
Exports	10%																																																			

<b>Transaction</b>	<p>Secondary stake sale aimed for business expansion</p> <p>Shareholding structure:</p> <p>62.76% Promoters 37.24% Investors/Public</p> <p style="text-align: right;"><i>Company is going with SME IPO in NSE at Rs.35 per equity share of Rs.10 each with a Rs. 25 share premium</i></p>
--------------------	---

# OUR PRODUCTS

---

Our Product range classified into three broad categories based on organized sector of the industry supply :-

## Stationery through Channel Supply

- Operates under the brand name of **Classik** for stationery goods and **LC** for ID Cards and accessories
- -Includes files, folders, diaries, calenders, boxes, tags etc.
- -Equipments for binding, punching, bar coding and Stitching books
- B2C Model aimed at serving the industries needs of stationery Items through a proper sales and Distribution Channel marketing

## Industrial Supply- Laminated Sheets and Wiro

- Operates under the brand name of **Classik**
- -Industrial supply of PP sheets, Laminated sheets and Wiro
- -Includes Binding Combs, Spiral, Calender Hanger, Slide Binders, OHP Sheets etc.
- B2B Model aimed at giving end to end solutions for industry's ID cards and Stationery Requirements

## Exhibitions & Events Supply

- Operates under the Brand Name of **Kshitij**
- Includes ID Cards, neck len-yards, Printed Files and Folders customized industry specific, card holders etc.
- Customized Stationery Products for the entire event. Customization offered to Schools, colleges and Corporates also

# MANAGEMENT

---



**Mr. Bharat Gala**

- CMD, Plastic Engineer, has a vast experience of more than 15 yrs.
- He looks after the overall business with prime focus on CRM, R&D, introducing innovative products and Business Development



**Mr. Rahul Shah**

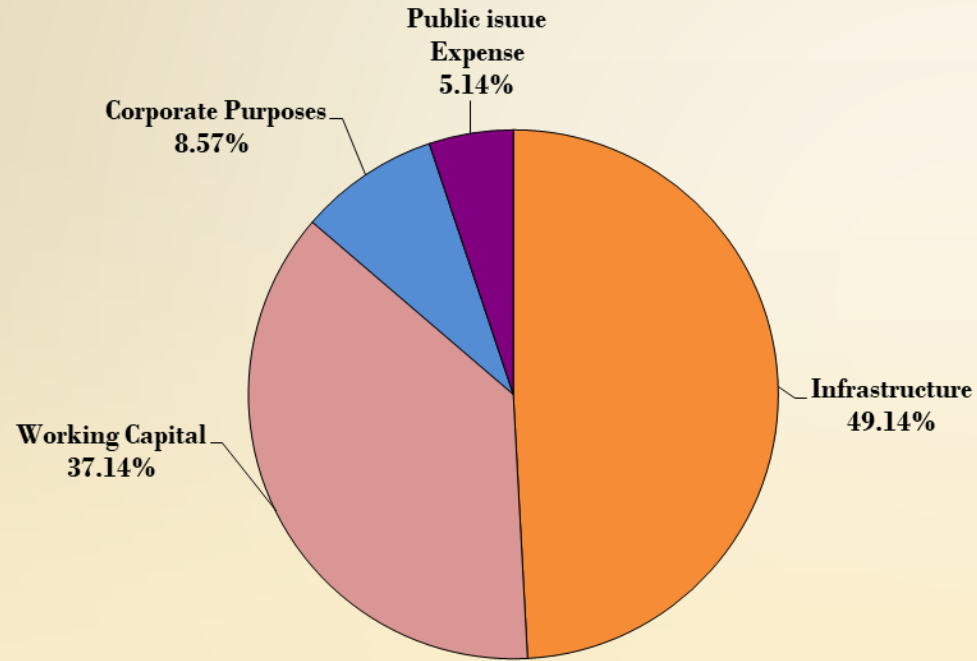
- Executive Director and CEO, has an experience of more than 10 yrs in Plastic Industry.
- He takes care of Exports, Marketing, and Channel Sales



**Ms. Rita Gala**

- Additional Non-Executive Director
- She handles Human Resources and its development. She also takes care of all the administrative activities of KPL.

# FUND UTILISATION



Particulars	Rs. [In Cr.]
Infrastructure	4.28
Working Capital Margin	3.25
General Corporate Purposes	0.77
Public Issue Expense	0.45
<b>Total</b>	<b>8.75</b>
Proposed Equity Dilution	28.79%

# KEY INVESTMENT HIGHLIGHTS

---

Infrastructure Upgradation	<ul style="list-style-type: none"><li>•Purchase new machinery for Laminated sheets, Wiro and PP sheets</li></ul>
New Product Line	<ul style="list-style-type: none"><li>•Plan to develop DIGIPLAS where the PP sheets can be printed on digital printers directly.</li><li>•Introduce economic box files which is made of eco-friendly plastic material- not paper</li><li>•Introduce 3D PP sheets</li><li>•Import Technology to add premium Products in Plastic Range</li><li>•Making PVC Sheets to market digital IDs</li><li>•Make Metal Clips – presently 99% imports</li></ul>
Geographical Expansion	<ul style="list-style-type: none"><li>•Expand the current facility in Silvassa</li><li>•Set up distribution channels and offices in Dubai and Hong Kong</li></ul>
E- Commerce	<ul style="list-style-type: none"><li>•Set up E commerce portal for B2B clients</li><li>• B2C portal for basic products like household, office and school stationery</li><li>•Tie up with vendors to supply stationery products to Amazon, Flipkart, Naaptol and other companies.</li></ul>




# FINANCIALS

PARTICULARS			
Rs. In lacs	2016	2017	2018
Sales	1557.20	1701.04	2743.25
Material and others mfg. exp.	1314.35	1448.84	2358.06
Operating Profit – PBIDT	242.85	252.20	385.19
Net Profit after Tax	19.94	27.78	105.62
Cash Profit After Tax	86.31	103.36	185.25
Equity	175.00	300.00	530.00
Reserves and Surplus	33.44	111.13	331.75
Net Worth	208.44	411.13	861.75
Book Value - Rs.	11.91	13.70	16.26
EPS - Rs.	1.14	1.18	3.10
PE at offer price @ 35			11.29



# IPO TEAM

---

Team	Name	Logo
Lead Manager to Issue	MONARCH NETWORTH CAPITAL Ltd, Ahmedabad - 380014. Contact Person: Mr. Jigar Chandarana SEBI Regn. No. MB/ INM000011013	 The logo for Monarch Network Capital features a stylized 'M' with a checkmark inside a blue square, followed by the text 'MONARCH NETWORK CAPITAL' and the tagline '—wealthcare redefined'.
Market Maker	MONARCH NETWORTH CAPITAL Ltd, Ahmedabad - 380014. Contact Person: Mr. Jigar Chandarana SEBI Regn. No. MB/ INM000011013	 The logo for Monarch Network Capital features a stylized 'M' with a checkmark inside a blue square, followed by the text 'MONARCH NETWORK CAPITAL' and the tagline '—wealthcare redefined'.
Registrar to Issue	KARVY COMPUTERSHARE PVT. LTD. Hyderabad,	 The logo for Karvy Computershare features the word 'KARVY' in large blue letters with three vertical bars to the right, and 'Computershare' in white text on a purple background below it.

# CONTACT US

---

The Registered Office : 8, Sona Udyog, Parsi Panchayat  
Road, Andheri East, Mumbai- 400069, Maharashtra, India.

Email Id : [kshitij123@hotmail.com](mailto:kshitij123@hotmail.com)

Call : 93222 52608 - Mr. Bharat Gala, MD