

Euro Pratik Sales Ltd.

September 15, 2025

IPO Details

IPO Date	September 16, 2025 to September 18, 2025
Face Value	₹1 per share
Price Band	₹235 to ₹247 per share
Lot Size	60 Shares
Sale Type	Offer For Sale
Total Issue Size	1,82,71,862 shares (aggregating up to ₹451.31 Cr)
Employee Discount	₹13.00
Issue Type	Book building IPO
Listing At	BSE, NSE
Shareholding pre issue	10,22,00,000 shares
Share Holding Post Issue	10,22,00,000 shares
QIB Shares Offered	Not more than 50% of the Net Offer
Retail Shares Offered	Not less than 35% of the Net Offer
NII (HNI) Shares Offered	Not less than 15% of the Net Offer
Retail (Min & Max) shares	60 Shares & 780 shares
Retail (Min & Max) application amount	₹14,820 & ₹1,92,660
S-HNI (Min shares & application amount)	840 shares & ₹2,07,480
S-HNI (Max shares & application amount)	4,020 shares & ₹9,92,940
B-HNI (Min shares & application amount)	4,080 shares & ₹10,07,760
Basis of Allotment	Fri, Sep 19, 2025
Initiation of Refunds	Mon, Sep 22, 2025
Credit of Shares to Demat	Mon, Sep 22, 2025
Listing Date	Tue, Sep 23, 2025
Cut-off time for UPI mandate confirmation	5 PM on Thu, Sep 18, 2025
Promoters	Pratik Gunvantraj Singhvi, Jai Gunvantraj Singhvi, Pratik Gunwantraj Singhvi HUF and Jai Gunwantraj Singhvi HUF
Registrar	MUFG Intime India Pvt.Ltd.

Note 1: Application made using third party UPI or ASBA A/C is liable to be rejected. For apply please click on the Link <https://ipo.adroitfinancial.com/> for any kind of assistance please contact to their helpdesk team at 0120-6826800 or mail us on ipo@adroitfinancial.com

Company Profile

Euro Pratik Sales Ltd. operates in the decorative wall panel and decorative laminates industry as a seller and marketer of Decorative Wall Panels and Decorative Laminates. They have a market share of 15.87% by revenue in the organized Decorative Wall Panels industry and the total revenue from the Decorative Wall Panels sold during Fiscal 2023 was ₹1,742.89 million. They offer a quality and eco-friendly alternative to traditional wall decoration products such as wallpaper, wood and paint. Their products are anti-bacterial, antifungal, free from certain heavy metals such as lead and mercury, and are made from recycled and eco-friendly materials. They develop differentiated design templates, resulting in their identification as product innovators for products like Louvres, Chisel and Auris at India Coverings Expo from 2019 to 2022. They have created 2 brands namely - Euro Pratik and Gloirio. The Company offered their consumers with over 30 product categories and over 3,000 designs. They launched over 113 product catalogues in the last four years. They manage the distribution of the products through a distribution network across 116 cities in India, which is distributed predominantly across Metros, Mini metros, Tier-I, Tier-II and Tier-III cities. They have managed a distribution network of 180 distributors across 25 states and five union territories in India, who connects them with several Retail Touchpoints. The warehouses spread across approximately 194,877.50 square feet in Bhiwandi, Maharashtra are located near the Nhava Sheva port in Mumbai, which helps them with delivery of their products to the distributors. In Fiscal 2024, they also began exporting their products to over six countries across Asia and Europe and are actively sourcing and delivering products in Singapore, UAE, Australia, Bangladesh, Burkina Faso and Nepal. The Company operates on an asset-light business model by outsourcing manufacturing processes to their contract manufacturing partners and have long-term arrangements with select global manufacturers. During the Fiscal 2025, they worked with 36 contract manufacturers across countries including India, South Korea and China.

Objects of the issue

☐ The Company will not receive any proceeds from the Offer for Sale of Rs. 451.31 Crore.

Financial Details

Particulars (Amount in Crores)	31-Mar-25	31-Mar-24	31-Mar-23
Revenue from Operations	284.22	221.69	263.58
Other income	7.29	8.40	4.96
Total Income	291.52	230.10	268.55
Expenses			
- Purchases of stock-in-trade	210.64	123.02	170.73
- Changes in Inventories of stock-in-trade	(55.64)	32.26	(2.08)
- Employee Benefit Expense	9.07	5.91	6.09
- Finance costs	4.00	0.98	1.09
- Depreciation and amortization expense	5.31	3.44	2.39
- Other expenses	18.76	8.48	10.16
Total expenses	192.15	145.06	188.40
Share of Profit/(Loss) of Associates	1.41	(0.45)	-
EBITDA	102.8	80.6	78.66
EBITDA Margin (%)	36.16%	36.35%	29.84%
Profit/(Loss) before tax	100.78	84.58	80.14
Tax expense/(credit)	24.34	21.68	20.58
Profit/(Loss) After Tax	76.44	62.90	59.56
PAT Margin (%)	26.22%	27.33%	22.17%
Basic EPS (in Rs.)	7.53	6.19	5.58

Key Metrics	Mar-25	Mar-24	Mar-23
ROE (%)	39.18%	44.03%	47.70%
ROCE (%)	44.58%	55.17%	61.42%
Debt to Equity Ratio (in times)	0.01	-	0.02
Working Capital Days	168	139	119

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Competitive Strengths

- **One of India's Largest Company:** They are one of India's leading decorative wall panel brands and have established themselves as one of the largest organized Wall Panel brands in India with a market share of 15.87% by revenue in the organized Decorative Wall Panels industry and their total revenue from the Decorative Wall Panels sold during Fiscal 2023 was ₹1,742.89 million.
- **Comprehensive Product Portfolio:** The Company offered a range of over 30 product categories and over 3,000 designs as product innovators for Louvers, Chisel and Auris in India's decorative Wall Panels and Decorative Laminates segment industries. They also offered over 11 Decorative Laminates products. Some of their key products in Decorative Laminates are Sapphire, Acroglass, Aster, Corriano, Icore, Docore and Mirage.
- **Focus on Product Novelty and New Designs:** They had a pipeline of nine new products with over 308 designs under development which will enable them to cater to market demand. The Company has also introduced novel designs and finish-concepts into their Decorative Wall Panels and Decorative Laminates products such as textured feel, rattan, fabric, leather and metallic in the product portfolio. The Company had a dedicated market research and design team of three employees supported by their advisory panel comprising architects Yatin Dedhia and Hiral Jobalia. The market research and design team works on the design, innovation, market analysis and review of new designs and execution of final designs for new products.
- **Asset-light Business Model:** The Company operates on an asset-light business model with a focus on product design and development. While they develop and sell the products, they outsource the manufacturing processes to their contract manufacturing partners. Their contract manufacturing partners include global players such as Miga, South Korea, who possess the technology and know-how to manufacture the designs. They worked with 36 contract manufacturers in India and abroad including countries such as South Korea, China, the United States, Romania, Turkey, Indonesia and Portugal.
- **Pan-India Presence:** The Company's well-established distribution network is their key strength which enhances their market presence and operational efficiency across India. Their well-established distribution system is instrumental in delivery of the products to diverse regions throughout the country. They had a distribution network of 180 distributors across 25 states and five union territories in India.

Key Risk Factors

- **Exchange Rate Fluctuations:** The Company transacts a major portion of their business in foreign exchange, primarily denominated in the CNY and the U.S. Dollar. They have also made investments in their foreign Subsidiaries and Step-Down Subsidiaries. In Fiscals 2025, 2024 and 2023, their purchases in foreign currencies were ₹1,152.77 million, ₹1,134.60 million and ₹1,385.90 million, respectively, constituting 54.72%, 92.22% and 81.17%, respectively, of the total purchases.
- **Concentration of Products from Contract Manufacturers:** They are significantly dependent on their contract manufacturers for manufacturing of the products such as Decorative Wall Panels and Decorative Laminates, among others. In Fiscals 2025, 2024 and 2023, total value of products purchased from the top 5 contract manufacturers constituted 41.72%, 87.94% and 84.26%, respectively.
- **Risk of Accidents:** On April 26, 2025, a fire incident occurred at their largest warehouse located in Bhiwandi, Mumbai, Maharashtra, which resulted in, among other things, destruction of their inventories amounting to ₹335.94 million. Such accidents could adversely affect the business, results of operations and financial condition.
- **Dependency on Distributors:** The Company depends on their top 30 distributors who contributed, in aggregate, to 57.44%, 49.66%, and 45.38% of the revenue from operations in Fiscals 2025, 2024, and 2023, respectively. Any non-performance by the distributors or a decrease in the revenue they earn from the distributors could adversely affect the business, results of operations, cash flows and financial condition.
- **Related Party Transactions:** The Company enters into certain related party transactions in the ordinary course of the business, which aggregated to 102.40%, 39.01% and 41.43% of the total revenue from operations in Fiscals 2025, 2024 and 2023, and they cannot assure that such transactions will not adversely affect the results of operations and financial condition.

Comparison with Listed Peers

Name of the Companies	Market Price	Face Value (per Share)	P/E Ratio	EPS (Basic)	EPS (Diluted)	RoNW (%)	NAV (per Share)
Euro Pratik Sales Ltd.	NA	1	33.06*	7.47**	7.47**	32.65%	22.91
Peers:-							
Greenlam Industries Ltd.	252	1	94.02	2.68	2.68	6.07%	44.17
Asian Paints Ltd.	2540.50	1	66.41	38.25	38.25	19.16%	201.84
Berger Paints India Ltd.	539.20	1	53.28	10.13	10.12	19.22%	52.78
Indigo Paints Ltd.	1142	10	38.47	29.76	29.68	13.79%	216.35

*P/E calculated based on upper band price.

**EPS calculated including fresh issue shares.

Summary

Euro Pratik Sales Ltd. operates in the decorative wall panel and decorative laminates industry as a seller and marketer of Decorative Wall Panels and Decorative Laminates. They have a market share of 15.87% by revenue in the organized Decorative Wall Panels industry and the total revenue from the Decorative Wall Panels sold during Fiscal 2023 was ₹1,742.89 million. They have created 2 brands namely - Euro Pratik and Gloirio. The Company offered their consumers with over 30 product categories and over 3,000 designs. They launched over 113 product catalogues in the last four years. They have managed a distribution network of 180 distributors across 25 states and five union territories in India.

The wall decorative industry was valued at INR 1,95,630 million in Fiscal 2018 and grew at a CAGR of 10.1%, reaching INR 3,16,982 million by Fiscal 2023. In Fiscal 2024, the market grew by 8.1%, reaching INR 3,42,728 million and grew at a CAGR of 6.9% to reach INR 3,66,219 million in Fiscal 2025. The market is further projected to grow at a CAGR of 12.9% over the next five years, reaching INR 6,28,902 million by Fiscal 2029.

Given the boom in the real estate in the last few years, many homes will be coming for decorations as the homeowners start getting possession of their home. Given its asset light business model, the company can scale well with minimal hurdles, which is why the company has a strong returns metrics.

The valuations are much lower for the company as compared to peers.

Therefore, it is recommended to **“Subscribe”** to the IPO, considering its valuation and growth prospects.

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