Shringar House of Mangalsutra Ltd.

September 08, 2025

IPO Details

IPO Date	September 10, 2025 to September 12, 2025
Face Value	₹10 per share
Price Band	₹155 to ₹165 per share
Lot Size	90 Shares
Sale Type	Fresh Capital
Total Issue Size	2,43,00,000 shares (aggregating up to ₹400.95 Cr)
Employee Discount	₹15.00
Issue Type	Book building IPO
Listing At	BSE, NSE
Shareholding pre issue	7,21,32,080 shares
Share Holding Post Issue	9,64,32,080 shares
QIB Shares Offered	Not more than 50.00% of the Net Issue
Retail Shares Offered	Not less than 35.00% of the Net Issue
NII (HNI) Shares Offered	Not less than 15.00% of the Net Issue
Retail (Min & Max) shares	90 Shares & 1,170 shares
Retail (Min & Max) application amount	₹14,850 & ₹1,93,050
S-HNI (Min shares & application amount)	1,260 shares & ₹2,07,900
S-HNI (Max shares & application amount)	6,030 shares & ₹9,94,950
B-HNI (Min shares & application amount)	6,120 shares & ₹10,09,800
Basis of Allotment	Mon, Sep 15, 2025
Initiation of Refunds	Tue, Sep 16, 2025
Credit of Shares to Demat	Tue, Sep 16, 2025
Listing Date	Wed, Sep 17, 2025
Cut-off time for UPI mandate confirmation	5 PM on September 12, 2025
Promoters	Chetan N Thadeshwar, Mamta C Thadeshwar, Viraj C Thadeshwar and Balraj C Thadeshwar.
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

Shringar House of Mangalsutra Ltd. (SHML) is engaged in designing, manufacturing, and marketing, a varied range of Mangalsutra studded with diverse range of stones including but not limited to, American diamond, cubic zirconia, pearl, mother of pearl, and semi-precious stones, in 18k and 22k purity of gold, to their business-to-business (B2B) clients. SHML contributed to around 6% of organized Mangalsutra market in India in CY23. They sell their products to a diverse range of clients including Corporate Clients, wholesale jewellers, and retailers across the country, more particularly in 24 states and 4 union territories. In addition to serving their domestic clients, they have also expanded their reach to international clients in United Kingdom, New Zealand, UAE, USA and Republic of Fiji, during the Fiscals 2025, 2024 and 2023.
Some of their marquee domestic and 173 international Corporate Clients include Malabar Gold Limited, Titan Company Limited, GRT Jewellers India Private Limited, Reliance Retail Limited, Novel Jewels Limited (Aditya Birla Group), Joyalukkas India Limited, P N Gadgil Jewellers Limited, Kalamandir Jewellers Limited, Waman Hari Pethe Jewellers. As of March 31, 2025 they served 34 Corporate Clients, 1,089 wholesalers and 81 retailers. They also manufacture and supply Mangalsutras on a job-work basis to Corporate Clients.

SHML recorded 29.80% growth in revenue from operations in FY25 and PAT grew by 96.47%.

Objects of the issue

- The company will utilize Rs. 280 crore towards Funding Working Capital requirements of the Company.
- The company will utilize Rs. 120 crore towards General Corporate Purposes.

Financial Details

Particulars (Amount in Crores)	31-Mar-25	31-Mar-24	31-Mar-23
Revenue from Operations	1,429.8	1,101.5	950.2
Other income	0.3	1.2	1.1
Total Income	**1,430.1**	**1,102.7**	**951.3**
- Cost of Materials Consumed	1,095.3	979.5	872.1
- Purchases of stock-in-trade	261.2	93.4	26.3
- Change in Inventories	(41.5)	(38.4)	(1.7)
- Employee benefits expense	12.7	9.3	7.5
- Finance costs	8.2	6.0	5.6
- Depreciation and amortization expense	2.6	2.6	1.8
- Other expenses	9.8	8.1	8.2
Total expenses	**1,348.3**	**1,060.5**	**919.9**
EBITDA	**92.3**	**49.6**	**37.8**
EBITDA Margin (%)	**6.46%**	**4.50%**	**3.98%**
Profit/(Loss) before tax	**81.8**	**42.2**	**31.4**
Tax expense	20.7	11.1	8.1
Profit/(Loss) After Tax	**61.1**	**31.1**	**23.4**
PAT Margin (%)	**4.27%**	**2.82%**	**2.46%**
Basic EPS (in Rs.)	**8.57**	**4.39**	**3.29**

Key Metrics	Mar-25	Mar-24	Mar-23
Debt-to-Equity	0.61	0.8	0.88
Working Capital Days	70	63	54

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

Competitive Strengths

- **Established client base and long-standing relationship with clients:** With over 15 years of operational experience, they have established long term relationships with key clients. They sell and/or supply their products to a diverse range of clients including Corporate Clients, wholesale jewellers, and retailers across the country, more particularly in 24 states and 4 union territories. In addition to serving domestic clients, SHML have expanded their reach to international clients across four countries the United Kingdom, New Zealand, UAE, USA and the Republic of Fiji.

- **Design innovation and diversified product portfolio:** As of June 30, 2025, they have a dedicated in-house design team of 22 full-time employees who focus on developing new products and designs that align with latest trends, customer lifestyles, aspirations, and demographic preferences across the country. In addition, they have a team of 166 In-house Karigars and also collaborate with a network of third-party Karigars to meet the growing market demand for products that enable them to expand and diversify our designs.

- **Integrated Manufacturing Facility:** They are engaged in designing, manufacturing, and marketing a varied range of Mangalsutra in 18k and 22k purity of gold to their B2B clients. Their manufacturing Facility spans 8,300 sq ft area, equipped to produce variety of Mangalsutras with precision and efficiency. As of March 31, 2025 they have an installed manufacturing capacity of 2500 kg per annum.

- **Quality assurance and quality control of Mangalsutras:** They deliver high-quality and high-purity pieces of Mangalsutras, each marked with a unique HUID (Hallmark Unique Identification) number. Their quality control measures involve checking each piece at every stage of manufacturing using XRF (X-ray fluorescence) machines and steel pin detectors, guaranteeing both the authenticity and durability of their products. This commitment to excellence enhances their relationships with clients and brands reinforcing their position as their trusted B2B partner.

- **Continuously improving financial performance:** SHML has grown its operations and has demonstrated an increase in revenues and profitability. In Fiscal 2025, they achieved revenue from operations amounting to Rs. 1,429.8 crore, compared to Rs. 1101.5 crore in Fiscal 2024 and Rs. 950.2 crore in Fiscal 2023.

Key Risk Factors

- **No Long term contracts with customers:** They derive a significant portion of their revenue from operations from the sale of their Mangalsutras to Corporate Clients(33.99%, 31.78% and 30.18% in Fiscal 2025, Fiscal 2024 and Fiscal 2023), retailers (54.47%, 54.13% and 52.46% in Fiscal 2025, Fiscal 2024, and Fiscal 2023) and wholesalers (11.50%, 14.04% and 17.31% in Fiscal 2025, Fiscal 2024, and Fiscal 2023) and they do not have long term contracts with any of these clients.

- **Customer concentration:** In the FY25, SHML derived 15% 31% and 40% of revenue from their top 1, top 5 and top 10 clients, respectively. Their top client is Malabar Gold Limited and top 5 clients are Malabar Gold Limited, Purushottam Narayan Gadgil Saraf & Jewellers, Kubde Jewellers Private Limited, R B Jewellers Private Limited and P N Gadgil Jewellers Limited.

- **High Working Capital requirement:** In FY25, their working capital requirement stood at Rs. 270 crore, which increased from Rs. 188 crore in FY24. They intend to utilise Rs. 280 crore from the total Net Proceeds towards funding working capital requirements, and the proposed deployment of Net Proceeds in Fiscal 2026 is based on certain assumptions and management estimations.

- **Only one manufacturing facility:** Their business operations are supported by a single Manufacturing Facility, located in Mumbai, Maharashtra. A slowdown or shutdown in this manufacturing operations or any adverse development affecting such region could have an adverse effect on their business, results of operations, financial condition and cash flows.

- **Geographical revenue concentration:** Their business is primarily concentrated in state of Maharashtra, which accounted for 49.50%, 49.21% and 44.11% of their revenue from operations for Fiscal 2025, Fiscal 2024 and Fiscal 2023 respectively.

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)
Shringar House of Mangalsutra Ltd.	N.A	10	25.74*	6.41**	6.41**	36.20%	27.84
Peers:							
Utssav CZ Gold Jewels Ltd	185.50	10	15.95	11.63	11.63	30.94%	53.23
RBZ Jewellers Ltd	139.33	10	14.36	9.7	9.7	17.15%	61.26
Sky Gold & Diamonds Ltd	285.05	10	29.94	9.52	9.44	28.59%	46.61

*P/E Ratio calculated based on upper band price.
** EPS calculated including fresh issue shares.

Summary

Shringar House of Mangalsutra Ltd. (SHML) designs, manufactures, and markets Mangalsutras in 18k and 22k gold, studded with American diamonds, cubic zirconia, pearls, mother of pearl, and semi-precious stones, catering mainly to B2B clients. The company held 6% share of India's organized Mangalsutra market in CY23. The company processed 1,320.72 kg of bullion in FY25 (vs. 1,221.19 kg in FY24 and 870.26 kg in FY23), generating revenue of Rs. 26.4 crore, Rs. 19.3 crore and Rs. 15.6 crore, respectively.

The number of weddings in India is projected to grow from 1.24 crore in CY24 to 1.80 crore by 2032, registering a CAGR of 4.8%. The surge in weddings is also driving growth in the jewellery industry, as bridal jewellery purchases increase with each wedding. This growth underscores the wedding sector's recovery from pandemic downturns and its role as a major economic driver, reinforcing its significance in the national economic framework.

The Indian Gold Jewellery Wholesale Market is expected to reach a value of Rs. 4,25,200 crore by CY29, exhibiting a CAGR of 8.1% from CY24 to CY29. Economies of scale help wholesale operations and are a major driving force in this market. Wholesalers can lower their overall cost per unit by negotiating better pricing with suppliers when they buy gold in bulk.

SHML is bringing the IPO at a fair valuation, however, considering the industry's growth potential and their positioning in the market, a positive future for the company is visible.

Therefore, it is recommended to **"Subscribe"** to the IPO for long-term investment, considering its growth potential.

DISCLAIMER

Prepared By:

Research Analyst : Anmol Grover

Email ID: anmolgrover@adroitfinancial.com

Research Associate : Kshitij Singh

Email ID: kshitijsingh@adroitfinancial.com

Phone Number: 0120-4550300*270/388

Adroit Financial Services Private Limited (hereinafter referred to as “Adroit”) is a registered Member of National Stock Exchange of India Limited, Bombay Stock Exchange Limited and Metropolitan Stock Exchange Limited. It is also registered as a Depository Participant with CDSL and NSDL. **Adroit Financial Services Private Limited is a registered entity with SEBI for Research Analyst in terms of SEBI (Research Analyst) Regulations, 2014 vide Registration Number INH100003084.** Adroit or its associates has not been debarred/ suspended by SEBI or any other regulatory authority for accessing /dealing in securities Market. Adroit or its associates/analyst has not received any compensation / managed or co-managed public offering of securities of the company covered by Analyst during the past twelve months.

This document is solely for the personal information of the recipient, and must not be singularly used as the basis of any investment decision. Nothing in this document should be construed as investment or financial advice. Each recipient of this document should make such investigations as they deem necessary to arrive at an independent evaluation of an investment in the securities of the companies referred to in this document (including the merits and risks involved), and should consult their own advisors to determine the merits and risks of such an investment. The information in this document has been printed on the basis of publicly available information, internal data and other reliable sources believed to be true, but They do not represent that it is accurate or complete and it should not be relied on as such, as this document is for general guidance only. Neither Adroit, nor its directors, employees or affiliates shall be liable for any loss or damage that may arise from or in connection with the use of this information. Adroit Financial Services Private Limited has not independently verified all the information contained within this document. Accordingly, They cannot testify, nor make any representation or warranty, express or implied, to the accuracy, contents or data contained within this document.