ArihantCapital
Generating Wealth

IPO Note
15th Sept 2025

Euro Pratik Sales Ltd

Subscribe for long term

Rating: Subscribe for long term

Issue Offer

OFS issue of 1,82,71,862 shares up to INR 4513.15 Mn by Promoters and Promoter group

Issue Summary	
Price Band (INR)	235-247
Face Value (INR)	1
Implied Market Cap (INR mn)	25,243.4
Market Lot	60
Issue Opens on	Sept 16, 2025
Issue Close on	Sept 18, 2025
No. of share pre-issue	10,22,00,000
No. of share post issue	10,22,00,000
Listing	NSE / BSE

Issue Break-up (%)	
QIB Portion	≤50
NIB Portion	≥15
Retail Portion	≥35

Book Running Lead Managers
Axis Capital Limited
DAM Capital Advisors Limited

Registrar
Bigshare Services Pvt Ltd

Shareholding Pattern		
	Pre-Issue	Post-Issue
Promoters	87.97%	70.10%
Public & Others	12.03%	29.90%

Objects of the issue

All the Offer Proceeds will be received by the Selling Shareholders after deduction of Offer related expenses and relevant taxes thereon, to be borne by the Selling Shareholders.

Abhishek Jain
abhishek.jain@arihantcapital.com
022-67114871

Euro Pratik Sales Ltd, incorporated in 2010, is a leading player in India's decorative wall panels and laminates industry. Revenue from operations stood at INR 2,842.27 million in FY25, operating under its flagship brands 'Euro Pratik' and 'Gloirio', endorsed by Hrithik Roshan and Kareena Kapoor Khan. Over the last seven years, the company has introduced a diversified product portfolio which has enabled it to create a distinct market in the Decorative Wall Panels and Decorative Laminates industries catering to various segments, including residential and commercial applications. Recent strategic acquisitions in FY25 have consolidated operations, diversified offerings and expanded reach into international markets, positioning the company as a scalable, brand-driven, and growth-focused business; though dependence on contract manufacturing and related-party transactions remain key risks to monitor.

Investment Rationale

Market Leadership in Decorative Wall Panels: Euro Pratik is amongst the top organized players in India's decorative wall panel industry, holding a 15.87% market share in the organized segment as of FY23. With revenue of INR 1,742.89 million from wall panels alone, the company has positioned itself as a a market leader in an industry that is steadily shifting from unorganized players to branded, design-driven companies. This leadership provides both scale advantages and strong brand visibility in a fragmented industry.

Comprehensive & Innovative Product Portfolio: The company has built a diversified range of 30+ product categories and 3,000+ designs, catering to residential and commercial customers. It has consistently focused on design innovation, introducing new concepts like Louvers, Chisel, and Auris that align with contemporary architectural trends. By acting as a brand in interior décor, with 113 catalogues launched in the past four years, it stays ahead of changing consumer tastes and strengthens its identity as a product innovator.

Extensive Distribution Network Across India: Euro Pratik has developed an expansive distribution network of 180 distributors covering 25 states, 5 union territories, and 116 cities across India. This reach spans metros, mini-metros, Tier-I, Tier-II, and Tier-III markets, ensuring penetration across diverse consumer segments. The company's strong logistics backbone, including warehouses near the Nhava Sheva port in Mumbai, further supports reliable supply and facilitates exports to international markets.

Valuation & Outlook: **Euro Pratik operates on an asset-light, scalable business model by outsourcing manufacturing to 36 contract partners across India, South Korea, and China, enabling it to focus on design, branding, and marketing while minimizing capital expenditure and operational risks, with flexibility to scale production as demand grows. At the upper band of INR 247, the issue is valued at a P/E ratio of 33x, based on FY25 EPS of INR 7.5. We are recommending a "subscribe for long term" rating for this issue.**

Particulars (INR Mn)	**FY23**	**FY24**	**FY25**
Revenue	2,635.84	2,216.98	2,842.27
Growth (% YoY)		-18.89%	28.20%
EBITDA	836.34	890.02	1,101.01
Margins	31.73%	40.15 %	38.74%
PAT	595.65	629.07	764.40
Margins	22.18%	27.34%	26.08%
Debt	30.00	-	26.82

Arihant Research Desk

Email: instresearch@arihantcapital.com

Tel. : 022-42254800

Head Office	Registered Office
#1011, Solitaire Corporate Park	
Building No. 10, 1st Floor	Arihant House
Andheri Ghatkopar Link Road	E-5 Ratlam Kothi
Chakala, Andheri (E)	Indore - 452003, (M.P.)
Mumbai – 400093	Tel: (91-731) 3016100
Tel: (91-22) 42254800	Fax: (91-731) 3016199
Fax: (91-22) 42254880	

Stock Rating Scale	Absolute Return
BUY	>20%
ACCUMULATE	12% to 20%
HOLD	5% to 12%
NEUTRAL	-5% to 5%
REDUCE	-5% to -12%
SELL	<-12%

Research Analyst Registration No.	Contact	Website	Email Id
INH000002764	SMS: 'Arihant' to 56677	www.arihantcapital.com	instresearch@arihantcapital.com

Arihant Capital Markets Ltd.
1011, Solitaire Corporate park, Building No. 10, 1st Floor,
Andheri Ghatkopar Link Road, Chakala, Andheri (E)
Tel. 022-42254800Fax. 022-42254880

Disclaimer: This disclosure statement is provided in compliance with the SEBI Research Analyst Regulations, 2014. Arihant Capital Markets Limited (ACML) is a registered stockbroker, merchant banker, and research analyst under SEBI, and is also a Point of Presence with the Pension Fund Regulatory and Development Authority (PFRDA). ACML is registered with SEBI with Research Analyst Registration Number INH000002764, Stock Broker Registration Number INZ000180939, and is a Trading Member with NSE, BSE, MCX, NCDEX, and a Depository Participant with CDSL and NSDL.

ACML and its associates may have business relationships, including investment banking, with companies covered by its Investment Research Department. The analysts of ACML, and their associates, are prohibited from holding a financial interest in securities or derivatives of companies they cover, though they may hold stock in the companies they analyze. The recommendations provided by ACML's research team are based on technical and derivative analysis and may differ from fundamental research reports.

ACML confirms that neither it nor its associates have a financial interest or material conflict concerning the companies covered in the research report at the time of publication. Furthermore, ACML, its analysts, and their relatives have no ownership greater than 1% in the subject companies as of the month prior to publication. ACML guarantees that the compensation for its research analysts is not influenced by specific securities or transactions.

ACML affirms that neither the analyst nor the company has served as an officer, director, employee, or engaged in market-making activities for any of the subject companies. Additionally, the research report does not reflect any conflict of interest and is not influenced by specific recommendations made. Neither ACML nor its analysts have received compensation for investment banking or brokerage services from the subject companies in the last 12 months.

The views expressed in this report are those of the analysts and are independent of the proprietary trading desk of ACML, which operates separately to maintain an unbiased stance. Analysts comply with SEBI Regulations when offering recommendations or opinions through public media. The report is intended for informational purposes only and is not an offer or solicitation for the purchase or sale of securities.

This report, which is confidential, may not be reproduced or shared without written consent from ACML. It is based on publicly available data believed to be reliable but has not been independently verified, and no guarantees are made about its accuracy. All opinions and information contained in the report are subject to change without notice. ACML disclaims liability for any losses resulting from reliance on this report. The report does not constitute an offer to buy or sell securities, and ACML is not responsible for the risks involved in investments. ACML and its affiliates may have positions in the securities discussed or hold other financial interests in them.

The distribution of this report in certain jurisdictions may be restricted by law, and the report is not intended for distribution where it would violate local laws. Investors are advised to consider their financial position, risk tolerance, and investment objectives before engaging in transactions, particularly in high-risk financial products such as derivatives.

ACML reserves the right to modify this disclosure statement without prior notice. The report has been prepared using publicly available information and internally developed data, though ACML does not guarantee its completeness or accuracy. Historical price data for securities can be accessed via official exchanges like NSE or BSE. ACML and its affiliates may conduct proprietary transactions or investment banking services for the companies mentioned in this report. In compliance with SEBI regulations, ACML maintains comprehensive records of research reports, recommendations, and the rationale for those recommendations, which are preserved for at least five years. An annual compliance audit is conducted by a member of the ICAI or ICSI to ensure adherence to applicable regulations. This report is issued in accordance with applicable SEBI regulations and does not guarantee future performance or returns.