

## IPO: INFIBEAM INCORPORATION LTD



### COMPANY PROFILE

Issue Period	- MAR 21, 2016– MAR 23, 2016
Issue Size	- Rs. 450.00 Cr
Issue Price	- Rs.360 - Rs.432 per Eq Share
Market Lot	- 34 Equity Shares
Listing at	- BSE, NSE



Infibeam Incorporation Ltd is Ahmedabad, Gujrat based e-commerce company offering cloud-based, modular, customizable and scalable technology platform as well as e-commerce infrastructure and logistics support for a diverse universe of merchants, products and services. Company operates Infibeam.com, one of India's leading multi-category e-retail website.

Infibeam business operations are broadly divided as follows:

1. Infibeam BuildaBazaar e-commerce marketplace: An online marketplace offering customizable online storefront solutions on a scalable platform, including mobile applications, digital product catalogue, content management, promotions handling, access to payment gateways as well as fulfilment services. It provides cost-effective marketing and distribution solutions to the customers. As of March 31, 2015, we had 33,489 registered merchants.

2. Infibeam.com e-retail site: Infibeam.com is an online shopping website for Indian retail customers. The website sells over 15 million products across 40 product categories.

As of March 31, 2015, Infibeam.com had more than 7.2 million active users. Company has 13 logistics centers across 12 cities in India including in Mumbai, Bengaluru, Delhi, Gurgaon, Kolkata, Hyderabad, Guwahati, Jaipur, Pune, Lucknow, Ahmedabad and Chennai. Company have also set up a joint venture company with Sony Entertainment Limited to develop, build and own software applications by offering downloading and streaming of licensed digital music content.

The objects of the Issue are Setting up of cloud data centre and purchase of property for shifting and setting up of registered and corporate office of the Company, Setting up of 75 logistics centres, Purchase of software, and General corporate purposes

COMPANY ISSUE NAME	ISSUE PERIOD	ISSUE PRICE	MARKET LOT	CRISIL RATING
INFIBEAM INCORPORATION LTD	21/03/2016 to 23/03/2016	Rs. 360 – 432	34	--

\*\*Kindly note that only ASBA application will be accepted for IPO

QIB (more than Rs.200,000/-)	75% of Net Issue size
Non-Institutional (more than Rs.200,000/-)	15% of Net Issue size
Retail (up to Rs.200,000/-)	10% of Net Issue size

FOR QUERIES CONTACT IPO DESK AT :

Phone: 0731- 4097228/236/232/234

Mobile: 9303172345

**INDIRA SECURITIES PVT. LTD**

**SEBI Reg. No. NSE - INB231286635 Address: E-15, Saket Nagar, Indore (M.P)**

**Phone: 0731-4097170/171/172 Fax: 0731- 2562117 E-mail: customercare@indiratrade.com**