

IPO: PARAG MILK FOODS LTD



COMPANY PROFILE

Issue Period	- MAY 04, 2016– MAY 06, 2016
Issue Size	- Rs. 3.38 Cr Equity shares
Issue Size	- Rs. 767 cr
Issue Price	- Rs.220 - Rs.227 per Eq Share
Market Lot	- 65 Equity Shares
Listing at	- BSE, NSE



Incorporated in 1992, Parag Milk Foods Ltd is Pune based dairy-based branded food producer. Company is involve in collection, distribution of milk and producing dairy-based branded consumer products including cheese, ghee, whey proteins, paneer, curd, yoghurt, milk powders and dairy based beverages. All products of the company are made from cow milk. Company's manufacturing facilities are located at Manchar in the Pune district of Maharashtra and Palamaner in the Chittoor district of Andhra Pradesh. Company's supply chain network includes procurement from 29 districts across Maharashtra, Andhra Pradesh, Karnataka and Tamil Nadu, through over 3,400 village level milk collection centres. Parag Milk Foods Brand and product lineup under them:

1. **Gowardhan:** Gowardhan brand is targeted at house-hold consumption and to be used as cooking ingredients. The products under this brand includes fresh milk, curd products (curd, trim curd and buttermilk), ghee, paneer, butter, milk powders, whey proteins, gulab jamun mix and shrikhand.
2. **Go:** Targeted at children and the youth generation, primarily for direct consumption. The products under this brand includes cheese products, UHT milk (go milk, go slim milk and go supremo milk), fresh milk: go kidz, fruit yoghurts in six flavours, fresh cream and beverages (lassi and buttermilk in two flavours).
3. **Pride of Cows:** Farm-to-home concept of milk, directly delivered from the farm to a consumer's door-step, through a subscription model. Targeted at household consumers seeking premium quality cow's milk. The product include under this brand is cow milk.
4. **Topp Up:** Targeted at the youth generation and travellers as a source of instant nourishment. The products under this brand includes flavoured milk in six flavours.

The objects of the Issue are to meet the capital expenditure requirements for expansion and modernisation of existing manufacturing facilities at Manchar and Palamaner, Investment in Subsidiary for financing the capital expenditure requirements in relation to the expansion and modernisation of the Bhagyalaxmi Dairy Farm, Partial repayment of the Working Capital Consortium Loan and General corporate purposes

COMPANY ISSUE NAME	ISSUE PERIOD	ISSUE PRICE	MARKET LOT	CRISIL RATING
PARAG MILK FOODS LIMITED	04/05/2016 to 06/05/2016	Rs. 220 – 227	65	--

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

**Discount of Rs.12 per eq share on issue price for all eligible retail individual bidders and eligible employees

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 :

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