

## Initial Public Offer (IPO)



**Issue Period:** Nov 29, 2016 - Dec 01, 2016

**Issue Price:** Rs.680 - Rs.730 Per Eq Share

**Listing at:** BSE, NSE

**Issue Size:** Rs. 510.00 Cr

**Market Lot:** 20 Equity Shares

### COMPANY PROFILE

Incorporated in 1971, Sheela Foam Ltd is a leading manufacturer of mattresses in India marketed under their flagship brand "Sleepwell". It also manufacture other foam-based home comfort products and as well as technical grades of polyurethane foam ("PU Foam") for end use in a wide range of industries. It offers mattresses, pillows, mattress protectors, bolsters, back cushions, sofa-cum beds, bed-sheets, and baby care sheets, as well as furniture cushioning products. Company's products are mainly used in residential purpose, hotels, hospitals, and educational institutions.

The Company has developed a pan-India distribution network that consists of over 100 exclusive distributors, over 2,000 exclusive retail dealers and over 2,500 multi-brand outlets, as on March 31, 2016.

### COMPETITIVE STRENGTHS OF COMPANY ARE AS FOLLOWS:

1. Well recognized and established brand built over consistent quality and innovation.
2. Extensive and well developed pan-India sales and distribution network.
3. Quality manufacturing capabilities and technological innovation.
4. Integrated operations and economies of scale.
5. Well qualified and professional management.

The objects of the Issue are to achieve the benefits of listing the Equity Shares on the Stock Exchanges and Enhance visibility and brand name and provide liquidity to the existing shareholders.

### OUR RECOMMENDATION

SUBSCRIBE

NEUTRAL

HIGH RISK

AVOID

COMPANY ISSUE NAME	ISSUE PERIOD	ISSUE PRICE	MARKET LOT	CRISIL RATING
SHEELA FOAM LIMITED	29/11/2016 TO 01/12/2016	RS. 680 – 730	20	--

\*\*KINDLY NOTE THAT ONLY ASBA APPLICATION WILL BE ACCEPTED FOR IPO

**QIB** (more than Rs. 200,000/-)

50% of Net Issue size

**Non-Institutional** (more than Rs. 200,000/-)

15% of Net Issue size

**Retail** (up to Rs.200,000/-)

35% of Net Issue size

**FOR QUERIES CONTACT IPO DESK AT:**

☎ 0731- 4097228/236/232/234 | 📞 9303172345



Disclaimer: Investment in securities is subject to market Risk.