

# Initial Public Offer (IPO)



**Issue Period:** APR 26, 2017– APR 28, 2017    **Issue Size:** - 6,023,236 Eq Shares(Rs.300 cr)  
**Issue Price:** Rs.660 - Rs.670 per Eq Share    **Market Lot:** 22 Equity Shares  
**Face Value:** Rs 5 per Eq Share    **Listing at:** BSE, NSE

## COMPANY PROFILE

Incorporated in 1970, S Chand And Company Limited operates as an education content company in India. The company develops and delivers content, solutions, and services in the education K-12, higher education, and early learning segments.

Company is involved in publishing, printing, sale, purchase, export, and import of various books and other literary work; agency ship and distribution of publishers for books and other literary work; selling of educational toys; and publishing books for children, schools, colleges, and universities, as well as digital content and interactive learning systems to schools and running pre-schools.

The company also provides digital data management services and digital content books to schools and colleges; solutions for higher education in colleges, universities, and technical institutes; and DTP printing, DTP jobs, page making, editing and proof reading, and cover designing services of books, journals, tabloids, magazines, bulletins, brochures, and periodicals in the form of hard copy, compact disks, and e-forms.

## Objects of the Issue

1. Repayment of loans availed by the Company and one of their Subsidiaries, EPHL, which were utilized towards funding the acquisition of Chhaya;
2. Repayment/prepayment in full or in part, of certain loans availed of by the Company and their Subsidiaries, VPHPL and NSHPL;
3. General corporate purpose.

## OUR RECOMMENDATION

SUBSCRIBE

NEUTRAL

HIGH RISK

AVOID

COMPANY ISSUE NAME	ISSUE PERIOD	ISSUE PRICE	MARKET LOT	CRISIL RATING
S CHAND & CO LTD	26/04/2017 TO 28/04/2017	RS. 660 – 670	22	--

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

<b>QIB</b> (more than Rs. 200,000/-)	50% of Net Issue size
<b>Non-Institutional</b> (more than Rs. 200,000/-)	15% of Net Issue size
<b>Retail</b> (up to Rs.200,000/-)	35% of Net Issue size

FOR QUERIES CONTACT IPO DESK AT: