



# IPO

## INITIAL PUBLIC OFFER



### PRATAAP SNACKS LIMITED

<b>Issue Period</b>	- 22 SEP – 26 SEP, 2017	<b>Issue Size</b>	- 51,37,770 Eq Shares (Rs. 481.92 cr)
<b>Issue Price</b>	- Rs.930 - Rs.938 per Eq Share	<b>Market Lot</b>	- 15 Equity Shares
<b>Face Value</b>	- Rs 5 per Eq Share	<b>Listing at</b>	- BSE, NSE

### COMPANY PROFILE

Incorporated in 2009, **Prataap Snacks** is Indore, MP based Indian Snack Food Company. Prataap Snacks sell products under the brand name "Yellow Diamond". Company is among the top 6 Indian organized snack market. Prataap Snacks has a diversified product portfolio including traditional and western snacks. Company manufacture and sell it's snacks under three major savory snack food categories:1. Extruded Snacks: Processed, reconstituted and shaped potato or cereal based snacks. This includes Puffs, Rings, Pellets and Chulbule products2. Chips: Fried, sliced chips or crisps made from potatoes, hummus, lentils.3. Namkeen: Traditional savoury Indian snack which includes products such as moong dal, masala or fried nuts, sev and bhujia.In Fiscal 2017, revenue from Extruded Snacks, Chips and Namkeen represented 62.99%, 23.85%, and 12.23%, respectively

### THE OBJECT OF THE ISSUE

- A. Repayment/pre-payment, in full or part, of certain borrowings availed by the Company;B. Funding capital expenditure requirements in relation to expansion and modernisation at certain of our existing manufacturing facilities;C. Investment in its Subsidiary, Pure N Sure, towards enabling the repayment/pre-payment of certain borrowings availed of by our Subsidiary; D. Marketing and brand-building activities; andE. General corporate purposes

### OUR RECOMMENDATION



COMPANY NAME	ISSUE PERIOD	ISSUE PRICE	MARKET LOT	CRISIL RATING
PRATAAP SNACKS LTD	22 SEP TO 26 SEP 2017	Rs.930 to 938	15 Shares	-----

\*\*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 :

Phone: 0731- 4097240/236/232/234, Mobile: 9981044499



Disclaimer: Investment in securities is subject to market risk

### INDIRA SECURITIES PVT. LTD.

SEBI: Reg. No. NSE-INB231286635 Address: 204-205 Amar Darshan Building, 28/2, Indore (M.P.)