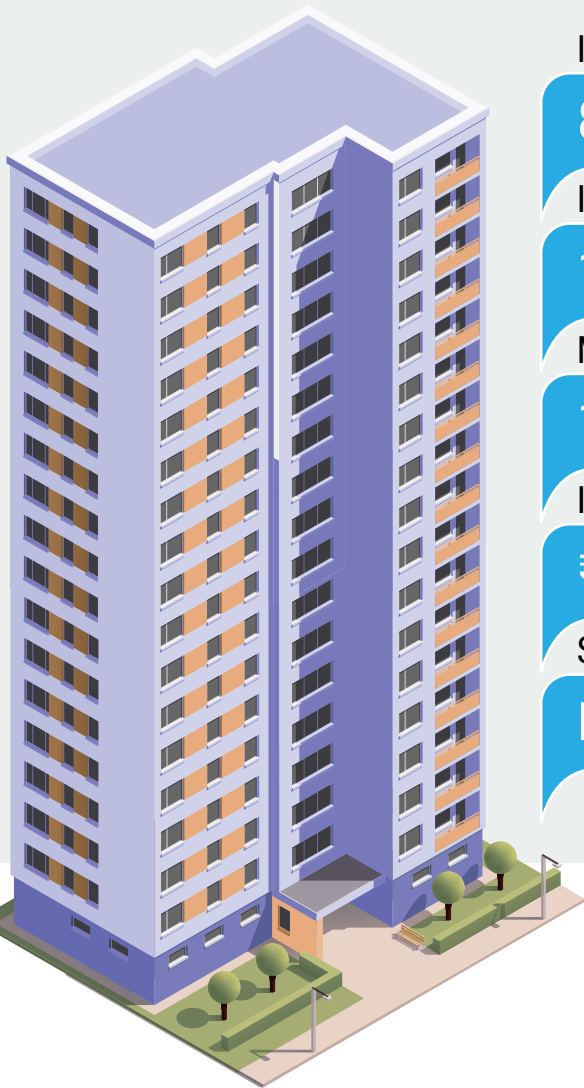




Shriram Properties Limited

IPO DETAILS



Issue Opens

8th Dec 21, Wed

Issue Closes

10th Dec 21, Fri

Min. Lot Size

125 Shares

Issue Price Band

₹113 - ₹118

Sector

Real Estate

Issue size

Fresh Issue:

2.12 Cr Equity Shares
(₹250.00 Cr)

OFS:

2.97 Cr Equity Shares
(₹350.00 Cr)

Face Value

₹10

Listing at

NSE, BSE

Objectives of the Issue

Repayment and/ or pre-payment, in full or part, of certain borrowings availed by the Company and their Subsidiaries, Shriprop Structures, Global Entropolis and Bengal Shriram.

General corporate purposes.

Rating

AVOID

APPLY NOW



Shriram Properties Limited

Company Overview

Shriram Properties limited is one of the leading residential real estate development companies in South India, primarily focused on the mid-market and affordable housing categories.

Among the Top 5

residential real estate companies in South India in terms of number of units launched between year 2012 and the third quarter of 2021 across Tier 1 cities of South India including Bengaluru, Chennai and Hyderabad.

29 Projects

completed representing 16.76 million sq. feet of saleable area, out of which their 24 completed projects in the cities of Bengaluru and Chennai.

197.47 Acres

land reserves with a development potential of approximately 21.45 million square feet (msf) of estimated saleable area.

As of September 30, 2021

Pre-sales Volumes (of Saleable Area)



Business Strategy

The company has asset light business strategy where they have developed projects through Joint ventures (JV) with landowners of the proposed projects, and in certain cases, with financial investors, in order to reduce up-front costs, while leveraging their brand name and execution experience.



Focus Area

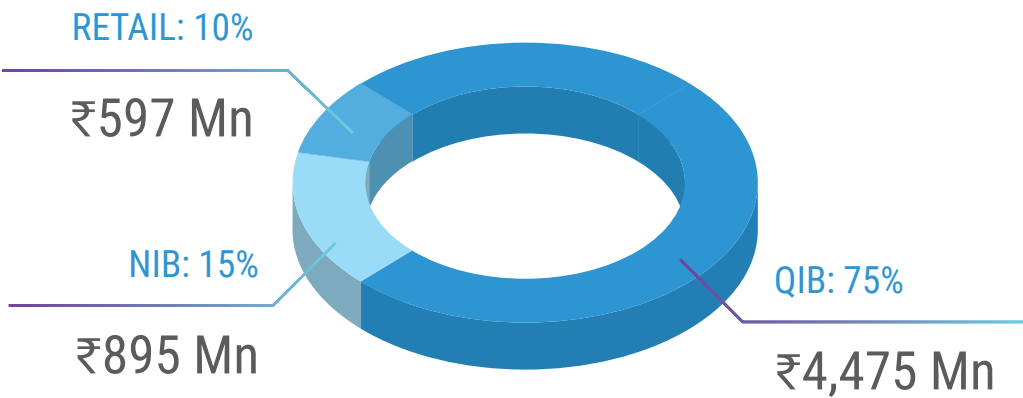
The company has focused on the development management ("DM") business, whereby they provide end-to-end real estate development services to smaller real estate developers and other landowners in relation to timely and quality execution, branding, marketing and sales, collections and client management and facilitating financing arrangements.



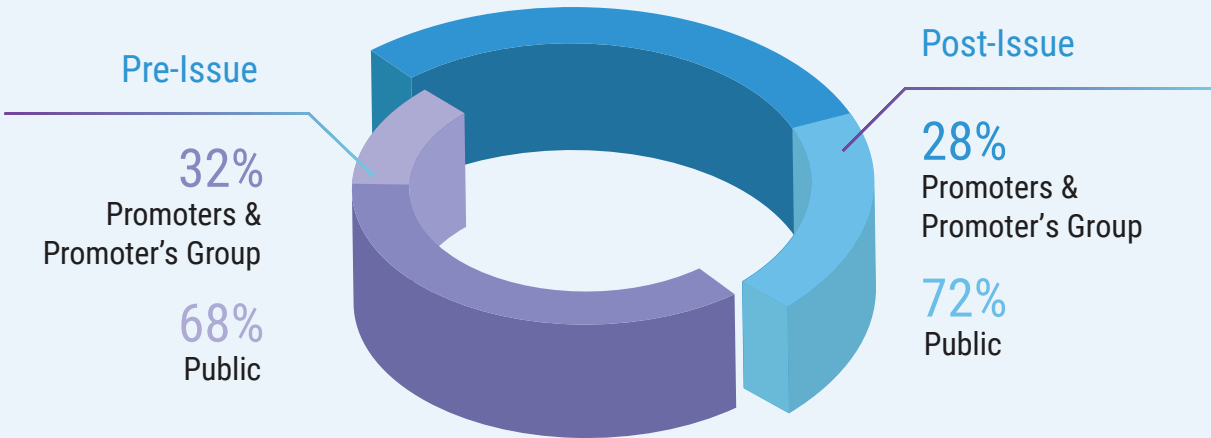
Shriram Properties Limited

Issue Details

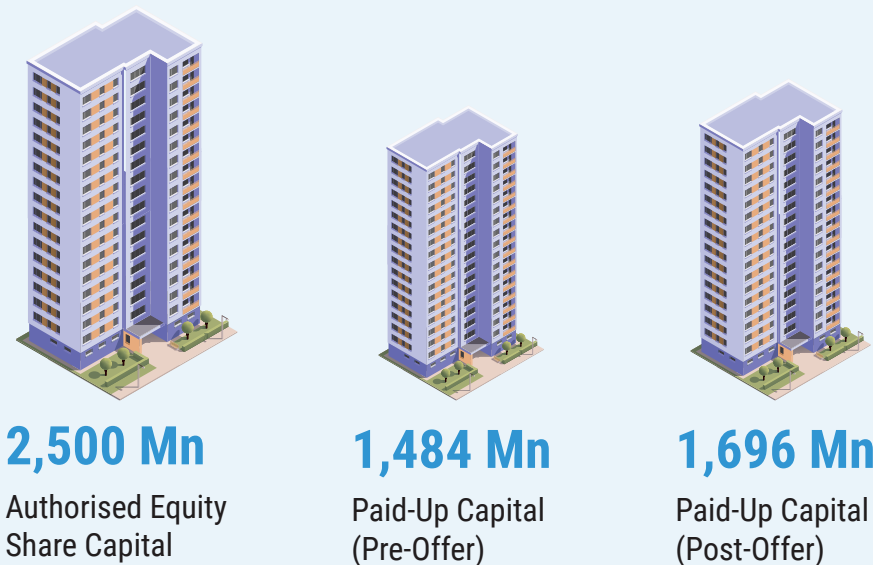
Issue Break-Up



Shareholding Pattern



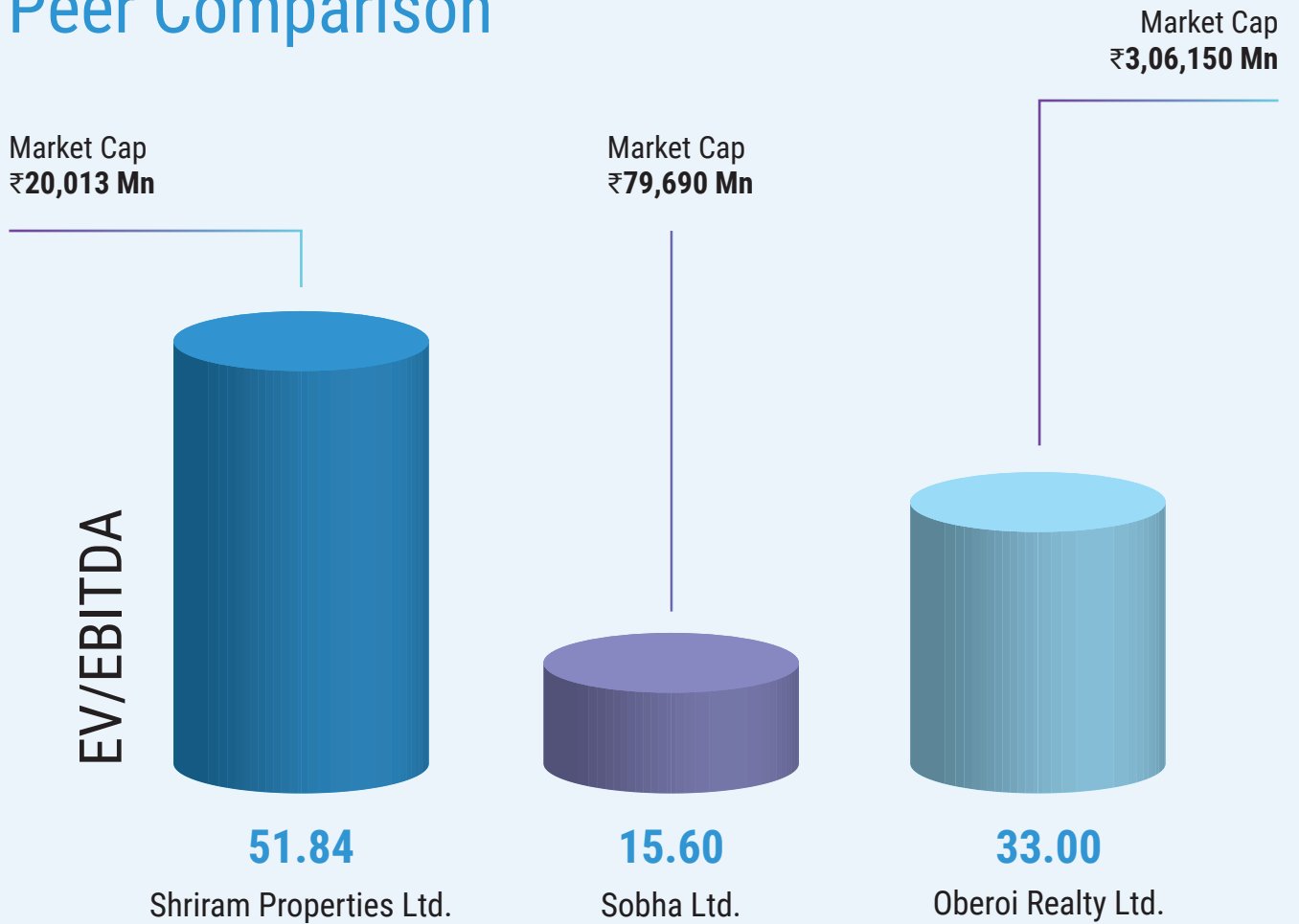
Capital Structure (in ₹)





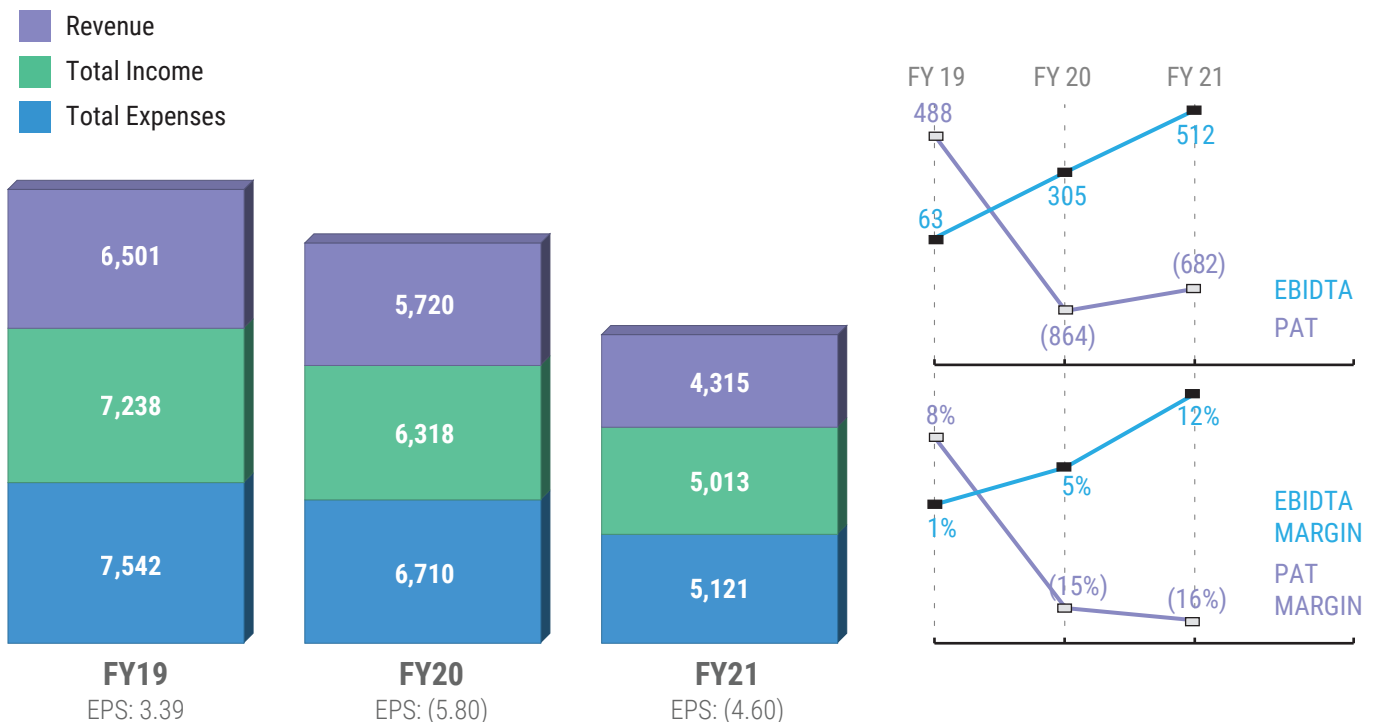
Shriram Properties Limited

Valuations and Peer Comparison



Market Cap data of listed securities as on Dec 6, 2021

Financial Snapshot (in Mn ₹)





Shriram Properties Limited

Business Insights



Competitive Strengths

- Part of the Shriram Group and Backed by Marquee Investors.
- One of the Leading Residential Real Estate Development Companies in South India with Focus on Mid-market and Affordable Housing Categories.
- Demonstrated Capabilities in Project Identification and Strong Execution Track Record.
- Scalable and Asset Light Business Model supported by the Strong Financial Position.
- Well Positioned to Benefit from Regulatory and Industry Developments.
- Experienced and Professional Management Team.



Business Strategy

- Focus on Mid-Market and Affordable Housing Categories.
- Focus on Key Cities in South India.
- Strengthen Presence in the Plotted Development Category.
- Focus on our Asset Light Business Model, Primarily through Development Management.
- Develop and Monetize the Project in Kolkata.
- Build Scale, Consolidate Position and Enhance our Execution Capabilities to Capitalize on Industry Opportunity.



Risks

- The company has a significant amount of debt, which could affect their ability to obtain future financing or pursue their growth strategy.
- As of September 30, 2021, approximately 22.09% of company's estimated Saleable Area is located in Kolkata, West Bengal; as a result company's future business, financial condition and results of operations are significantly dependent on the conditions affecting the real estate market in Kolkata.

Promoters and Management Details

Mr. M. Murali - Chairman and Managing Director

Mr. S. Natarajan - Non-Executive Director

Mr. Raphael Dawson - Non-Executive Director