



## Case Study: SME IPO Management

**Industry:** Office Decor

**About:** They are manufacturer of office modular furniture.

**Goal:** Prepping company for pre-IPO and post IPO growth planning.

**Results:** IPO successfully subscribed.

**Rol:** Project in progress.

### Background:

A company started by two people who were laborers in furniture industry from small scale and grown today to compete with industry leaders. The company in order to further expand its footprints is in need of funds to modernize and augment its manufacturing setup.

**Approach: SAHAY Methodology - Study – Assess – Head to Head Discussion – Action – Yield**

### Key Tasks pertaining to SME IPO:

1. Organization Pitch Deck Preparation
2. Information Memorandum
3. Budgeting to assess fund requirements
4. Charting of long term growth plan
5. Aids in Future Financial Projects
6. Contribution to Valuation along with CA, Merchant Bankers etc.
7. Contribution to Drafting of Red Herring Prospectus for drafting of business strategy
8. Press Meets – Presentation and Q&A Handling
9. Post subscription – support and implementing the planned strategy for the company

### Ancillary Tasks pre-IPO:

1. Setting up Processes
2. Holding up discussions with Key Management Personnel to understand current issues and challenges
3. Ensuring positive PR and improved marketing communication
4. Sensitizing the staff for the IPO to prevent any untoward incidences.
5. Resolving disputes on production lines if any at all
6. Designing Performance Management System to ensure people fall in line

We are doing the same for an educational institution, a pharmaceutical company as well as another stationery manufacturing company.

