

IPO Details		Company Background					
<b>Opening Date</b>	Mar 04, 2024	<ul style="list-style-type: none"> <li>R K Swamy Limited was originally incorporated in the year 1973 and has its registered office in Chennai, Tamil Nadu, India.</li> <li>The company is one of the leading integrated marketing service groups in India, offering a single-window solution for creative, media, data analytics and market research services.</li> <li>Company offers comprehensive range of services in the following interrelated and complementary business segments: (i) Integrated Marketing Communications, (ii) Customer Data Analytics and MarTech; and (iii) Full-Service Market Research.</li> <li>As of September 30<sup>th</sup>, 2023, the Company had 2,533 employees on its payroll.</li> </ul>					
<b>Closing Date</b>	Mar 06, 2024						
<b>Stock Exchange</b>	NSE, BSE						
<b>Lot Size</b>	50 Shares						
<b>Issue Price</b>	₹270 to ₹288 per share						
<b>Issue Size</b>	Aggregating up to 423.56 Cr.						
<b>Fresh Issue</b>	Aggregating up to 173.00 Cr.						
<b>Offer for Sale</b>	Aggregating up to 250.56 Cr.						
<b>Application Amount (Price at Upper Band)</b>	Min. Inv. - ₹ 14,400 (50 shares) Max. Inv. - ₹ 1,87,200 (650 shares)						
IPO Objective							
1. Funding working capital requirements of the Company.							
2. Funding capital expenditure to be incurred by the Company for setting up a DVCP Studio.							
3. Funding investment in IT infrastructure development of the company, and the Material Subsidiaries, Hansa Research and Hansa Customer Equity.							
4. Funding setting up of new customer experience centres ("CEC") and computer aided telephonic interview centres ("CATI") of the company.							
5. General corporate purposes.							
Pre-Issue Shareholding							
Category	No. of Shares	% of Total Shares					
Promoter & Promoter Group	3,69,15,820	83.03%					
Public	75,41,320	16.97%					
Promoter of the Company							
1. Srinivasan K Swamy							
2. Narasimhan Krishnaswamy							
Competitive Strengths							
1. Integrated marketing services provider serving clients for 50 years.							
2. 15-year track record in the Data Analytics and Marketing Technology segment, with a proven ability of producing digital content at scale, a leader in the business of market research.							
3. Well established brands across segments with experienced Promoters and a professional Senior Management.							
4. Well diversified customer base with long standing relationships.							
5. Established internal infrastructure for efficient delivery of services							
			Market Capitalization (In Cr.)				
			Pre-Issue	Post-Issue			
			₹ 1,280	₹ 1,453			
			Financial Summary (In Cr.)				
			For the Period Ended	Mar-21	Mar-22	Mar-23	Sept-23
<b>Total Assets</b>			390.05	406.44	313.65	252.22	
<b>Net Assets</b>			3.30	16.34	45.23	51.07	
<b>Total Borrowings</b>			45.68	28.73	4.50	51.05	
<b>Total Revenue</b>			183.22	244.97	299.91	142.55	
<b>Profit After Tax</b>			3.07	19.25	31.25	7.93	
			Tentative Timeline				
<b>Opening Date</b>			Mar 04, 2024				
<b>Closing Date</b>			Mar 06, 2024				
<b>Basis of Allotment</b>			Mar 07, 2024				
<b>Initiation of Refunds</b>			Mar 11, 2024				
<b>Credit of Shares to Demat</b>			Mar 11, 2024				
<b>Listing Date</b>			Mar 12, 2024				