

IPO Details			Company Background			
<b>Opening Date</b>	June 20, 2024		<ul style="list-style-type: none"> <li>Winnny Immigration and Education Services Limited was incorporated on June 09, 2008. The company has its registered office in Ahmedabad, Gujarat.</li> <li>The company operates in the visa consultancy business. The company provide assistance (Service) to individuals for study, travel, work, business and migration purposes.</li> <li>The company's array of services provided by Winnny encompasses visa guidance, immigration assistance, and documentation services.</li> <li>The Company as on 31<sup>st</sup> March 2024, has 145 employees on its payroll.</li> </ul>			
<b>Closing Date</b>	June 24, 2024					
<b>Stock Exchange</b>	NSE SME					
<b>Lot Size</b>	1,000 Shares					
<b>Issue Price</b>	₹140 per share					
<b>Issue Size</b>	Aggregating up to ₹9.13 Cr.					
<b>Fresh Issue</b>	Aggregating up to ₹9.13 Cr.					
<b>Offer for Sale</b>	-					
<b>Application</b>	₹1,40,000					
<b>Amount (Price at Upper Band)</b>	(1,000 shares)					
IPO Objective			Market Capitalization		(In Cr.)	
1. Opening new offices in India, and Software Development.			<b>Pre-Issue</b>	<b>Post-Issue</b>		
2. Repayment of Debt, Branding and Advertisement.			₹ 21	₹ 30		
3. General Corporate Purposes and to meet public issue expenses.			Financial Summary		(In Cr.)	
			For the Period Ended	Mar-22	Mar-23	Mar-24
			<b>Total Assets</b>	276.16	541.93	542.84
			<b>Net Assets</b>	46.65	191.46	230.72
			<b>Total Borrowings</b>	127.91	232.02	206.84
			<b>Total Revenue</b>	1,004.07	1,197.91	1,102.12
			<b>Profit After Tax</b>	127.62	144.71	39.27
Pre-Issue Shareholding			Tentative Timeline			
Category	No. of Shares	% of Total Shares	<b>Opening Date</b>			
Promoter & Promoter Group	12,69,600	83.64%	June 20, 2024			
Public	24,8400	16.36%	<b>Closing Date</b>			
			June 24, 2024			
			<b>Basis of Allotment</b>			
			June 25, 2024			
			<b>Initiation of Refunds</b>			
			June 26, 2024			
			<b>Credit of Shares to Demat</b>			
			June 26, 2024			
			<b>Listing Date</b>			
			June 27, 2024			
Promoter of the Company						
1. Jignesh Patel						
Competitive Strengths						
1. Experienced and Knowledgeable team						
2. Customization Expertise						
3. Technology Integration						
4. Range of services under one roof						
5. Clear and Transparent Terms						

## Company Background and Analysis

### Business Overview –

Winny Immigration and Education Services Limited is in the visa consultancy business. The company provide assistance (Service) to individuals for study, travel, work, business and migration purposes. The company has a network of 12 strategically located offices (9 Branches, 2 Franchisees and 1 Virtual office), and a dedicated team of over 100 professionals. The company’s majority of clients choose to migrate in the USA, Canada, Australia, New Zealand, UK and Europe.

The company’s primary objective of the company is to streamline the visa application process for the clients. The company is providing consultancies in the below-stated range of services –

1. Training for Language Proficiency Examination –  
Company provides English language training which is requirement in most of the countries for migration. Duration of the training is six months and mode of the training is online and offline classroom training.
2. Consulting and processing a range of Temporary Residence Visas. –  
TRVs are granted for a specific purpose and duration, allowing individuals to stay temporarily in a foreign country.
3. Consulting and processing Permanent Residency Visas. –  
A Permanent Residence Visa (PRV) is a coveted pathway for individuals seeking to establish a long-term or permanent residence in a foreign country.

The tentative duration is 12-45 days for the TRV application and 120-180 days for the PRV application. The year-wise break-up of the number of applications submitted by the company is given below.

PRV Application		
F.Y	No. of PRV Applications Submitted	No. of application approved
2021-22	670	39
2022-23	1003	80
2023-24	828	126

TRV Application		
F.Y	No. of TRV Applications Submitted	No. of application approved
2021-22	94	9
2022-23	417	106
2023-24	791	301

The following is the geographical and service wise revenue bifurcation of the Company for the previous three years along with the stub period –

(Amt in Lakhs)

Particulars	FY 2021-22				FY 2022-23			FY 2023-24		
	Gujarat	Maharashtra	Delhi	Total	Gujarat	Maharashtra	Total	Gujarat	Maharashtra	Total
Coaching	81.05	5.86	0.18	87.09	221.94	17.66	239.60	84.89	8.93	93.82
Immigration	370.14	44.80	1.24	416.18	681.41	96.37	777.78	723.50	139.67	863.17
Student Visa	2.79	-	-	2.79	2.91	-	2.91	1.81	-	1.81
Vistor Visa	468.07	75.25	7.49	550.81	120.83	9.48	130.31	31.54	2.39	33.93
Work Permit	28.18	4.96	-	33.14	34.53	2.75	37.28	23.47	0.60	24.07
Less - Refund	-71.08	-5.94	-	-77.02	33.54	4.31	37.85	36.62	6.33	42.95
Revenue	879.15	124.93	8.91	1,012.99	1,095.16	130.57	1,225.73	901.83	157.92	1,059.75

To conclude, the company has been in the industry since 2008 and has vast experience in this industry. The company operates in the visa consulting industry. The company was generating the majority of its revenue 90% and 82% of the total immigration revenue from Canada specifically which has seen a drop to 39% of the total revenue for FY 2024.

## **Business Strategies**

### **1. Increase in Technology Integration to the Business:**

The company aims to streamline processes, secure client data, and improve communication. The company plan to expand the market reach through increased branding on digital platforms, which is just one aspect of the broader technology integration initiative.

### **2. Strategic Partnerships to offer more services:**

The company's primary focus for expansion is on building strategic partnerships. The company is exploring collaborations with relocation service providers to expand its service offerings, aiming to assist its clients not only during the immigration process but also after their relocation.

### **3. More market penetration by increasing branch offices and franchisees:**

The company aims to establish additional offices in different regions of India, making it easier for people to reach the company through any location.

## **Competitive Scenario and Peer Mapping**

### **Competition**

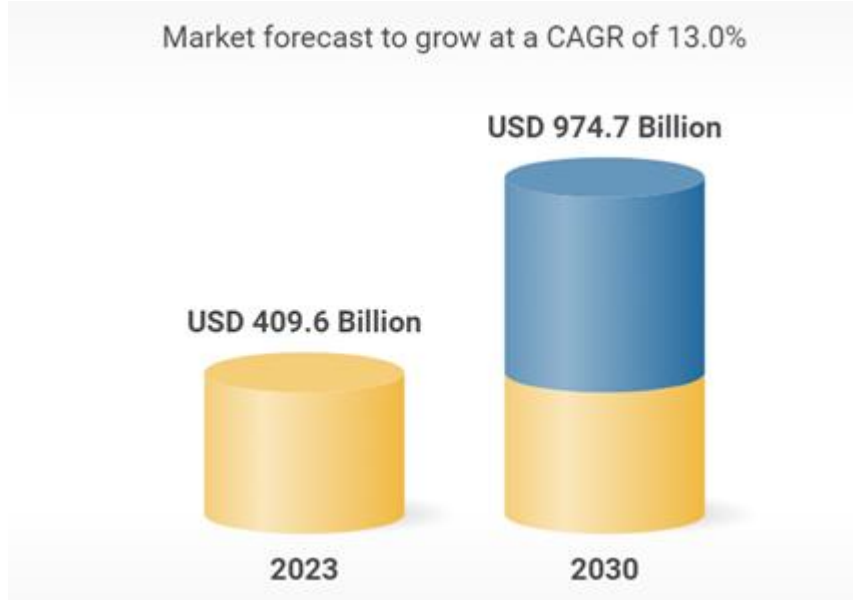
The company operates in the educational tourism market. The company face significant competition in the business from organized and unorganized service providers in the field of Immigration and coaching for IELTS, CELPIP, PTE, TOFEL. The company operate in a highly competitive business environment. There are many consultancy firms operating in almost all the major cities and regions of India, leading to a saturated but a growing market day by day. This industry has low barriers to entry. The bargaining power with the customers high in the industry in which the company operates in.

### **Peer Analysis**

The company believes they have no listed peers for comparison as per the offer document.

**Industry Overview**

Exhibit 1: Global Educational Tourism Market



(Source: Research and Markets)

**Travellers & Tourism – India**

India is blessed with abundant talent and skills that can be utilized in the global workplace. The people increasingly travel abroad, whether it is in the quest for education, the search for work or the execution of services. At the same time, travellers and tourists from India have also increased, reflecting the growing interest in other countries and regions.

The Ministry of External Affairs has the responsibility for issuing Passports to Indian citizens. It also renews Passports to those living abroad, while rendering other Consular services that are required for their livelihood and education. Since 2014, it has been the Modi Government’s priority to make it easier for the average Indian to obtain and renew Passports, both at home and abroad. This has been done through a series of reforms across the entire chain, starting with more centres for application, easier paper work, faster processing and more efficient delivery.

Indians abroad, whether on a longer-term stay or a short duration visit, are a special responsibility for the Government. It has again been the approach of the Modi Government that must reach out to Indians in distress, however difficult the circumstances. Sometimes, this has been demonstrated dramatically through rescue and relief operations. But the day-to-day processes to assist Indians are even more important, precisely because they apply everywhere everyday. Expanding resources, reforming their application and changing the mindset and work culture of Embassies abroad have all been part of this change.

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The usage of digital platforms and tools to this end has been particularly notable. Today, can sincerely and proudly state that there has been a real transformation in not only facilitating the travel of Indians abroad but in assisting them at their moment of need. This was graphically demonstrated during the Covid-19 pandemic, including through the organization of the Vande Bharat Mission.

**India Centre for Migration (ICM) :**

The ICM from the year 2020 onwards, ICM has commenced a host of research activities such as panel discussions, consultation workshops, conferences and empirical studies. These research endeavors are aimed at generating new ideas and research studies that cater to the underlying issues and areas concerning migration.

ICM envisions to lead research and analysis on international migration to support informed policy making and enable strategic interventions for a coherent and harmonised response to the transnational movement of people from India.

(Source: Prospectus)

## Key Managerial Personnel

**Jignesh Patel**, aged 53, is one of the Promoters, Chairman, and Managing Director of the Company. He is a Commerce Graduate. He has experience of more than two decades in the immigration and other visa sectors. He is responsible for establishing and evolving the strategic direction of the company and its array of services. He oversees the operation of the company and its branches.

**Pathik Savla**, aged 38, is a Whole-time Director of the Company. He has a bachelor's degree in engineering (B.E. Mechanical) and a Post Graduate Diploma in Management. He has an overall experience of more than 15 years and contributed immensely to the areas of client acquisition – sales and marketing. He has extensive experience in business development, introducing new service lines (products), its marketing and generating revenue.

**Hirenkumar Patel**, aged 52, is a Whole-time Director of the Company. He has completed his Diploma in Plastics Mould Design. He has 27 years of experience in business development and team management. He has held senior management roles for more than 12 years and middle management positions for over 7 years.

**Bunty Hudda**, aged 36, is a Non-Executive and Independent Director of the Company. He is an Associate Member of the Institute of Company Secretaries of India and has a bachelor's degree in commerce (B. Com), a bachelor's degree in law (LLB) and a master's degree in management (MBA). He has work experience as a professional for more than 11 years in Practice.

**Krisa Shah**, aged 31, is a Non-Executive and Independent Director of the Company. She is a Fellow Member of the Institute of Company Secretaries of India with a bachelor's degree in commerce (B. Com) and a bachelor's degree in law (LLB).

**Raimeen Maradiya**, aged 31, is the Non-Executive and Independent Director of the Company. He is a Fellow Member of the Institute of Company Secretaries of India and has a bachelor's degree in commerce (B. Com) and bachelor's degree in law (LLB). He has 9 years of experience.

To conclude, the company has 1 Promoter who has vast experience with the company as well as with the industry. The remaining directors of the company have good experience in their respective fields which help in the growth of the business.

**Financial Snapshot**

<b>Profit and Loss Statement</b>			
<b>Particulars</b>	<b>FY 22</b>	<b>FY 23</b>	<b>FY 24</b>
Revenue from Operations	998.81	1,177.38	1,080.69
Other Income	5.26	20.53	21.43
<b>Total Income</b>	<b>1,004.07</b>	<b>1,197.91</b>	<b>1,102.12</b>
<b>Expenses</b>			
Employee benefits	508.51	598.80	644.51
Finance costs	17.87	23.77	18.71
Depreciation and Amortization expense	13.35	36.27	32.66
Other expenses	293.24	345.56	353.73
<b>Total Expenses</b>	<b>832.97</b>	<b>1,004.40</b>	<b>1,049.61</b>
<b>Earnings Before Interest, Taxes, Depreciation &amp; Amortization</b>	<b>197.06</b>	<b>233.02</b>	<b>82.45</b>
<b>EBITDA Margin</b>	<b>19.73%</b>	<b>19.79%</b>	<b>7.63%</b>
<b>Profit/(Loss) before exceptional items and tax</b>	<b>171.10</b>	<b>193.51</b>	<b>52.51</b>
Exceptional Items	-	-	-
<b>Profit/(Loss) before tax</b>	<b>171.10</b>	<b>193.51</b>	<b>52.51</b>
<b>Tax Expense</b>			
Current tax	9.70	51.48	15.00
Deferred tax	33.78	-2.68	-1.77
Income tax for earlier years	-	-	0.01
<b>Total Tax Expense</b>	<b>43.48</b>	<b>48.80</b>	<b>13.24</b>
<b>Profit/(Loss) for the year</b>	<b>127.62</b>	<b>144.71</b>	<b>39.27</b>
<b>Net Profit Margin</b>	<b>12.71%</b>	<b>12.08%</b>	<b>3.56%</b>

<b>Balance Sheet</b>			
<b>Particulars</b>	<b>FY 22</b>	<b>FY 23</b>	<b>FY 24</b>
<b>EQUITY AND LIABILITIES</b>			
<b>1. Shareholders' funds</b>			
Share Capital	3.30	3.30	151.80
Reserves and surplus	43.35	188.16	78.92
<b>Total Equity</b>	<b>46.65</b>	<b>191.46</b>	<b>230.72</b>
<b>2. Non-current liabilities</b>			
Long Term Borrowings	-	45.26	27.04
Long Term Provisions	17.57	21.82	15.13
<b>Total Non-current liabilities</b>	<b>17.57</b>	<b>67.08</b>	<b>42.17</b>
<b>3. Current liabilities</b>			
Short-term borrowings	127.91	186.76	179.80
Trade payables			
(i) MSME			
(ii) Other than MSME	4.76	13.13	0.18
Short Term Provisions	11.05	6.29	12.64
Other Current Liabilities	68.22	77.21	77.33
<b>Total Current liabilities</b>	<b>211.94</b>	<b>283.39</b>	<b>269.95</b>
<b>Total Liabilities</b>	<b>229.51</b>	<b>350.47</b>	<b>312.12</b>
<b>Total Equity and Liabilities</b>	<b>276.16</b>	<b>541.93</b>	<b>542.84</b>
<b>ASSETS</b>			
<b>1. Non-current assets</b>			
Property, Plant and Equipment	39.72	107.01	80.57

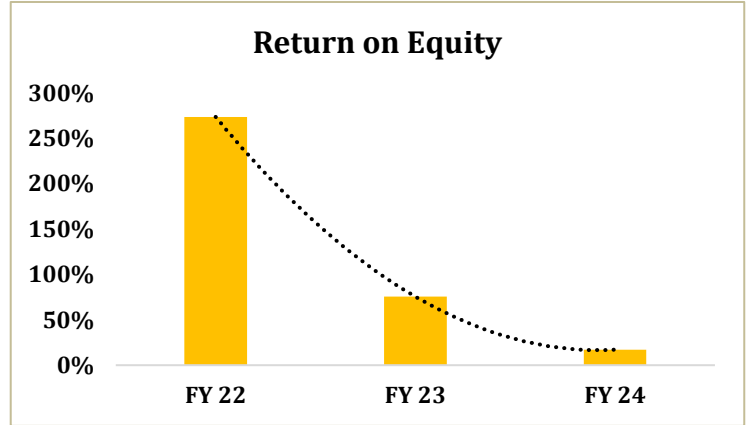
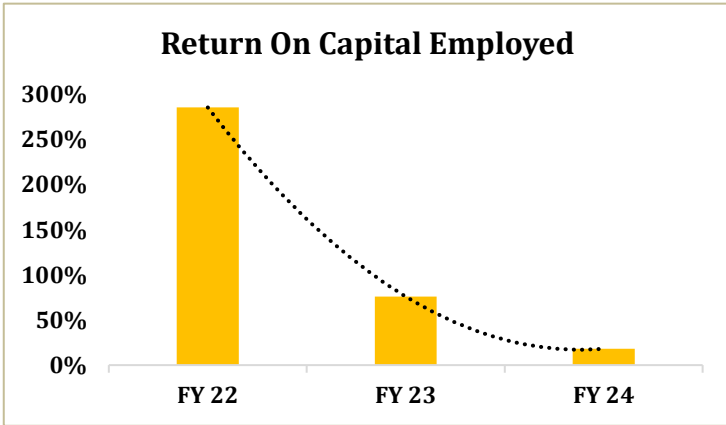
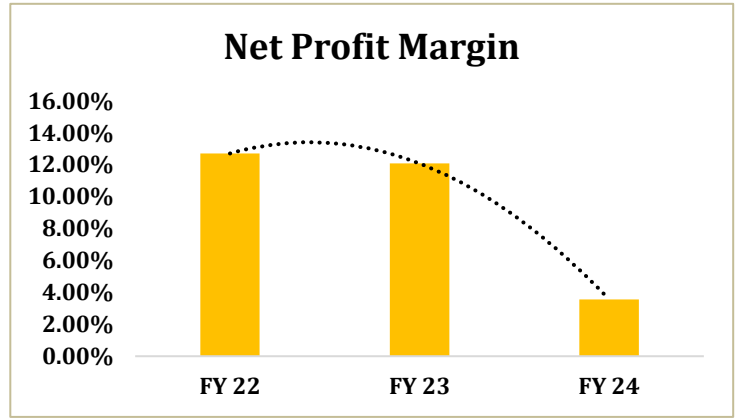
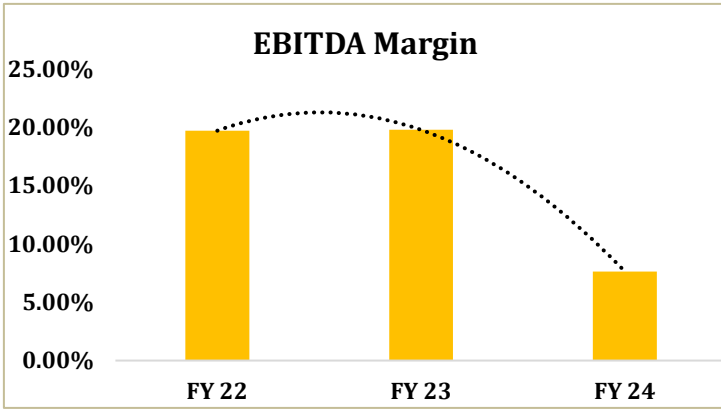
<b>Balance Sheet</b>			
Intangible Assets	0.90	2.77	1.55
Deferred Tax Assets (Net)	15.11	17.79	19.56
Long Term Loans and Advances	35.66	34.15	34.80
<b>Total Non-Current assets</b>	<b>91.39</b>	<b>161.72</b>	<b>136.48</b>
<b>2. Current assets</b>			
Trade receivables	2.69	2.73	26.21
Cash and cash equivalents	57.27	57.78	104.49
Short-term loans and advances	122.29	315.64	274.63
Other Current Assets	2.61	4.06	1.03
<b>Total Current assets</b>	<b>184.86</b>	<b>380.21</b>	<b>406.36</b>
<b>Total Assets</b>	<b>276.25</b>	<b>541.93</b>	<b>542.84</b>

<b>Cash Flow Statement</b>			
<b>Particulars</b>	<b>FY 22</b>	<b>FY 23</b>	<b>FY 24</b>
Net Cash Flow from Operating Activities	120.94	5.20	74.18
Net Cash Flow from Investing Activities	-4.24	-85.03	16.43
Net Cash Flow from Financing Activities	-106.65	80.34	-43.89

<b>Ratio Sheet</b>			
<b>Particulars</b>	<b>FY 22</b>	<b>FY 23</b>	<b>FY 24</b>
<b>Per Share Data</b>			
Diluted EPS	8.41	9.53	2.59
BV per share	44.21	50.89	52.70
<b>Operating Ratios</b>			
EBITDA Margins	19.73%	19.79%	7.63%
PAT Margins	12.71%	12.08%	3.56%
Debtor days	0.98	0.85	8.85
<b>Return Ratios</b>			
RoCE	285.66%	76.10%	18.25%
RoE	273.57%	75.58%	17.02%
<b>Valuation Ratios (x)*</b>			
EV/EBITDA	0.60	1.57	4.04
Market Cap / Sales	3.04	2.58	2.81
P/E	16.65	14.69	54.05
Price to Book Value	3.17	2.75	2.66
<b>Solvency Ratios</b>			
Debt / Equity	2.74	1.21	0.90
Current Ratio	0.87	1.34	1.51
Quick Ratio	0.87	1.34	1.51
Asset Turnover	3.62	2.17	1.99
Interest Coverage Ratio	10.28	8.28	2.66

\*Valuation Ratios are calculated using the current Issue Price.



**Financial Charts**

### Key Risk Factors

1. The major source of revenue is generated from the state of Gujarat. The revenue from Gujarat was 89.40% and 85.08% for the Financial Year 2024, 2023 and 2022 respectively of the total income of the Company.
2. **There is outstanding litigation against the company amounting to Rs. 70.31 lakhs** which if determined against them, could adversely impact financial conditions.

### Track Record of Lead Manager(s)

The lead manager to the issue is Interactive Financial Services Limited. A table has been set below highlighting the details of the IPO of the last 10 companies handled by the Lead Manager in recent times –

#### Interactive Financial Services Limited -

Sr. No.	Company Name	Issue Size in Cr.	Issue Price/Share (In INR)	Listing Date	CMP* (INR)
1.	Teerth Gopicon Limited	44.40	111.00	April 16, 2024	394.20
2.	DCG Cables & Wires Limited	49.99	100.00	April 16, 2024	94.10
3.	SRM Contractors Limited	130.20	210.00	April 03, 2024	184.78
4.	Kalahridhaan Trendz Limited	22.49	45.00	February 23, 2023	40.00
5.	Vrundavan Plantation Limited	15.30	108.00	November 06, 2023	44.00
6.	Vivaa Tradecom Limited	7.99	51.00	October 12, 2023	37.00
7.	Crop Life Science Limited	26.73	52.00	August 30, 2023	41.60
8.	Tridhya Tech Limited	26.41	42.00	July 13, 2023	31.95
9.	Bizotic Commercial Limited	42.21	175.00	June 23, 2023	50.38
10.	Sahana System Limited	32.74	135.00	June 12, 2023	1,705

The company has had 17 mandates in the past three years including the current Year.

\*CMP for the above-mentioned companies is taken as of 14<sup>th</sup> June 2024.

As per the offer document, from the above-mentioned mandates, 4 mandates have opened at a discount and the remaining mandates have opened at a premium on the listing date.

**Recommendation**

The company has been in the industry since 2008 and thus has vast experience in the industry. The company's management overview is not that satisfactory.

The P/E on a post-IPO basis is around 54.05 times which makes it highly priced.

The company operates in a competitive environment. The company has suddenly seen a decrease in revenue generation from Canada. The company has also seen a decrease in the top line and bottom line of its financials. The company does not have any unique strategies planned. The company's distribution of net proceeds does not appear to be unique and is not being fully utilised for expansion.

Overall, all key financials ratios depict a downtrend making this IPO an easy **AVOID**.

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