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## R K SWAMY IPO

**R K SWAMY IPO Price:** ₹270 to ₹288

**IPO Date Range:** Mar 4, 2024 - Mar 6, 2024

### Foundation & Business Essence



Established in 1973, R K SWAMY Limited operates in the realms of integrated marketing communications, customer data analysis, comprehensive market research, and the conduct of syndicated studies.

### Services

R K SWAMY Limited stands as a data-driven, integrated marketing services provider, strategically employing digital initiatives across all facets of its operations. They rank among the top 10 diversified integrated marketing communications services groups in India, offering a comprehensive array of services across interconnected and complementary business segments:

1. Integrated Marketing Communications,
2. Customer Data Analytics and Marketing Technology ("Customer Data Analytics and MarTech"),
3. Full-Service Market Research (including customer experience measurement) and Syndicated Studies ("Full-Service Market Research").

### Network and Presence

During the fiscal year 2023, the company executed over 818 creative campaigns on behalf of its clients, disseminating them across various media channels. Additionally, it handled a substantial amount of data, processing more than 97.69 terabytes, and engaged in over 2.37 million consumer interviews through a combination of quantitative, qualitative, and telephone surveys.

The company's operations span 12 offices and 12 field offices located in 12 cities, with a total workforce of 2,391 employees, contributing to its presence in three distinct business segments.

## Clientele

R K SWAMY Limited serves a diverse clientele that includes Aditya Birla Sun Life AMC, Dr. Reddy's Labs, E.I.D. - Parry (India) Limited, Fujitsu General (India) Private Limited, Havells India, Hawkins Cookers, HPCL, ICICI Prudential Life Insurance, IFB Industries Limited, M&M, ONGC, Royal Enfield (a unit of Eicher Motors), Shriram Finance Limited, Tata Play, Ultratech Cement, and Union Bank of India.

## R K SWAMY IPO Specifics:

IPO Date	March 4, 2024 to March 6, 2024
Listing Date	Tuesday, March 12, 2024
Face Value	₹5 per share
Price Band	₹270 to ₹288 per share
Lot Size	50 shares
Total Issue Size	14,706,944 shares (aggregating up to ₹423.56 Cr)
Fresh Issue	6,006,944 shares (aggregating up to ₹173.00 Cr)
Offer For Sale	8,700,000 shares (aggregating up to ₹250.56 Cr)
Employee Discount	Rs 27 per share
Issue Type	Book Built Issue IPO
Listing At	BSE, NSE
Share holding pre issue	44,457,140
Share holding post issue	50,464,084

## R K SWAMY IPO Lot Size

Bidders have the opportunity to bid for a minimum of 50 shares, with the option to increase in multiples. The table below outlines the minimum and maximum investment thresholds for both retail investors and High Net Worth Individuals (HNIs), specifying the corresponding number of shares and amounts involved.

Application	Lots	Shares	Amount
Retail (Min)	1	50	₹14,400
Retail (Max)	13	650	₹187,200
S-HNI (Min)	14	700	₹201,600
S-HNI (Max)	69	3,450	₹993,600
B-HNI (Min)	70	3,500	₹1,008,000

## R K SWAMY IPO Reservation

QIB Shares Offered	Not more than 75% of the Net Issue
Retail Shares Offered	Not less than 10% of the Net Issue
NII (HNI) Shares Offered	Not less than 15% of the Net Issue

## R K SWAMY IPO Timetable (Important Dates)

IPO Open Date	Monday, March 4, 2024
IPO Close Date	Wednesday, March 6, 2024
Basis of Allotment	Thursday, March 7 2024
Initiation of Refunds	Monday, March 11, 2024
Credit of Shares to Demat	Monday, March 11, 2024
Listing Date	Tuesday, March 12, 2024
Cut-off time for UPI mandate confirmation	5 PM on March 6, 2024

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## R K SWAMY Limited IPO Financial Information

R K SWAMY Limited witnessed a notable surge in revenue, marking a substantial 22.43% increase, while the profit after tax (PAT) experienced a remarkable upswing of 62.34% during the financial year concluding on March 31, 2023, compared to the corresponding period ending on March 31, 2022.

Period Ended	31 Mar 2021	31 Mar 2022	31 Mar 2023	30 Sep 2023
Assets	390.06	406.44	313.65	252.23
Revenue	183.22	244.97	299.91	142.55
Profit After Tax	3.08	19.26	31.26	7.93
Net Worth	98.22	111.93	140.81	146.66
Reserves & Surplus	-0.43	12.27	40.79	28.85
Total Borrowing	45.68	28.73	4.51	51.05

Amount in ₹ Crore

## Key Performance Indicator - R K SWAMY IPO

KPI	Values
Market Cap (Rs Cr)	1453.37
P/E (x)	40.96
ROE	16.47%
ROCE	6.29%
Debt/ Equity	1.5
EPS	7.03
RoNW	5.41%

## Objects of the Issue:

The Net Proceeds, which are the gross proceeds of the Fresh Issue minus the Company's share of the Offer-related expenses, are intended to be allocated as follows:

- Supporting the working capital requirements of our Company.
- Financing the capital expenditure for establishing a digital video content production studio ("DVCP Studio").
- Investing in the IT infrastructure development of the company and its Material Subsidiaries, Hansa Research, and Hansa Customer Equity.
- Facilitating the establishment of new customer experience centers ("CEC") and computer-aided telephonic interview centers ("CATI") for the company.
- Catering to general corporate purposes.

## Prospectus Links:

**Prospectus:** Official documents that provide detailed information about the IPO and the company. [R K SWAMY DRHP](#) and [R K SWAMY RHP](#).

## Frequently Asked Questions

### What is an IPO?

An IPO, or Initial Public Offering, is the process by which a private company offers its shares to the public for the first time to raise capital.

### Why do companies go public with an IPO?

Companies go public to raise capital for expansion, reduce debt, or for other corporate purposes. It also provides liquidity to existing shareholders.

### What is the price range for the "R K SWAMY Limited" IPO?

The price range for the "R K SWAMY Limited" IPO is ₹270 to ₹288 per share.

### When will the "R K SWAMY Limited" IPO be listed on the stock exchange?

The "R K SWAMY Limited" IPO is expected to be listed on Tuesday, 12 March 2023.

## **How to apply for an IPO with Lakshmishree?**

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Confirm your application and make the payment.

Once applied, you can track the status of your application on the platform or get in your registered Email ID.

## **How can I check the subscription status of an IPO on Lakshmishree?**

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