



Ethnic Wear – Deal Multiples (Select Transactions)

August 2015

For any queries or detailed information
contact us on +91 22- 6002 2001 + 91 22 – 2436 3161
or E-Mail at research@reevolv.in

Reevolv Advisory Services Private Limited

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2. Player Profiles and Deal Multiples

2.1. Anita Dongre

Brands

2.1.1. Overview

	Description
Company Name	
Founder	
Year of Inception/ Incorporation	•
Brand(s)	•
Investor (s)	•
Total no. of Outlets	•
Distribution	
Market Strategy	
Online Sales	•
Future Plans	

Source : Company website and Reevolv Research

2.1.2. Shareholding Pattern as on September 25, 2014

	Equity Shares			Preference Shares *		
	Number of Shares	Paid up	Percentage	Number of Shares	Paid up	Percentage
Director / Relatives of Director						
Foreign Holding (FIIs/FCs/NRI/OCBs)						
Venture Capital						
Bodies Corporate						
Other Shareholders						
Total						

Source : Company Filings

2.1.3. Financials

Profit & Loss Account for the year ended 31st March (Rs. Mn)					
	FY2010	FY2011	FY2012	FY2013	FY2014
Revenues from Operation					
Other Income					
Total Revenues					
Cost of Materials Consumed					
Rent, Rates and Taxes					
Administrative and General Expenses					
Employee Expenses					
Selling and Distribution Expenses					
Other Expenses					
Total Expenditure					
EBITDA					
Depreciation					
EBIT					
Interest					
Profit before Prior Period Items and Tax					
PBT					
PAT					

Balance Sheet as at 31st March (Rs. Mn)					
	FY2010	FY2011	FY2012	FY2013	FY2014
Share Capital					
Share Application Money					
Reserves & Surplus					
Shareholders' Funds					
Secured Loan					
Unsecured Loan					
Loan Funds					
Deferred Tax Liability					
Total Liabilities					
Gross Block					
Net Block					
Capital work in progress					
Investments					
Inventories					
Sundry Debtors					
Other Current Assets					
Total Current Assets & Advances excl. Cash & Bank					
Current Liabilities					
Provisions					
Total Current Liabilities & Provisions					
Net Working Capital excl. Cash & Bank					
Cash & Bank					
Net Working Capital incl. Cash & Bank					
Total Assets					

Source: Company Filings, Totals may not tally due to rounding off errors

Ratios

Key Ratios	FY2010	FY2011	FY2012	FY2013	FY2014
Expenditure Ratios					
Cost of material consumed as a % of Total Revenues					
Rent, Rates and Taxes as a % of Total Revenues					
Administrative & Other Expenses as a % of Total Revenues					
Employee Expenses as a % of Total Revenues					
Selling and Distribution Expenses as a % of Total Revenues					
Profitability Ratios					
EBITDA %					
EBIT%					
PBT %					
PAT %					
Return Ratios					
ROCE %					
ROE %					
Financial Ratios					
Total Debt / Net Worth					
Secured Debt / Net Worth					
Total Debt / EBITDA					
Turnover Ratios					
Working Capital Turnover Ratio					
Net Fixed Assets Turnover Ratio					
Inventory Days					
Debtors Days					

Source: Company Filings and Reevolv Research

2.1.4. Valuation

Month & Year	November 29, 2008	October 31, 2013
Investor		
Investor Company Name		
Instrument 1		
Instrument 2		
Amount invested – Instrument 1 (Rs. Mn) - Primary		
Amount invested – Instrument 1 (Rs. Mn) - Secondary		
Amount invested – Instrument 2 (Rs. Mn) - Primary		
Amount invested – Instrument 2 (Rs. Mn) - Secondary		
Total Amount invested (Rs. Mn)		
Instrument 1 – Equivalent stake (%)		
Instrument 2 – Equivalent stake (%)		
Total equivalent stake (%)		
Primary stake %		
Secondary stake %		
Cumulative stake %		

Source : Company Filings and Reevolv Research

Note:

** - To be converted based on FY2009 PAT at 9x, with floor of Rs. 25 crores and cap of 45 crores. Converted on October 5, 2010

*** - Based on actual conversion

Investor				
Month & Year				
(Rs. Mn)	FY2008	FY2009	FY2013	FY2014
Pre-money				
Debt				
Debt in Subsidiaries				
Cash and cash equivalents				
Net Debt				
EV				
Post-money				
Revenues				
EBITDA				
PAT				
ROCE %				
ROE %				
EV/ Sales (x)				
EV/EBITDA (x)				
PE (x)				

Source : Company Filings and Reevolv Research

3. Annexure

Ratios

Key Ratios		
Cost of Material Consumed %	$\frac{\text{Cost of Material Consumed}}{\text{Total Revenues}}$	X 100
Employee Expenses %	$\frac{\text{Employee Expenses}}{\text{Total Revenues}}$	X 100
Selling & Distribution Expenses %	$\frac{\text{Selling \& Distribution Expenses}}{\text{Total Revenues}}$	X 100
Administrative Expenses %	$\frac{\text{Administrative Expenses}}{\text{Total Revenues}}$	X 100
EBITDA %	$\frac{\text{EBITDA}}{\text{Total Revenues}}$	X 100
EBIT %	$\frac{\text{EBIT}}{\text{Total Revenues}}$	X 100
PBT %	$\frac{\text{PBT}}{\text{Total Revenues}}$	X 100
PAT %	$\frac{\text{PAT}}{\text{Total Revenues}}$	X 100
ROCE %	$\frac{\text{EBIT}}{\text{Capital Employed}}$	X 100
ROE %	$\frac{\text{PAT}}{\text{Net Worth}}$	X 100
Capital Employed	Total of Asset / Liabilities (Liabilities = Shareholders funds + Loan Funds + Deferred Tax + Minority Interest)	
Working Capital Turnover Ratio	$\frac{\text{Total Revenues}}{\text{Net Current Assets excl Cash Bank}}$	
Net Fixed Assets Turnover Ratio	$\frac{\text{Total Revenues}}{\text{(Net Fixed Assets excl Capital Work in Progress)}}$	
Inventory Days	$\frac{\text{Inventory}}{\text{(Cost of Material Consumed)}}$	X 365
Debtors Days	$\frac{\text{Debtors}}{\text{Total Revenues}}$	X 365

Abbreviations

Description	
Bn	Billion
CAGR	Compound Annual Growth Rate
CCD	Compulsory Convertible Debentures
CCPS	Compulsory Convertible Preference Shares
CECO	Company owned E-Commerce portal
CY	Calendar Year
EBIT	Earnings before interest and tax
EBITDA	Earnings before interest, tax, depreciation and amortisation
EBO	Exclusive Brand Outlet
EV	Enterprise value
FY	Financial year
L	Luxury
LFR	Large Format Retail
M	Mass segment
MBO	Multi Brand Outlet
MMR	Mumbai Metropolitan Region
Mn	Million
NA	Not available
NCR	National Capital Region
NM	Not meaningful
NR	Not relevant
NS	Not specific
OEC	Other e-commerce portal
P	Premium
P/E	Price to earnings
PAT	Profit after tax
PBT	Profit before tax
ROCE	Return on capital employed
ROE	Return on equity
SP	Semipremium
TC	Traditional channel

About Reevolv

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Contact Details

For any queries or detailed information contact us on

+91 22 – 6002 2001 + 91 22 – 2436 3161

or email at research@reevolv.in

Address: No. B/002, Vision Court Staney Fernandes Wadi Co-operative Housing Society Limited, Final Plot no. 746, OPN 115 T.P.S., M.T.N.L Exchange Lane (College Street), Dadar (West), Mumbai 400 028

You can also email the research analyst at

Shilpa Bhattar

shilpa@reevolv.in, shilpa@reevolvindia.com