

IPO Details		Company Background				
Opening Date	Mar 12, 2024	<ul style="list-style-type: none"> Popular Vehicles & Services Limited was originally incorporated in the year 1983 and has its registered office in Ernakulam, Kerala, India. The company is in the business of automobile dealership in India. Company caters to the complete life cycle of vehicle ownership, right from the sale of new vehicles, servicing and repairing vehicles, distributing spare parts and accessories, to facilitating sale and exchange of pre-owned vehicles, operating driving schools and facilitating the sale of third-party financial and insurance products. Company categorises its automobile dealership business into three key segments, namely, (a) passenger vehicles including luxury vehicles, (b) commercial vehicles and (c) electric two-wheeler and three-wheeler vehicles. As of September 30th, 2023, the Company had 3,303 employees on its payroll. 				
Closing Date	Mar 14, 2024					
Stock Exchange	NSE, BSE					
Lot Size	50 Shares					
Issue Price	₹280 to ₹295 per share					
Issue Size	Aggregating up to 601.55 Cr.					
Fresh Issue	Aggregating up to 250.00 Cr.					
Offer for Sale	Aggregating up to 351.55 Cr.					
Application Amount (Price at Upper Band)	Min. Inv. - ₹ 14,750 (50 shares) Max. Inv. - ₹ 1,91,750 (650 shares)					
IPO Objective						
1. Repayment and/or pre-payment, in full or part, of certain borrowings, availed by the company and certain of the subsidiaries, namely, VMPL, PAWL, PMMIL, KGPL, KCPL and PMPL.						
2. General corporate purposes.						
Pre-Issue Shareholding						
Category	No. of Shares	% of Total Shares				
Promoter & Promoter Group	4,35,58,086	69.45%				
Public	19,163,359	30.55%				
Promoter of the Company						
1. John K. Paul						
2. Francis K. Paul						
3. Naveen Philip						
Competitive Strengths						
1. Long standing presence in the automobile industry and well-established relationships with leading OEMs.						
2. Penetration in markets in which it operates complemented by innovative marketing strategies.						
3. Fully integrated business model leading to business stability and higher margin.						
4. Proven ability to identify and capture inorganic as well as organic growth opportunities.						
5. Consistent track record of profitable financial performance and increasing growth.						
6. Experienced promoters and management team.						
Market Capitalization (In Cr.)						
		Pre-Issue	Post-Issue			
		₹ 1,850	₹ 2,100			
Financial Summary (In Cr.)						
For the Period Ended	Mar-21	Mar-22	Mar-23	Sep-23		
Total Assets	1,118.94	1,263.29	1,503.78	1,503.78		
Net Assets	246.00	279.89	343.04	384.21		
Total Borrowings	353.04	371.91	505.01	764.61		
Total Revenue	2,919.25	3,484.20	4,892.63	2,848.21		
Profit After Tax	32.46	33.67	64.07	40.04		
Tentative Timeline						
Opening Date					Mar 12, 2024	
Closing Date					Mar 14, 2024	
Basis of Allotment					Mar 15, 2024	
Initiation of Refunds					Mar 18, 2024	
Credit of Shares to Demat					Mar 18, 2024	
Listing Date					Mar 19, 2024	