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## Stanley Lifestyles IPO

Stanley Lifestyles IPO Price: ₹351 to ₹369 per share

IPO Date Range: 21 June 2024 - 25 June 2024

### Company Overview



Founded in 2007, Stanley Lifestyles Limited has established itself as a leading manufacturer of super-premium and luxury furniture under its brand "Stanley". The company is renowned for its diverse product portfolio catering to upscale markets.

### Product Range

Stanley Lifestyles Limited offers an extensive range of furniture and home interior solutions across several categories:

- **Seating Furniture:** The company designs and produces a variety of seating options, including sofas, sofa beds, recliners, dining chairs, pouffes, bar stools, and cushions, combining comfort with sophisticated design.
- **Cased Goods:** Specializing in furniture with solid wood casings, Stanley Lifestyles offers coffee tables, dining tables, end tables, and consoles, emphasizing durability and aesthetic appeal.
- **Kitchens and Cabinets:** Their kitchen and cabinetry offerings include a wide array of products such as kitchens, wardrobes, laundry/utility cupboards, bar cabinets, shoe racks, prayer cupboards, and bedside tables, catering to diverse style preferences and functional needs.
- **Mattresses and Beds:** The company manufactures bed frames, mattresses, pillows, and accessories, enhancing sleep comfort and bedroom aesthetics with premium craftsmanship.
- **Automotive and Other:** Beyond home furnishings, Stanley Lifestyles provides customizable shoes and leather seat covers for automobiles. They also import and sell ancillary products like lighting fixtures, switches, and locally sourced carpets under private labels, offering comprehensive interior solutions.

## Retail Presence

As of December 31, 2023, Stanley Lifestyles Limited operates an extensive retail network:

### **Company-Owned and Operated (COCO) Stores:**

With 38 stores strategically located in major metropolitan cities including Bengaluru, Chennai, New Delhi, Mumbai, and Hyderabad, these stores showcase the company's luxurious furniture collections and ensure a direct customer engagement experience.

### **Franchisee-Owned and Operated (FOFO) Stores:**

The company also manages 24 franchisee-owned stores across 21 cities in 11 Indian states and Union Territories, expanding their market reach and accessibility across diverse regions.

## Operations and Infrastructure

Stanley Lifestyles Limited's operational capabilities are supported by:

- **Product Development:**

Spanning approximately 15,000 square feet in Bengaluru, Karnataka, their product development department drives innovation and quality control, essential for maintaining high standards in furniture craftsmanship.

- **Employee Base:**

As of December 31, 2023, the company employs 778 individuals across its manufacturing and retail operations, ensuring efficient production and customer service excellence.

Stanley Lifestyles Limited continues to uphold its commitment to luxury, innovation, and customer satisfaction, setting benchmarks in the premium furniture industry with its comprehensive product offerings and strategic market presence.

## Stanley Lifestyles IPO Specifics:

IPO Date	June 21, 2024 to June 25, 2024
Listing Date	Friday, June 28, 2024
Face Value	₹10 per share
Price Band	₹114 to ₹120 per share
Lot Size	40 Shares
Total Issue Size	14,553,508 shares (aggregating up to ₹537.02 Cr)
Fresh Issue	5,420,054 shares (aggregating up to ₹200.00 Cr)
Offer For Sale	9,133,454 shares (aggregating up to ₹337.02 Cr)
Issue Type	Book Built Issue IPO
Listing At	BSE, NSE
Share holding pre issue	51,597,168
Share holding post issue	57,017,222

## Stanley Lifestyles IPO Lot Size

Bidders have the opportunity to bid for a minimum of 40 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	40	₹14,760
Retail (Max)	13	520	₹191,880
S-HNI (Min)	14	560	₹206,640
S-HNI (Max)	67	2680	₹988,920
B-HNI (Min)	68	2720	₹1,003,680

## Stanley Lifestyles IPO Reservation

QIB Shares Offered	Not more than 50% of the Net offer
Retail Shares Offered	Not less than 35% of the Offer
NII (HNI) Shares Offered	Not less than 15% of the Offer

## Stanley Lifestyles IPO Timetable (Important Dates)

IPO Open Date	Friday, June 21, 2024
IPO Close Date	Tuesday, June 25, 2024
Basis of Allotment	Wednesday, June 26, 2024
Initiation of Refunds	Thursday, June 27 2024
Credit of Shares to Demat	Thursday, June 27 2024
Listing Date	Friday, June 28 2024
Cut-off time for UPI mandate confirmation	5 PM on June 25 2024

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## Stanley Lifestyles Limited IPO Financial Information

Between March 31, 2022, and March 31, 2023, Akme Fintrade India Ltd witnessed a 3.06% growth in revenue and a significant 283.5% increase in profit after tax (PAT).

Period Ended	31 Mar 2021	31 Mar 2022	31 Mar 2023	31 Dec 2023
Assets	346.52	422.15	458.19	581.54
Revenue	201.71	297.76	425.62	322.29
Profit After Tax	1.92	23.22	34.98	18.70
Net Worth	182.93	199.76	216.50	237.21
Reserves & Surplus	174.96	191.31	207.88	225.83
Total Borrowing	0.25	6.09	9.37	30.90

Amount in ₹ Crore

## Key Performance Indicator - Stanley Lifestyles IPO

KPI	Values
Market Cap	Rs 2103.94 Cr
EPS	Rs 6.78
P/E (x)	54.43
ROE	7.92%
ROCE	8.63%
Debt/ Equity	0.86
RoNW	8.34%

### Objects of the Issue:

The company plans to use the Net Proceeds for the following purposes:

1. Funding the opening of new stores such as "Stanley Level Next," "Stanley Boutique," and "Sofas & More by Stanley" (referred to as "New Stores").
2. Financing the establishment of anchor stores ("Anchor Stores").
3. Supporting the renovation of existing stores like "Stanley Level Next," "Stanley Boutique," and "Sofas & More by Stanley" (referred to as "Existing Stores").
4. Meeting the capital expenditure needs for acquiring new machinery and equipment for both the company and its Material Subsidiary, SOSL.
5. Covering general corporate expenses.

### Prospectus Links:

**Prospectus:** Official documents that provide detailed information about the IPO and the company. [Stanley Lifestyles Limited IPO DRHP](#) and [Stanley Lifestyles Limited 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 "Stanley Lifestyles Limited" IPO?**

The price range for the "Stanley Lifestyles Limited" IPO is ₹351 to ₹369 per share.

## **When will the "Stanley Lifestyles Limited" IPO be listed on the stock exchange?**

The "Stanley Lifestyles Limited" IPO is expected to be listed on Friday, 28 June 2024.

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

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