



IPO INSIGHTS



Brainbees Solutions Limited

Issue Dates - Opens: 06-08-2024 | Closes: 08-08-2024

IPO Note	<ol style="list-style-type: none"> Brainbees Solutions Limited offers products for mothers, babies, and Kids via its online platform 'FirstCry'. Brainbees Solutions (Firstcry)'s mission is to create a one-stop store for parents' retail, content, community engagement, and education needs.
Rating	★★★ (Average)

IPO SNAPSHOT

Issue Size	₹4193.73 Crores
Issue Type	Book Built Issue IPO
Fresh Issue	₹1666 Crores
Offer for Sale	₹2527.73 Crores
Face Value Per Share	₹2
Price Band Per Share	₹440 to ₹465
Minimum Lot Size	32 shares
Listing On	BSE, NSE
Registrar to the Issue	Link Intime India Private Ltd

IPO SNAPSHOT – Brainbees Solutions Limited

About the Company

- Incorporated in 2010
- Brainbees Solutions Limited offers products for mothers, babies, and Kids via its online platform 'FirstCry'.
- The Company offers everything needed for an infant up to the age of 12, including apparel, footwear, baby gear, nursery, diapers, toys, and personal care, amongst others.
- The Company offers products from Indian third-party brands, global brands, and its own brands.
- The Company has an extensive offering for mothers, babies, and Kids with more than 1.5 million SKUs from more than 7,500 brands on its multi-channel platform across categories including apparel and fashion, toys, books, school supplies, diapers, bath and skincare, nutrition and breastfeeding, health and safety, baby gear and maternity wear.
- Brainbees Solutions (Firstcry)'s mission is to create a one-stop store for parents' retail, content, community engagement, and education needs.
- Brainbees Solutions (Firstcry)'s strong brand awareness and customer trust are reflected in the launch of BabyHug, one of Brainbees Solutions (Firstcry)'s house brands.

Competitive Strengths

- They are India's largest multi-channel, multi-brand retailing platform for Mothers', Babies' and Kids' products.
- Their platform has powerful network effects driven by content, brands and data
- Brand affinity, loyalty and trust of customers in the FirstCry brand
- Combination of curating growing home brands and relationships with third-party brands
- Their technology and data driven, personalized customer journey leads to higher customer engagement personalized
- Full-stack platform with control over manufacturing and supply chain

Financials (₹ in Crores)

Particulars	31-3-2022	31-3-2023	31-03-2024	Y-o-Y
Revenue	2401.29	5632.54	6480.86	15%
EBITDA	-18.20	-317.27	70.49	122%
EBITDA Margin	-0.8%	-5.6%	1.1%	
PAT	-78.69	-486.06	-321.51	34%
PAT Margin	-3.28%	-8.63%	-4.96%	

Valuation

- *Not calculable - P/E cannot be calculated as earnings are negative.

Peers

- No listed Peers

Promoters

- The Company does not have any identifiable promoter

Objects of the issue

- Expenses of the Company for: (I) establishment of new modern stores under the "BabyHug" brand; and (II) establishment of a warehouse in India.
- Expenditure on lease payments for existing identified modern stores owned and operated by the Company in India
- Investments in its Subsidiary Digital Age for (I) setting up new modern stores under the FirstCry brand and other house brands of the Company; and (II) lease payments for the existing identified modern stores owned and controlled by Digital Age in India.
- Investment in Subsidiary FirstCry Trading for overseas expansion by: (I) establishment of new modern stores; and (II) establishment of warehouses in KSA
- Investment in Subsidiary Globalbees Brands for the acquisition of an additional stake in its Subsidiaries and Sales and marketing initiatives.
- Technology and data science costs, including cloud and server hosting costs.
- Financing of inorganic growth through acquisitions and other strategic initiatives and general corporate purposes.

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