



# IPO INSIGHTS



One Mobikwik Systems Limited

**Issue Dates - Opens: 11-12-2024 | Closes: 13-12-2024**

<b>IPO Note</b>	<ol style="list-style-type: none"> <li>Mobikwik is a fintech company providing prepaid digital wallets and online payment services.</li> <li>The Company has created innovative products such as MobiKwik ZIP, ZIP EMI for consumers, and Merchant Cash Advance for merchants through in-house models and strategic partnerships with lending partners.</li> </ol>
<b>Rating</b>	★★ (Average)

## IPO SNAPSHOT

Issue Size	₹572 Crores
Issue Type	Book Built Issue IPO
Fresh Issue	₹572 Crores
Offer for Sale	-
Face Value Per Share	₹2
Price Band Per Share	₹265 to ₹279
Minimum Lot Size	53 shares
Listing On	BSE, NSE
Registrar to the Issue	Link Intime India Private Ltd

# IPO SNAPSHOT – One Mobikwik Systems Limited

## About the Company

- Incorporated in 2008.
- One Mobikwik System Ltd is a platform business at its core, that has a two-sided payments network, consisting of consumers and merchants.
- The Company's aim is to leverage technology as the primary factor to facilitate financial inclusion for the underserved population in India.
- The usefulness of their platform for new and existing consumers increases, as they add newer products to their digital credit, investments, and insurance verticals.
- As they continue to expand the portfolio of products under these verticals, they believe they can transform the platform into an increasingly compelling offering for the consumers while simultaneously enhancing its profitability and value.
- Their commitment to growth through frugal, digital-first innovations is demonstrated through their bouquet of products at scale, and maintaining one of the lowest employee cost to revenue among digital financial product and services platforms.
- For its consumer base, the Company's application, the MobiKwik Application, provides access to various payment use cases as well as financial products in the Digital Credit, investments and insurance verticals.
- The large number of payment transactions and extensive use of the MobiKwik Application has contributed extensively to their understanding of consumer behavior and needs, allowing them to build predictive machine learning models that have further helped in creating a relevant credit profile for consumers.

## Competitive Strengths

- Company's legacy of providing positive and sustainable consumer experience.
- Large, engaged consumer base acquired with low CAC.
- Efficient operational management of loan products distributed by them.
- The trust in their brand.
- Technology and product first approach to business.

## Financials (₹ in Crores)

Particulars	31-3-2022	31-3-2023	31-03-2024	Y-o-Y
Revenue	526.56	539.46	875.00	62%
EBITDA	-132.06	-77.56	21.90	N.A
EBITDA Margin	-25.1%	-14.4%	2.5%	
PAT	-128.16	-83.81	14.07	N.A
PAT Margin	-24.34%	-15.54%	1.61%	

\*N.A:It is not applicable as it is a loss to a profit-making company.

## Valuation

- Attributing Annualized FY23 Earnings asking P/E = 113.32

## Peers

Company Name	P/E ratio
Affirm Holdings Inc.	N.A.
PayPal Holdings Inc.	24.38

Note- P/E ratio is calculated as on 5<sup>th</sup> December,2024

## Promoters

- Bipin Preet Singh
- Upasana Rupkrishnan Taku
- Koshur Family Trust
- Narinder Singh Family Trust

## Objects of the issue

- Funding growth in the financial services business
- Funding growth in the payment services business
- Investment in data, ML, AI, product and technology
- Capital expenditure for the payment devices business
- General corporate purposes

## DISCLAIMER

The information provided by or in this newsletter is generally from the press reports, electronic media, research websites and other media. It also includes information from interviews conducted, analysis, views expressed by our research team. Investors should not rely solely on the information contained in this publication and must make their own investment decision based on their specific objectives and financial positions and using such independent advisor as they believe necessary. The material and the information provided herein are not and should not be construed as an advice to buy or sell any of the securities named in this newsletter. SIHL may or may not hold positions in any of the securities named in this newsletter as a part of its business. Past performance is not necessarily an indication of future performance. SIHL does not assure for accuracy and correctness of information of reports in this newsletter.

