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**Issue Offer**

**Fresh Issue of 2,964,427 equity shares up to INR 150 Cr.**

**Offer for sale of 7,944,664 equity shares up to INR 402 Cr.**

**Issue Summary**

Price Band (INR)	481-506
Face Value (INR)	5
Implied Market Cap at upper price band (INR Cr)	2003
Market Lot	29
Issue Opens on	Dec 13 <sup>th</sup> , 2022
Issue Close on	Dec 15 <sup>th</sup> , 2022
No. of share pre-issue	7,944,664
No. of share post issue	10,909,091
Listing	BSE,NSE

**Issue Break-up (%)**

QIB Portion	≤ 50
NIB Portion	≥15
Retail Portion	≥35

**Book Running Lead Managers**

Axis Capital Ltd  
ICICI Securities Ltd

**Registrar**

Link Intime India Private Ltd

**Shareholding Pattern**

	Pre-Issue	Post-Issue
Promoters & Promoter Group	60.24%	55.23%
Public	39.76%	44.77%

**Objects of the issue**

➤ Repayment/pre-payment of certain borrowings availed by our Company and Subsidiaries.

➤ General corporate purposes.

Incorporated in 1998, Landmark Cars Ltd is the leading premium automotive retail business in India with dealerships for Mercedes-Benz, Honda, Jeep, Volkswagen and Renault. The company also caters to the commercial vehicle retail business of Ashok Leyland in India. Landmark Cars offers services such as sales of new vehicles, after-sales service and repairs (including sales of spare parts, lubricants and accessories), sales of pre-owned passenger vehicles and facilitation of the sales of third-party finance and insurance products. The company has expanded the network to include 112 outlets in 8 Indian states, comprised of 61 sales showrooms and outlets and 51 after-sales services and spare outlets, as of September 30, 2021. Landmark Cars' vehicle dealership network is spread across 31 cities in eight states and union territories including Maharashtra, Uttar Pradesh, Gujarat, Haryana, Madhya Pradesh, Punjab, West Bengal and the National Capital Territory of Delhi. The company operates as an authorized service center for Mercedes-Benz, Honda, Volkswagen, Jeep, Renault and Ashok Leyland. The company's business model captures the entire customer value chain including retailing new vehicles, servicing and repairing vehicles, selling spare parts, lubricants and other products, selling pre-owned passenger vehicles and distribution of third-party finance and insurance products.

**Investment Rationale**

**New Vehicle Sales:** In the six months ended September 30, 2021 and in Fiscal 2021, the company sold 8,295 and 13,282 new vehicles, respectively, including new passenger vehicles of Mercedes-Benz, Honda, Volkswagen, Jeep and Renault and new commercial vehicles of Ashok Leyland. Their consolidated revenue from new vehicle sales were INR 11,352.91 million and INR 14,455.44 million, respectively, in the six months ended September 30, 2021 and in Fiscal 2021, and comprised 80.35% and 73.90%, respectively, of our consolidated total revenue from operations in those periods. In Fiscal 2021, they contributed 13.41%, 5.20%, 21.63%, 5.95% and 4.83% of the domestic sales of Mercedes-Benz, Honda, Jeep, Volkswagen and Renault, respectively

**Expansion into pure EV sales:** Landmark Cars have recently signed a letter of intent with the automaker BYD, a leading player in the global EV market, for our Company to be their dealer in the National Capital Region (Delhi) and Mumbai in respect of their electric passenger vehicles.

**Growing presence in after sales segment:** Their services and repair offerings at each of the dealerships comprise repair and collision repair services and include warranty work, insurance claim work and customer paid services. They operate as authorized service centers for Mercedes Benz, Honda, Volkswagen, Jeep, Renault and Ashok Leyland, and provide after-sales service and repairs through their 51 after-sales service and outlets across eight Indian states. We also sell spare parts, lubricants, accessories and other products from these outlets.

**Business model that captures entire customer value chain:** Their business caters to the entire customer value-chain including retailing new vehicles, servicing and repairing vehicles, selling spare parts, lubricants and other products, selling pre-owned passenger vehicles and the distribution of third party financial and insurance products. They benefit from the synergies of these complementary businesses as well as increased customer retention from servicing our customer's various automotive needs.

**Valuation and View:** Landmark Cars has demonstrated stellar revenue growth at 52.17% last year. It is well placed in its target markets with little threat from bigger players. Considering its strategies to gain from entire customer value chain, entering the EV segment and plans for growing presence in after sales segment, the company is well poised to grow its market share in the years to come. We recommend that investors subscribe for listing gains!

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Stock Rating Scale	Absolute Return
BUY	>20%
ACCUMULATE	12% to 20%
HOLD	5% to 12%
NEUTRAL	-5% to 5%
REDUCE	-5% to -12%
SELL	<-12%

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