



GET READY TO GO PUBLIC

IPO readiness services



IPO ADVISORY

FROM PRIVATE TO PUBLIC

OUR END-TO-END PROCESS TO TAKE YOUR COMPANY PUBLIC



STEP 1

Data collection & Documentation

We collect & organise

- Financial Statements (since inception)
- Annual Returns (since Inception)
- Memorandum of Association (MOA) and Articles of Association (AOA)
- Any regulatory defaults so far (for example, by ROC, legal actions against the company/Directors)



STEP 2

IPO Readiness & Eligibility Check

- Evaluate compliance with SEBI eligibility norms
- Assess profitability, net worth, and track record
- Corporate governance review



STEP 3

Management Discussions

- Initial discussion with promoters & directors
- Understanding the business model, scale & growth



STEP 4

Management Workshops & Strategy Alignment Define Objective

- Pre-IPO round or Direct IPO
- SME IPO or Mainboard IPO (based on eligibility)

| SME IPO |
|----------------------------------|
| • Suitable for smaller companies |
| • Lower compliance burden |
| • Faster listing timeline |

| Mainboard IPO |
|------------------------------------|
| • Larger capital raise |
| • Higher visibility and liquidity |
| • Stricter regulatory requirements |

Decision based on:

Revenue scale | Profitability | Growth trajectory | Investor appetite



STEP 5

Appointment of Merchant Banker & IR team



Merchant Bankers
(BRLMs)



PR & Investor
Relations Agencies

Our Value Addition



End-to-end
project management



Strategic positioning
for valuation maximization



Strong network with
investors and institutions



Seamless coordination
between all stakeholders



Focus on compliance,
transparency & governance

YOUR GROWTH. OUR EXPERTISE. A SUCCESSFUL IPO.

Let's build your future, together.



PLANIFY
SME | Pre-IPO | Unicorns