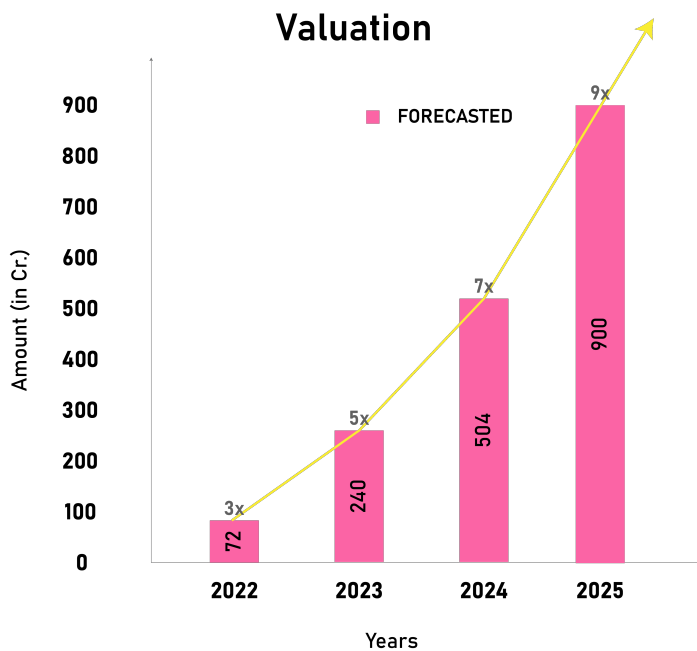
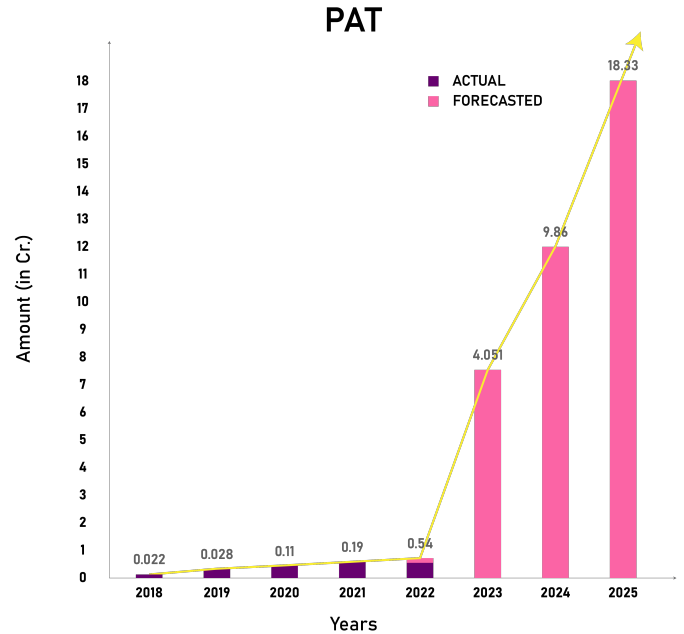
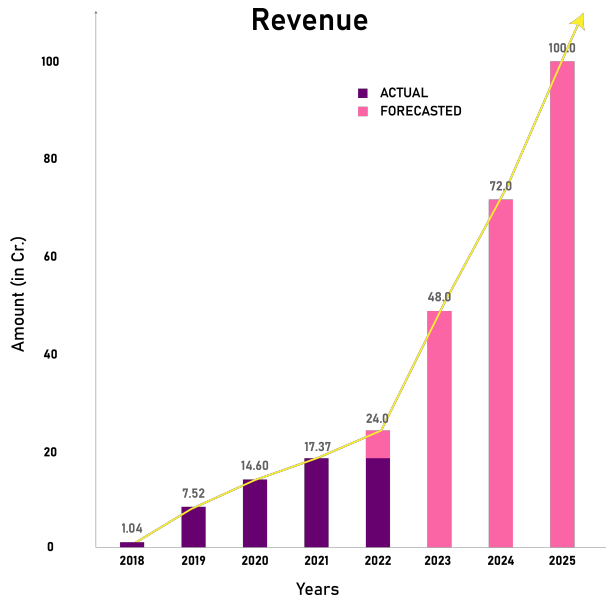


COMPANY BRIEF

- Madbow is a digitally native consumer technology platform, delivering a content-led, lifestyle retail experience to consumers.
- Since incorporation in 2017, they have invested both capital and creative energy towards designing a differentiated journey of brand discovery for the consumers.
- They have a diverse portfolio of Lifestyle products like Footwear, Western Wear, Ethnic, and other fashion products, including their owned brand products manufactured by them on their 6 website niche 1. Street Style Stalk 2. Stalkbae 3. Flatoes 4. Loavedamoda 5. Kali and 6. Slay Deal



Company's valuation for FY22 is at 72 cr with 3x revenue multiple. Company is expected to reach 100 Cr revenue in the next 3 years. Revenue multiple would expand from 3x to 9x taking the valuation to 900 Cr which is 12x of the present valuation.

The Beauty and Personal Care Market in India was sized at INR 1,267 billion in 2019, growing at a CAGR of 13% in the last 3 years. Though the market fell down to INR 1,120 billion in 2020 as a result of reduced spending during the first COVID-19 wave, it is projected to grow at a CAGR of 12% to reach INR 1,981 billion in 2025 implying a CAGR of 7.7% from the pre-COVID-19 market in 2019.

India Beauty and Personal Care Market Size and Growth (₹ billion)



Source(s): RedSeer Research

VALUATION COMPARABLE

INR CR	Madbow	Go Colours	Nayka
Valuation	72 Cr	6,200 Cr	1,00,000 Cr
Revenue Multiple	3x	24x	41x
Growth	155% CAGR FY18-21	37% FY19-20	48% CAGR FY19-21

INVESTMENT OPPORTUNITY

Minimum Lot Size	1,00,000 Shares
Shares Available	26,00,000

About Founder

Mr. Naveen Mahlawat
Founder and Director

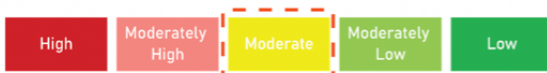
Mr Mahlawat is a globally minded entrepreneur who started his journey after working for companies like Microsoft, Ingram Micro and Insta SAP UK. Having significant experience in e-commerce, fashion and digital marketing, he manages the overall operations of the company without any third party dependency. He owns 18.09% stake in the company.



General Risks of Investing In private equity deals:

- Liquidity risk: Investment in private equity has no guaranteed exit value, timeline, principal or returns
- Loss of principal: Investment in this transaction could cause loss of entire or substantial amount of principal
- Valuation risk: Limited market history for validating entry and exit valuation

Risk Profile



Suitable for Growth and Value Investors

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