



————— 14th December, 2023 —————

DOMS Industries Ltd. stands out as India's fastest-growing stationery and art material products company, displaying spectacular performance from FY22 to H1-FY24. Armed with a comprehensive product portfolio comprising over 3,800 SKUs and a versatile multi-channel distribution network, DOMS represents a diversified and dynamic force in the industry.

Recent strategic moves, including a stake in ClapJoy Innovations Private Limited and a majority stake in Micro Wood Private Limited, align with DOMS's vision of expanding product offerings and achieving enhanced backward integration for manufacturing.

Issue Highlights: Incorporated on October 24, 2006, DOMS Industries Limited (DOMS) has evolved into a prominent player in the stationery and art products sector. With an extensive footprint spanning over 45 countries, including a substantial presence in the domestic market, DOMS has solidified its standing as the second-largest contributor to India's branded stationery and art products market, commanding an impressive 12% market share by value as of Fiscal 2023.

Market Dominance and Core Products: DOMS has secured substantial market shares of 29% and 30% by value in Fiscal 2023 for key products such as 'pencils' and 'mathematical instrument boxes,' respectively. Offering a diverse range of well-designed and quality stationery and art material products, the company classifies its offerings across seven categories: scholastic stationery, scholastic art material, paper stationery, kits and combos, office supplies, hobby and craft, and fine art products.

Global Reach and Strategic Partnerships: The strategic partnership with FILA, an Italian multinational company, serves as a cornerstone of DOMS's international success. Beyond facilitating global distribution, this collaboration has enriched the company's research and development (R&D) initiatives and technological capabilities. DOMS markets its products under the flagship brand 'DOMS,' along with other brand/sub-brands like 'C3,' 'Amariz,' and 'Fixyfix.'

Financial Overview and Manufacturing Facilities: As of Fiscal 2023, 'DOMS' wooden pencils emerge as the primary revenue driver, contributing 31.66% to Gross Product Sales. DOMS operates an extensive network of 13 manufacturing facilities in Umbergaon, Gujarat, making it one of India's largest stationery manufacturing facilities. With an annual installed capacity of 473.49 crore units as of March 31, 2023, DOMS ensures end-to-end operations, covering everything from conceptualization to distribution.

Issue Details	
Listing	BSE and NSE
Open Date	13 th December
Close Date	15 th December
Price Band	750-790
Face Value	18
Market Lot	14220
Minimum Lot	1 Lot

Issue Structure	
QIB (%)	75%
Non Institutional (%)	15%
Retail Share (%)	10%
Post Issue Share (Nos)	1,60,07,404
Post Issue M Cap	4794 Cr

Issue Size	
Fresh Issue	350 Cr
Offer For Sale	850 Cr

Retail application money at higher cutoff price per lot	
No Of Shares Per Lot	18
Application Money	14220

Shareholding	Pre (%)	Post (%)
Promoter	100	74.97
Public	0	25.03

COMPANY BRANDS & PRODUCTS

BRAND PORTFOLIO

DOMS: A Legacy of Quality and Creativity: 'DOMS' stands as the flagship brand of the company, synonymous with premium quality and innovative product design. It encompasses an extensive range of offerings, including scholastic stationery, scholastic art material, paper stationery, hobby and craft supplies, office essentials, and versatile kits and combos. The brand's inspirational tagline, 'Every Ambition Needs Preparation,' underscores its commitment to fostering optimistic and progressive thoughts. 'DOMS' targets students, hobby enthusiasts, and professionals, encouraging them to discover and enhance their talents.



C3: Affordable Excellence in Stationery: Launched in 2012, 'C3' caters to the affordable market segment, providing cost-effective yet high-quality stationery solutions. The key product in this line is the 'C3' polymer pencils, offering a budget-friendly alternative to traditional wooden pencils. The product range has expanded to include color pencils, sharpeners, erasers, kits, combos, chalks, and mathematical instruments, making 'C3' a comprehensive choice for those seeking quality on a budget.



KEY SUB-BRANDS UNDER DOMS FLAGSHIP

Amariz: Nurturing Artistic Expression: Launched in 2022, 'Amariz' operates as a sub-brand under 'DOMS,' focusing on fine art products tailored for artistic professionals. With a specific emphasis on end-users who are artists, 'Amariz' introduces and continues to expand its range of fine art products. Noteworthy additions to this sub-brand include recently launched art brushes and kneadable erasers, catering to the discerning needs of artists.



FixyFix: Adhesives Redefined: Launched in 2023, 'FixyFix' stands as a sub-brand offering an exclusive range of glues and adhesives under the 'DOMS' umbrella. This sub-brand's product line includes recently launched items such as glue sticks, glitter glues, fragrance glues, and white glues. 'FixyFix' embodies the commitment to innovation and diversity within the 'DOMS' brand, providing solutions for various adhesive needs.



DIVERSE PRODUCT RANGE

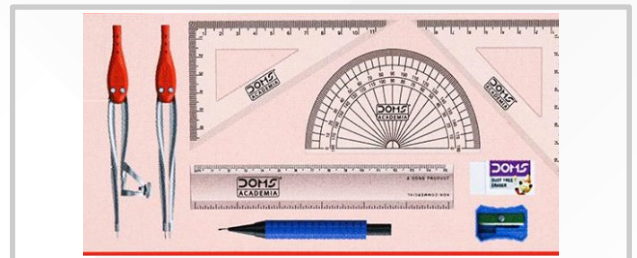
Wooden Pencils: Tradition Reinvented: Wooden pencils remain a cornerstone of the company's product lineup, with a diverse portfolio. The wooden black-lead pencil selection includes various shapes, colors, and pack sizes. Notable innovations include 'DOMS' groove pencils, featuring patented ergonomic designs that enhance grip and support, resulting in superior comfort, better handwriting, and coloring. The wooden color-lead pencils come in half-size and full-size variants, available in 24 shades, with additions like bi-color pencils, water-soluble color pencils, and mega colors pencils. Popular products in this category include 'DOMS' neon pencils with eraser tips, 'DOMS' zoom triangle pencils, and 'DOMS' X1 pencils.



Crayons: Vibrant Tools for Creativity: The crayon portfolio is diverse, covering wax crayons, oil pastels, and plastic crayons, available in over 50 shades. Notable innovations include 'DOMS' bi-color wax crayons and 'DOMS' grippie plastic crayons, specially designed for toddlers. The patented groove technology extends to the 'plastic crayons' portfolio, introducing 'DOMS' groove plastic crayons. Other popular products include 'DOMS' hexagonal oil pastels.



Mathematical Instrument Box: Precision in Learning: DOMS offers one of the widest ranges of mathematical instrument boxes, with 7 SKUs under the flagship brand 'DOMS' and 1 SKU under the 'C3' brand. These kits include essential components like tin boxes, rounders, dividers, scales, set squares, protractors, pencils, erasers, and sharpeners. The company ensures that these kits cater to various academic needs, providing students with the tools necessary for precision in learning.



Sketch Pens: Precision in Every Stroke: The company's diverse range of sketch pens serves multipurpose needs, including drawing, sketching, marking, and writing. Developed using technical know-how from R&D in Italy, these pens are characterized by their unique push-resistant tips, ensuring precision in every stroke.



Erasers: Innovation in Correction: DOMS leads in eraser innovation, offering products in different sizes, shapes, and designs. These include white-colored erasers, fragranced erasers, and colored erasers. Noteworthy products include the retractable pen-shaped eraser and Erasner, a combination of an eraser and a sharpener in a single product.



Exercise Books: Tools for Academic Success

Exercise books play a crucial role in education, and DOMS provides a comprehensive range classified into four sub-types based on size. These include 21 x 29.7 cm (A4), 17 x 27 cm, 18 x 24 cm, and 15.5 x 19 cm. Each sub-type offers various SKUs with different page numbers and ruling patterns, catering to the diverse needs of students in schools and colleges.



Corporate History and Leadership

Incorporation and Promoters: DOMS Industries Limited, initially 'Writefine Products Private Limited,' commenced its journey on October 24, 2006. The driving force behind this venture includes prominent individuals such as Santosh Rasiklal Raveshia, Sanjay Mansukhlal Rajani, Ketan Mansukhlal Rajani, Chandni Vijay Somaiya, and the esteemed Fabbrica Italiana Lapis ed Affini S.p.A. (FILA). Collectively, the promoters hold a substantial 89.26% stake in the pre-offer issued, subscribed, and paid-up share capital.

Legacy and Evolution: Tracing its roots to 1973, the company's founders, the late Rasiklal Amritlal Raveshia and the late Mansukhlal Jamnadas Rajani, established the partnership firm 'R.R. Industries,' specializing in the manufacturing and sale of pencils and crayons. In 2005, 'S. Tech Industries' emerged as another partnership firm within the Promoter Group, focusing on polymer-based scholastic stationery. The subsequent acquisition of these partnership firms by 'Writefine Products Pvt Ltd' in 2012 streamlined operations.

Strategic Partnership with FILA: The year 2012 marked a significant milestone as DOMS entered into a strategic partnership with FILA, a listed Italian multinational engaged in supplying various art materials and stationery products globally. FILA's consolidated total revenue of USD ~84 crore as of December 31, 2022, underlines the success of this collaboration, enabling DOMS to expand its international presence.

Business Overview and Market Standing

Innovative Product Evolution: DOMS Industries, beyond being a market leader, stands out for its continuous product innovation. The flagship brand 'DOMS' has been the torchbearer of this innovation, offering diverse and high-quality stationery and art material products. The company's commitment to staying ahead of industry trends is reflected in its diverse product categories.

Product Diversity and Market Growth: The company classifies its offerings into seven categories, each catering to specific consumer needs:

- Scholastic Stationery
- Scholastic Art Material
- Paper Stationery
- Kits and Combos
- Office Supplies
- Hobby and Craft
- Fine Art Products

The comprehensive product range positions DOMS as a one-stop solution for varied consumer requirements. This strategic diversification has not only fueled domestic growth but has also contributed to its success in over 45 international markets.

Global Expansion and Brand Recognition: DOMS Industries' robust international presence is a testament to its global expansion strategy. The 'DOMS' brand, along with sub-brands like 'C3,' 'Amariz,' and 'Fixyfix,' has gained recognition for its quality and innovation. The symbiotic partnership with FILA, a renowned Italian multinational, has played a pivotal role in not just expanding the international footprint but also in elevating the brand's stature.

Adaptive Product Strategy While 'wooden pencils' continue to be a cornerstone of revenue, contributing significantly to Gross Product Sales, the company's proactive approach is evident in the recent launch of new products. The introduction of writing instruments under the 'DOMS' brand, fine-art products under 'Amariz,' and adhesive solutions under 'Fixy Fix' showcase the company's adaptability to evolving market demands.

Strategic Manufacturing Operations DOMS operates manufacturing facilities in Umbergaon, Gujarat, and Bari Brahma, Jammu and Kashmir. These facilities are equipped to handle end-to-end operations, from conceptualization and design to manufacturing, packaging, and distribution. The company's commitment to quality is reflected in its in-house product design team, which collaborates with a dedicated R&D team to ensure products align with the latest trends and customer preferences.

Financial Performance and Growth Trajectory With consistent financial performance over the past three fiscal years, DOMS Industries has experienced substantial growth. Gross Product Sales and revenue from operations have demonstrated an impressive Compound Annual Growth Rate (CAGR) of 72.69% and 73.45%, respectively, from Fiscal 2021 to Fiscal 2023. The EBITDA Margin has witnessed an upward trajectory, increasing from 7.45% to 15.40% over the same period, indicating operational efficiency. The Return on Capital Employed (ROCE) has expanded significantly, showcasing the company's ability to generate returns on its invested capital.

Scholastic Stationery	Scholastic Art Material	Hobby & Craft	Office Supplies	Paper Stationery	Fine Art Products	Kits & Combos
• Black Lead Pencils • Mechanical Pencils • Erasers • Sharpeners • Mathematical Instruments • Chalk & Chalk Holders	• Wax Crayons • Oil Pastels • Colour Pencils • Plastic Crayons • Poster Colours • Water Colours • Sketch Markers • Brush Pens • Tempera Colours • Brushes	• Modelling Clay • Playing Dough • Glitter Glue • Liquid Glue	• Pears • Board Markers • Permanent Markers • Correction Pens • Glue Sticks	• Notebooks • Exercise Book • Drawing Book • Sketch Pads • Executive Diaries • Conference Pads	• Artists Pencils • Kneadable Eraser • Water Colours for Artist • Gouache Colors • Varnishes & Mediums • Inks • Canvases • Artist Pappers • Brushes for Artists • A wide range of Artist Essentials	• Stationery Kits • Art Material Kits • Painting Kits • Combo Packs
SKU Count 392	SKU Count 283	SKU Count 45	SKU Count 146	SKU Count 418	SKU Count 2531	SKU Count 63

Sales and Distribution Network

Pan-India and Global Reach As of September 30, 2023, DOMS boasts an expansive multi-channel distribution network, reaching over 45 countries across the Americas, Africa, Asia Pacific, Europe, and the Middle East. In India, the company strategically sells products through general trade, modern trade and e-commerce, and OEM & institutions.

Robust Domestic Network The domestic distribution network for general trade encompasses 120 super-stockists, 4,000 distributors, and a dedicated sales team exceeding 500 personnel. This network covers 120,000 retail touchpoints in 3,500 cities and towns. Complementing this, DOMS extends its consumer reach through modern trade, e-commerce, supermarkets, hypermarkets, minimarkets, and cash and carry stores. Multiple e-commerce platforms also feature their products, ensuring widespread accessibility.

This multifaceted approach positions DOMS Industries as a powerhouse in the stationery and art products sector, blending a rich history with contemporary market strategies.

Segment	6 Months Ended (30 Sept)		Financial Year					
	2023		2023		2022		2021	
	Revenue (Rs Cr)	% Of Total	Revenue (Rs Cr)	% Of Total	Revenue (Rs Cr)	% Of Total	Revenue (Rs Cr)	% Of Total
Domestic	616.21	81.05%	950.21	78.68%	515.81	75.81%	300.19	74.98%
Exports	144.10	18.95%	257.45	21.32%	164.61	24.19%	100.17	25.02%
Total Sale Of Products	760.31	100%	1207.66	100%	680.42	100%	400.36	100%

Financial Performance Snapshot (FY2023)

In FY2023, DOMS Industries displayed robust financial performance, marked by a 77% surge in consolidated sales, reaching Rs 1211.89 crore. The notable improvement in Operating Profit Margin (OPM) by 520 basis points to 15.4% led to a substantial 168% increase in operating profit, amounting to Rs 186.66 crore. Other income also recorded a significant 77% rise, totaling Rs 2.42 crore. Despite a 15% rise in interest costs to Rs 11.88 crore and a 7% increase in depreciation to Rs 40.65 crore, the Profit Before Tax (PBT) witnessed an exceptional surge of 478% to Rs 99.23 crore. Tax expenses rose by 421% to Rs 35.89 crore, resulting in a remarkable 567% increase in net profit to Rs 95.81 crore.

Earnings Per Share (EPS) and Valuation: For FY2023, the Earnings Per Share (EPS) on post-issue equity amounted to Rs 15.8. At the upper price band of Rs 790, the Price to Earnings (P/E) ratio stood at 50.0.

Segment-Wise Revenue From Operations

Segment	6 Months Ended (30 Sept)		Financial Year			
	2023		2023		2022	
	Revenue (Rs Cr)		Revenue (Rs Cr)		Revenue (Rs Cr)	
Sale Of Product	760.31		1207.66		680.42	400.36
- Scholastic stationery	354.36		568.81		326.98	191
- Scholastic art material	202.99		292.80		166.37	97.52
- Paper stationery	77.32		127.35		64.08	40.25
- Kits and combos	67.26		126.38		79.69	46.50
- Office supplies	48.81		75.25		40.31	24.56
- Hobby and craft	11.26		15.73		0.65	0.37
- Fine art products	8.32		14.17		9.62	5.81
- Others	6.53		11.23		5.41	7.03
- Less: Discount, Rebate	(16.53)		(24.07)		(12.68)	(12.69)
Other operating revenues	1.49		4.23		3.18	2.46
- Export incentive*	1.49		4.23		3.18	2.46
Total	761.80		1211.89		683.60	402.82

Manufacturing Facilities Overview

DOMS Industries orchestrates its manufacturing endeavors through strategically positioned facilities in Umbergaon, Gujarat, and Bari Brahma, Jammu and Kashmir. The Umbergaon Manufacturing Facilities, sprawling across approximately 34 acres, encompassing about 1.07 million square feet (msf), boast state-of-the-art infrastructure integrating modern and automated production processes. Concurrently, the Jammu Manufacturing Facility, extending over around 2 acres and covering about 0.07 msf, specializes in crafting wooden slats sourced locally.

The company has adopted a vertically integrated approach, centralizing critical operations such as raw material procurement, molding, assembly, and sub-assembly integration into finished products within the Umbergaon facilities. This integration not only signifies operational efficiency but also positions DOMS with a competitive edge, enhancing productivity and curbing costs.

In alignment with their strategic vision to bolster manufacturing capabilities, DOMS has recently augmented its infrastructure by acquiring an additional 44 acres of land adjoining the existing Umbergaon Manufacturing Facilities. This expansion reinforces the company's commitment to fostering growth and meeting the evolving demands of the market.

	Fiscal 2023			Fiscal 2022			Fiscal 2021		
	Installed Capacity (Units in Cr)	Actual Production (Units in Cr)	Capacity Utilization	Installed Capacity (Units in Cr)	Actual Production (Units in Cr)	Capacity Utilization	Installed Capacity (Units in Cr)	Actual Production (Units in Cr)	Capacity Utilization
Wooden pencils	151.20	141.36	93.49%	108.00	104.53	96.78%	86.40	68.74	79.56%
Crayons	105.80	93.66	88.52%	81.00	52.53	64.86%	81.00	32.90	40.62%
Mathematical instruments box	1.50	1.46	97.23%	1.35	0.76	56.26%	0.90	0.30	33.36%
Water Colour Pens	7.00	6.57	93.83%	4.35	4.10	94.30%	3.75	3.12	83.19%
Eraser	65.00	57.12	87.87%	75.00	49.58	66.11%	44.00	26.75	60.78%
Exercise books	3.67	2.70	73.64%	2.43	1.52	62.50%	1.50	1.06	70.63%
Polymer Pencils	39.60	32.70	82.57%	36.00	28.78	79.94%	30.00	13.82	46.08%
Sharpeners	42.00	35.73	85.06%	27.00	22.17	82.12%	18.00	11.27	62.59%
Ball point pens	25.00	23.26	93.03%	21.00	12.74	60.66%	12.50	6.95	55.58%
Drawing and Sketch book	0.76	0.53	70.64%	0.66	0.56	85.42%	0.51	0.32	63.44%
All types of markers	4.35	3.89	89.33%	2.70	2.53	93.78%	2.10	1.71	81.19%
Water colour cakes	12.24	9.67	78.98%	10.08	9.79	97.10%	10.00	6.51	65.14%
Tempera colours	1.88	1.84	98.07%	1.50	1.03	68.52%	1.88	1.84	98.07%
Scales	13.50	11.92	88.32%	10.00	5.82	58.22%	13.50	11.92	88.32%

Intellectual Property Portfolio

DOMS boasts a robust intellectual property portfolio, holding 13 registered designs and 419 registered trademarks within India. Additionally, the company possesses 88 registered international trademarks. To fortify their brand presence, their Corporate Promoter has issued brand authorization letters, granting the company the rights to utilize trademarks associated with specific entities under the FILA Group.

Research & Development Endeavors

As of September 30, 2023, DOMS drives innovation through a dedicated team of 50 professionals situated at a cutting-edge Research and Development (R&D) facility in Umbergaon. This facility is equipped with state-of-the-art tools and equipment, facilitating the development, testing, and evaluation of their product range. The company's cross-functional team collaborates closely with customers to align product development with evolving trends, customer lifestyles, aspirations, and preferences.

DOMS places a strong emphasis on R&D activities, encompassing product evaluation, process development (including feasibility studies, laboratory validation, and development history reports), process scale-up and validation, as well as regulatory filings and approvals. This strategic focus not only enhances productivity but also plays a pivotal role in cost reduction, providing DOMS with a competitive advantage in the market.

Competitive Strengths

- **Extensive and Innovative Product Range Leading the Market** The company is recognized for its extensive product lineup in India's stationery and art materials sector, offering over 3,800 SKUs by September 30, 2023. Their flagship brand, 'DOMS', and other market introductions have expanded their market reach, catering to diverse consumer demographics with varied price points. Their products, like pencils and mathematical instrument boxes, command substantial market shares of 29% and 30% respectively in Fiscal 2023, demonstrating strong market leadership.
- **Strategic Alliance with FILA Enhances Global Reach** Through a key strategic alliance with FILA, a global leader in creative expression tools, the company has significantly widened its global market presence and enhanced product expertise. This partnership, established in 2012 with FILA acquiring a stake in the company, has enabled entry into new markets and the integration of cutting-edge R&D and technological practices.



- **High Brand Recall and Product Differentiation** The company's diverse portfolio holds leading positions across various stationery and art material categories in India, reflecting strong brand recall and loyalty. Their focus on R&D and innovation ensures high-quality, distinctive products, further reinforcing their brand's reputation. Their social media presence, with over 10 lakh YouTube followers and over 40,000 Instagram followers, underscores their brand's prominence and appeal.
- **Robust Multi-Channel Distribution Network** With an extensive multi-channel distribution strategy, the company's products reach over 3,500 cities and towns across India as of September 30, 2023. Their distribution framework encompasses general trade, modern trade, and direct corporate and institutional sales, showcasing their PAN-India and international market penetration.
- **Expertise of the Leadership and Management Team** The company benefits from the seasoned expertise of its promoters and directors who have played a pivotal role in the growth of 'DOMS'. Their active management approach ensures efficient operations and margin enhancement, supported by a strong team of 8,890 full-time employees as of September 30, 2023. The independent directors contribute valuable insights and strategic oversight in manufacturing, sales, and marketing, further strengthening the management's effectiveness.
- **Established Manufacturing Operations with Backward Integration** The company boasts one of India's most expansive stationery manufacturing infrastructures, with 13 facilities spread across 34 acres in Umbergaon, Gujarat. Their backward integration strategy includes producing key components in-house, such as wooden slats from local Kashmiri wood, which underscores their commitment to efficiency and self-reliance.



Key Business Strategy

- **Leverage Technological Advancements for Enhanced Efficiency** The company plans to continue its investment in advanced technology and robust data management systems to optimize operational efficiencies. Their use of Sales Force Automation (SFA) allows for detailed tracking and management of the sales team's performance. Additionally, the Distributor Management System (DMS) facilitates effective communication and order processing between superstockists and the company, ensuring swift stock replenishment and tracking of deliveries.
- **Strategic Growth Through Acquisitions** To extend its market dominance and profitability, DOMS is intent on pursuing strategic acquisitions and investments. The acquisition of Micro Wood Pvt Ltd aligns with this strategy, promoting a more integrated manufacturing process. Moreover, by acquiring a stake in ClapJoy Innovations Pvt Ltd, they plan to leverage their existing sales and distribution network to branch into the complementary toy market.



- **Enhancing the 'DOMS' Brand Recognition** With the market progressively favoring branded products, DOMS is focusing on reinforcing their brand identity to capitalize on consumer trends towards premium and innovative offerings. They are dedicating substantial resources to enhance brand visibility and recall, reinforcing their position as a leader in the 'stationery and arts' sector.
- **Optimizing and Expanding Distribution Channels** The company aims to bolster their extensive distribution network to widen their market reach. By September 30, 2023, DOMS already had a strong multi-channel distribution system throughout India. Their strategy includes expanding this network further by adding more channel partners and extending their presence across various retail formats beyond traditional stationery stores. Their international reach is also expanding, with a solid export network in over 45 countries, developed in part through partnerships like the one with FILA.
- **Incremental Manufacturing Capabilities to Meet Demand** In anticipation of increased consumer demand, the company has invested ₹ 125.94 crore in Fiscal 2023 to amplify their manufacturing capacity. Their production facilities in Umbergaon, as of March 31, 2023, boast an annual installed capacity of 4,734.93 million units, with an efficiency utilization of 4,223.98 million units, underscoring their commitment to scaling up production capabilities.
- **Broadening Product Portfolio to Increase Market Share** DOMS is actively exploring opportunities to introduce new products, thereby expanding the size of their addressable market and capturing a larger share of consumer spending. Recent launches include the 'DOMS' groove pencils, boasting a unique patented technology in India, and the two-dooz pencil sharpener. This is part of a broader strategy to diversify revenue streams and offer products that complement their existing range.



Market Challenges and Vulnerabilities

- **Intensifying Competition:** DOMS Industries faces heightened competition in the stationery and art material industry. The market's low entry barriers attract new players and witness the consolidation of existing ones, intensifying competition.
- **Counterfeit Threats:** The presence of counterfeit products, especially in the domestic market, poses a challenge to the company's reputation and financial performance. Vigilance is crucial to mitigate adverse effects on goodwill.
- **Fragmented Market Dynamics:** The Indian stationery and art material market is characterized by fragmentation, with numerous small, unorganized players. The company must effectively compete with these entities to sustain its business and financial performance.
- **Raw Material Price Volatility:** In the stationery industry, production costs and profit margins are heavily influenced by raw material prices, such as plastic, paper, and pigments. Price fluctuations in these key materials, coupled with intense competition, may impact the company's profitability.
- **Strategic Expansion Risks:** Past and potential future acquisitions introduce operational complexities. Ineffective management of expansions, including acquisitions, could negatively affect business operations, financial results, and overall growth strategy execution.
- **Regulatory Compliance Challenges:** Adherence to various laws and stringent government regulations is essential. Failure to obtain, maintain, or renew necessary licenses, permits, and approvals, including those related to environmental and health regulations, may adversely affect financial conditions and operations.
- **Digitalization Impact:** The pervasive influence of digitalization is transforming traditional stationery markets. Increasing reliance on technology poses a challenge to the demand for conventional stationery products.
- **Price Sensitivity and E-commerce Influence:** Consumer preferences for best deals, discounts, and competitive pricing have intensified with the rise of e-commerce. The company must navigate price sensitivity in a market driven by online competition, ensuring strategic pricing to remain competitive.

Promoter and Promoter Group Holdings

Shareholders	Pre Offer		Fresh Issue and offer for shares	Post Offer	
	Number Of Equity Shares	% Of Total Equity Share Capital		Number Of Equity Shares	% of Total Equity Share Capital
Promoters	5,02,10,218	89.26%	1,07,59,492	3,94,50,726	65.01%
Promoters Group	60,40,000	10.74%	-	60,40,000	9.95%
Total for Promoter and Promoter group	5,62,50,218	100%	1,07,59,492	4,54,90,726	74.97%
Public	0	0%	44,30,380	1,51,89,871	25.03%
Total for Public and Public Shareholders	0	0%	44,30,380	1,51,89,871	25.03%
Total Equity Share Capital	0	0%	1,51,89,871	6,06,80,598	100%
Fresh Issue		Amount	No Of Shares		
Fresh Issue		350 Cr	Upto 4,666,667~ - 4,430,380^ Equity Shares		
Offer For Sale					
Offer For Sale		850 Cr	Upto 11,333,332~ - 10,759,492^ Equity Shares		

Peer Comparison

Player	Revenue	Domestic Sales	Export Sales	Gross Margin %
DOMS	1232	974	258	37%
Kukuyo Camlin	775	742	33	37%
Hindustan Pencil	1100	955	150	-
Navneet	947	380	567	50%
Luxor	490	475	14	41%
Linc	487	386	101	40%
Flair	943	758	185	46%
Rorito	174	174	0	40%
BIC Cello	550	429	121	-
ITC Stationery	2456	2010	446	-

DOMS Industries, boasting a robust EBITDA Margin of 15.4% and an impressive 28.4% Return on Equity (ROE), stands as a financial powerhouse. This underscores the company's adeptness in generating operational profits and maximizing shareholder returns.

In a comparative analysis with industry peers, DOMS Industries emerges as a frontrunner. Surpassing Kokuyo Camlin with a superior EBITDA Margin (15.4% vs. 7%) and ROE (28.4% vs. 9.3%), DOMS establishes its dominance. The trend continues against Linc (EBITDA Margin: 15.4% vs. 12.6%, ROE: 28.4% vs. 21.1%), Navneet Education (EBITDA Margin: 15.4% vs. 17.6%, ROE: 28.4% vs. 17.8%), and Flair Writing Industries (EBITDA Margin: 15.4% vs. 19.5%, ROE: 28.4% vs. 27.2%).

DOMS Industries' compelling financial prowess cements its status as an industry leader, offering investors a promising avenue for strong returns in the dynamic stationery and art material sector. With an impressive track record and a competitive edge over peers, DOMS Industries is positioned as a lucrative investment opportunity in the market.

Presence of Key Players in different categories

Player	Note Books	Note Books Pappers	Pens	Pencils	Marker and High-lighters	Technical Instruments	Office Supplies	Basic Arts	Fine arts	Eraser	Sharpener	Adhesives	Others
DOMS	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
Kokuyo Camlin			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Hindustan Pencils			✓	✓		✓		✓		✓	✓		✓
Navneet	✓	✓		✓		✓		✓	✓	✓	✓	✓	✓
Luxor	✓		✓	✓	✓	✓		✓		✓	✓		✓
Linc			✓	✓	✓	✓		✓		✓	✓		✓
Flair			✓	✓	✓	✓		✓		✓	✓	✓	✓
Rorito	✓		✓	✓	✓	✓		✓		✓	✓		
BIC Cello			✓	✓	✓	✓		✓		✓	✓		
ITC Stationery	✓	✓	✓	✓		✓		✓		✓	✓		✓
Kangaro							✓						

Name of the Company	Consolidated/Standalone	Face Value	Closing Price as on 1 st Dec,2023	Total Revenue from Operations for Fiscal 2023 (Rs. In Cr)	EPS Basic & Diluted	NAV	P/E	RoNW (%)
DOMS Industries Ltd	Consolidated	10	{.}	1211.89	18.29	59.99	{.}	28.39%
Kokuyo Camlin Ltd	Consolidated	1	156.5	774.94	2.44	26.18	64.14	9.31%
Linc Ltd	Consolidated	10	707.95	486.76	25.15	119.16	28.15	21.10%
Navneet Education Ltd	Consolidated	2	143.40	1696.83	9.04	50.85	15.86	17.78%
Flair Writing Industries Ltd	Consolidated	5	452.70	942.66	12.66	46.57	35.76	27.18%

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