

GENESIS 2018
'IMPERIUM'

FINANZI
PRELIMINARY ROUND

Incorporated in 2010, Rajasthan based Bharath Limited is a company engaged in the business of manufacturing of high-quality yarn (Ne 4 to Ne 20). The yarn is used in Denim, Terry Towels, Bottom Wears, Home Textiles and Industrial Fabrics etc. The manufacturing facility of the Company is situated at Bhilwara District in Rajasthan State. Spread over 10,000 square meters, the facility has the capacity to produce 16.5 tonnes of high-quality yarn per day. Bharath Limited is currently exporting its products to countries like Germany, Belgium, Portugal, Italy, Columbia, South Africa, Slovenia, China, Pakistan, Bangladesh, and others. Exports account for 18.90% of the manufacturing sales of the company.

The company is planning its Initial Public Offering (IPO). For a private company looking for growth and expansion through raising of capital, an IPO could be the right decision to make. An IPO is the turning point in the life of the company and may help in transforming a private company into a public company. In the IPO process, the finance team is the star of the show. The financial officer is largely responsible for laying the ground work for a successful IPO, and ensuring the company has the right financial infrastructure and control in place to make this major transition successful. For making an IPO happen the most important document to be produced is the prospectus.

Being the financial officer of Bharath limited, you have been assigned to prepare the preliminary prospectus for the company, which should be the following:

- 1) Company Profile
- 2) Brief note of promoters and management
- 3) Risk factors
- 4) Copy of balance sheet of the last 3 years
- 5) Statement of the issue

Task: How effectively can you deliver the road show in convincing potential investors to invest in your offering?

Points to remember:

- 1) Should be a PowerPoint Presentation.
- 2) Hard copy and soft copy of the PowerPoint Presentation required.
- 3) Mail the PowerPoint presentation to Genesis@sdmcbm.ac.in