Studds Accessories Ltd.

October 29, 2025

IPO Details

IPO Date	October 30, 2025 to November 3, 2025
Face Value	₹5 per share
Price Band	₹557 to ₹585 per share
Lot Size	25 Shares
Sale Type	Offer For Sale
Total Issue Size	77,86,120 shares (aggregating up to ₹455.49 Cr)
Issue Type	Book building IPO
Listing At	BSE, NSE
Shareholding pre issue	3,93,53,400 shares
Share Holding Post Issue	3,93,53,400 shares
QIB Shares Offered	Not more than 50% of the Offer
Retail Shares Offered	Not less than 35% of the Offer
NII (HNI) Shares Offered	Not less than 15% of the Offer
Retail (Min & Max) shares	25 Shares & 325 shares
Retail (Min & Max) application amount	₹14,625 & ₹1,90,125
S-HNI (Min shares & application amount)	350 shares & ₹2,04,750
S-HNI (Max shares & application amount)	1,700 shares & ₹9,94,500
B-HNI (Min shares & application amount)	1,725 shares & ₹10,09,125
Basis of Allotment	Tue, Nov 4, 2025
Initiation of Refunds	Thu, Nov 6, 2025
Credit of Shares to Demat	Thu, Nov 6, 2025
Listing Date	Fri, Nov 7, 2025
Cut-off time for UPI mandate confirmation	5 PM on Mon, Nov 3, 2025
Promoters	Madhu Bhushan Khurana, Sidhartha Bhushan Khurana and Shilpa Arora
Registrar	MUFG Intime India Pvt.Ltd.

Note 1: Application made using third party UPI or ASBA A/C is liable to be rejected. For apply please click on the Link https://ipo.adroitfinancial.com/ for any kind of assistance please contact to their helpdesk team at 0120-6826800 or mail us on ipo@adroitfinancial.com

Company Profile

Studds Accessories Ltd. is an established manufacturer with nearly five decades of experience. As on March 31, 2025, their Manufacturing Facilities I, II and III had a combined annualized capacity of producing 9.04 million units. Additionally, their Manufacturing Facility IV produces Expanded Polystyrene Liners (EPS Liners) and water transfer decals used for captive consumption in Manufacturing Facilities I, II and III. The 'SMK' brand was launched in 2016 and is being successfully sold in India and exported to overseas market. They design, manufacture, market and sell two-wheeler helmets under the 'Studds' and 'SMK' brands and other accessories (such as two-wheeler luggage, gloves, helmet locking device, rain suits, riding jacket and eye wear) under their 'Studds' brand. Their flagship brand 'Studds' is recognized as a popular brand in the two-wheeler helmet market in India. The Company had a market share of 27.30% in terms of volume and 25.50% in terms of value, in the domestic market in Fiscal 2024. They have obtained key certifications such as ISO 9001:2015 (for quality management system), ISO 14001:2015 (for Environmental Management System), IS 4151:2015 (for Protective Helmets for Motorcycle Riders issued by the BIS) and Economic Commission of Europe ("ECE") ECE 22.06 (for certifying compliance with ECE) for sale of their products in India and global markets. The Company also engages in the services of specialized design firms for designing and conceptualizing certain niche designs for their helmets. They have a service agreement with a European design firm, for designing and conceptualizing two-wheeler helmets. They have also engaged services of a Spanish design firm and launched Studds and SMK full face and flip-up helmets with inbuilt Bluetooth technology in order to enhance the riding comfort and safety of motorcycle riders. The Company operates four manufacturing facilities in Faridabad, India. Manufacturing Facility II, III and IV are situated over land owned by the Company. Manufacturing Facility I is situated on land which is partially owned by the Company, while the other portion is on leasehold basis.

The Revenue of the Company increased by 10.35% and Profit after Tax rose by 21.70% from FY24 to FY25.

Objects of the Issue

- Offer for Sale - Rs. 455.49 Crore

Financial Details

Particulars (Amount in Crores)	31-Mar-25	31-Mar-24	31-Mar-23
Revenue from Operations	583.81	529.02	499.16
Other income	12.07	6.81	7.31
Total Income	**595.89**	**535.83**	**506.48**
Expenses			
- Cost of Materials Consumed	262.17	242.98	258.91
- Change In Inventories of Finished Goods And Work-In-Progress	(6.46)	(4.39)	2.83
- Employee Benefit Expense	62.56	70.86	65.34
- Finance costs	1.21	1.60	2.82
- Depreciation and amortization expense	20.66	19.02	18.10
- Other expenses	160.70	129.38	112.01
Total expenses	**500.86**	**459.46**	**460.03**
EBITDA	**104.82**	**90.18**	**60.05**
EBITDA Margin (%)	**17.95%**	**17.05%**	**12.03%**
Profit/(Loss) before tax	**95.02**	**76.37**	**46.44**
Tax expense/(credit)	25.38	19.14	13.29
Profit/(Loss) After Tax	**69.64**	**57.22**	**33.14**
PAT Margin (%)	**11.68%**	**10.67%**	**6.54%**
Basic EPS (in Rs.)	**17.70**	**14.54**	**8.42**
Key Metrics	**Mar-25**	**Mar-24**	**Mar-23**
ROCE (%)	**20.25%**	**18.98%**	**12.81%**
ROE (%)	**15.49%**	**14.77%**	**9.81%**
Net D/E Ratio	**(0.07)**	**(0.07)**	**0.02**

Note 1: Application made using third party UPI or ASBA A/C is liable to be rejected. For apply please click on the Link https://ipo.adroitfinancial.com/ for any kind of assistance please contact to their helpdesk team at 0120-6826800 or mail us on ipo@adroitfinancial.com

Competitive Strengths

- **Largest domestic player of two-wheeler helmets:** They are the largest two-wheeler helmet player in India by revenue (FY 2024) and the world's largest by volume (CY 2024). In FY 2025, the Company sold approximately 7.40 million helmets. Over the past 50 years, they have built the Studds brand into a trusted name by consistently integrating advanced head-gear protection technology and adhering to stringent quality and safety standards.

- **Wide design and product catalogue across price points:** The Company offers a comprehensive product portfolio with over 240 styles and designs of helmets, including full-face, flip-up full-face, flip-off full-face, off-road full-face, and open-face helmets. As of August 31, 2025, Studds-branded two-wheeler helmets were priced between Rs. 875 and Rs. 4,000, while SMK-branded helmets were sold at Rs. 3,000 to Rs. 12,800 at maximum retail prices in India.

- **Advanced manufacturing and D&D capabilities:** Their vertically integrated manufacturing processes enables cost efficiency compared to third-party manufacturing and provide greater control over quality and safety at every production stage. They continue to invest in automation, incorporating advanced robotic machinery across facilities. As of August 31, 2025, their Design & Development team, comprising 19 designers and 56 other members, focuses on designing and developing advanced technologies.

- **Strong pan-India and global presence:** The Company has a wide distributor network across urban, semi-urban, and rural India, selling through 363 active distributors and exporting to over 70 countries as of August 31, 2025. It has supply agreements with major OEMs like Honda Cars India, Hero MotoCorp, Suzuki Motorcycle India, Eicher Motors (Royal Enfield), and India Yamaha Motor, and also supplies to government and institutional buyers such as the Central Police Canteens and Canteen Stores Department.

- **Capital efficient and sustainable business model:** They have a scalable business model built on brand recall, integrated operations, and a strong distribution network. Prominent brand logos boost visibility, enabling low advertising costs, while integration synergies reduce expenses and support efficient growth. Their domestic distributors, importers, and OEM partnerships expand reach without heavy capital outlay, and favorable payment terms ensure efficient working capital.

Key Risk Factors

- **Dependence on Suppliers:** The Company is dependent on certain raw material suppliers. Any disruption in their operations or the inability of such suppliers to supply the raw materials in the quantities they require, may have an adverse effect on the business, results of operations and financial condition. The Raw Material sourced from the Largest Supplier as a % to total raw material sourced was 20.83%, 19.85% and 14.03% for Fiscals 2025, 2024 and 2023.

- **Dependence on two-wheeler vehicle market:** The two-wheeler helmet market is dependent on two-wheeler vehicle sales and accordingly the sale of their two-wheeler helmets may be affected due a decrease in sale of two-wheeler vehicles in India and globally. Any decrease in revenue or margins sale of two-wheeler helmets may also have an adverse effect on the business, cash flows, results of operation and financial position.

- **Geographical Concentration of Manufacturing Facilities:** Since all of their manufacturing facilities are located in a single geographic location, their operations are susceptible to the risk of complete disruption or shutdown due to any significant natural calamity or other catastrophic event affecting this single geographic location. Any stoppage in one or more of the manufacturing facilities may cause them to suffer significant disruptions across business segments.

- **Change in Consumer Preferences:** In the past, designs like Stellar – Wings were not well received by customers during FY 2023–2025. Failure to anticipate or adapt to changing preferences and trends could lead to declining demand, obsolete inventory, and discounting pressure, resulting in lower sales, higher markdowns, and adverse effects on the Company's operations and financial performance.

- **Negative Cash Flows:** Negative cash flows from financing and investing activities over extended periods, or significant negative cash flows in the short term, could materially and adversely impact their ability to operate the business and implement growth plans. Net Cash Flow from Investing activities was Rs. (51.07), (20.01) and (26.15) Crore for Fiscals 2025, 2024 and 2023 and Net Cash Flow from Financing activities was Rs. (8.77), (41.14) and (23.93) Crore for Fiscals 2025, 2024 and 2023.

Comparison with Listed Peers

Name of the Companies	Market Price	Face Value (per Share)	P/E Ratio	EPS (Basic)	EPS (Diluted)	RoNW (%)	NAV (per Share)
Studds Accessories Ltd.	NA	5	33.01*	17.72**	17.72**	15.49%	114.22
Peers:-							
No listed peers							

*P/E calculated based on upper band price.
**EPS calculated including fresh issue shares.

Summary

Studds Accessories Ltd. Is the largest two-wheeler helmets player in India in terms of revenue in Fiscal 2024 and also the world's largest two-wheeler helmet player by volume in Calendar Year 2024. They are an established manufacturer with nearly five decades of experience. Their Manufacturing Facilities I, II and III have a combined annualized capacity of producing 9.04 million units. They have sold around 7.40 million helmets in Fiscal 2025. The 'SMK' brand was launched in 2016 and is being successfully sold in India and exported to overseas market. Both of their brands, namely, Studds and SMK, have been marketed and sold in more than 70 countries as of August 31, 2025.

The global two-wheeler helmets market witnessed a CAGR of 4.5% in unit sales between CY19 and CY24, primarily fueled by robust demand in the Asia-Pacific region. Notably, India and China, two of the largest markets for two-wheelers, drove this growth. Looking ahead, the market is projected to grow at a CAGR of 5.1% in value terms between CY24 and CY29, primarily fueled by increasing urbanization, rising disposable incomes, heightened safety awareness, and government regulations mandating helmet use. So, this offers huge potential for large, organized helmet manufacturers like Studds. The continued growth of the Asia-Pacific region, particularly in India and China, will remain a key driver of this expansion.

India is one of the largest two-wheeler helmet market. The Indian two-wheeler helmets market experienced a 4.4% CAGR in unit sales from CY19 to CY24, driven by factors such as growing urbanization, rising disposable incomes, increased safety awareness, and the enforcement of government regulations mandating helmet use. The market is anticipated to expand at a CAGR of 6.1% in volume and 8.7% in value between CY24 and CY29, owing to factors such as the market nearing saturation in urban areas, a slower pace of income growth, stable regulatory enforcement, and a shift in consumer focus from basic safety to higher-quality, feature-rich helmets. The mandatory helmet requirement for pillion riders could also lead to a notable increase in demand, resulting in more steady growth in the coming years.

The Company plans to increase their capacity through Manufacturing Facility V, which is still under development. The completion of the facility will increase their capacity from 9 million units to 12 million units, this expansion should help maintain the growth trajectory of the company and expand its market share in the industry.

Therefore, it is recommended to "**Subscribe**" to the IPO for long-term investment, considering its growth potential.

DISCLAIMER

Prepared By:

Research Analyst : Anmol Grover

Email ID: anmolgrover@adroitfinancial.com

Research Associate : Bhavin Tharwani

Email ID: bhavintharwani@adroitfinancial.com

Phone Number: 0120-4550300*270/388

Adroit Financial Services Private Limited (hereinafter referred to as "Adroit") is a registered Member of National Stock Exchange of India Limited, Bombay Stock Exchange Limited and Metropolitan Stock Exchange Limited. It is also registered as a Depository Participant with CDSL and NSDL. **Adroit Financial Services Private Limited is a registered entity with SEBI for Research Analyst in terms of SEBI (Research Analyst) Regulations, 2014 vide Registration Number INH100003084.** Adroit or its associates has not been debarred/ suspended by SEBI or any other regulatory authority for accessing /dealing in securities Market. Adroit or its associates/analyst has not received any compensation / managed or co-managed public offering of securities of the company covered by Analyst during the past twelve months.

This document is solely for the personal information of the recipient, and must not be singularly used as the basis of any investment decision. Nothing in this document should be construed as investment or financial advice. Each recipient of this document should make such investigations as they deem necessary to arrive at an independent evaluation of an investment in the securities of the companies referred to in this document (including the merits and risks involved), and should consult their own advisors to determine the merits and risks of such an investment. The information in this document has been printed on the basis of publicly available information, internal data and other reliable sources believed to be true, but They do not represent that it is accurate or complete and it should not be relied on as such, as this document is for general guidance only. Neither Adroit, nor its directors, employees or affiliates shall be liable for any loss or damage that may arise from or in connection with the use of this information. Adroit Financial Services Private Limited has not independently verified all the information contained within this document. Accordingly, They cannot testify, nor make any representation or warranty, express or implied, to the accuracy, contents or data contained within this document.