

[WWW.ZURKHSFIT.COM.](http://WWW.ZURKHSFIT.COM.)

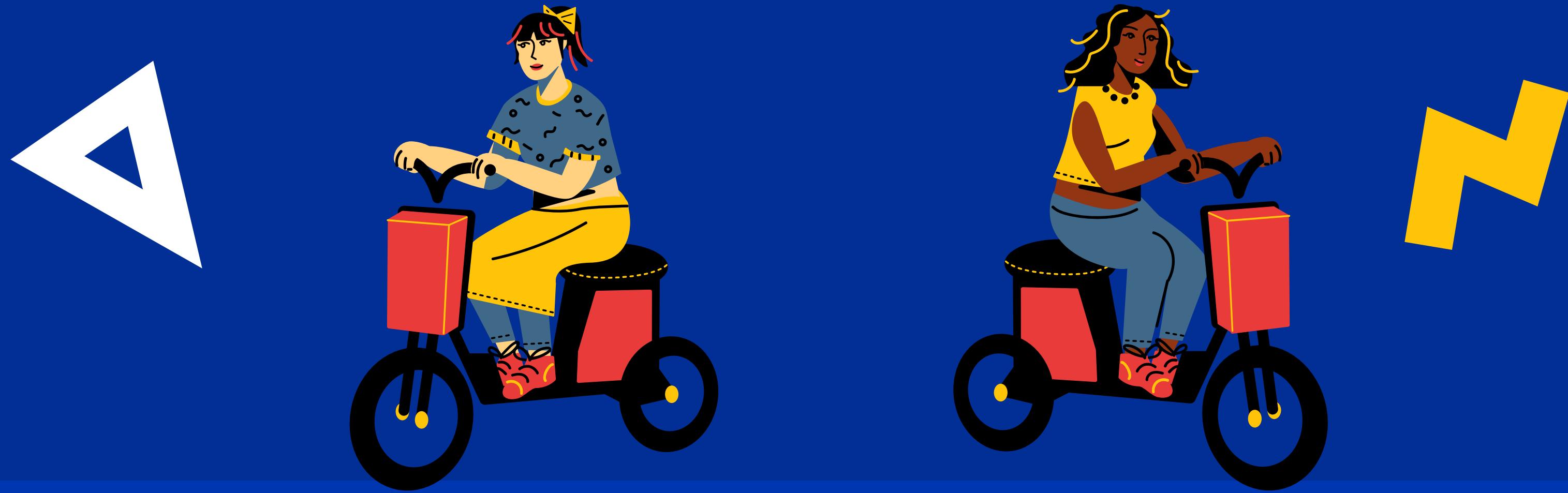
ZURKHS





# WELCOME TO OUR COMMUNITY

We're a community of people skating on fitness board. We provide clothings and footwear, gymming equipments and much more.



## ABOUT ZURKHS' START

An entrepreneurial mind with an interesting business idea. With the increasing death rates of the youth due to physical illness, there was an immense need of motivating the youth towards fitness and here we are with our business idea.

The first recorded gymnasiums date back to over 3000 years ago in ancient Persia, where they were known as zurkhaneh, areas that encouraged physical fitness

# ZURKHS EARLY STAGE



We, the promoters (3), invested an amount of INR 60 lacs for the business with 20% stack each. The idea was strong enough and this is why we got two angel investors who invested INR 5 lacs each at 3% stake each. Henceforth, we had 60% stack with the us and 6% with the angel investors.



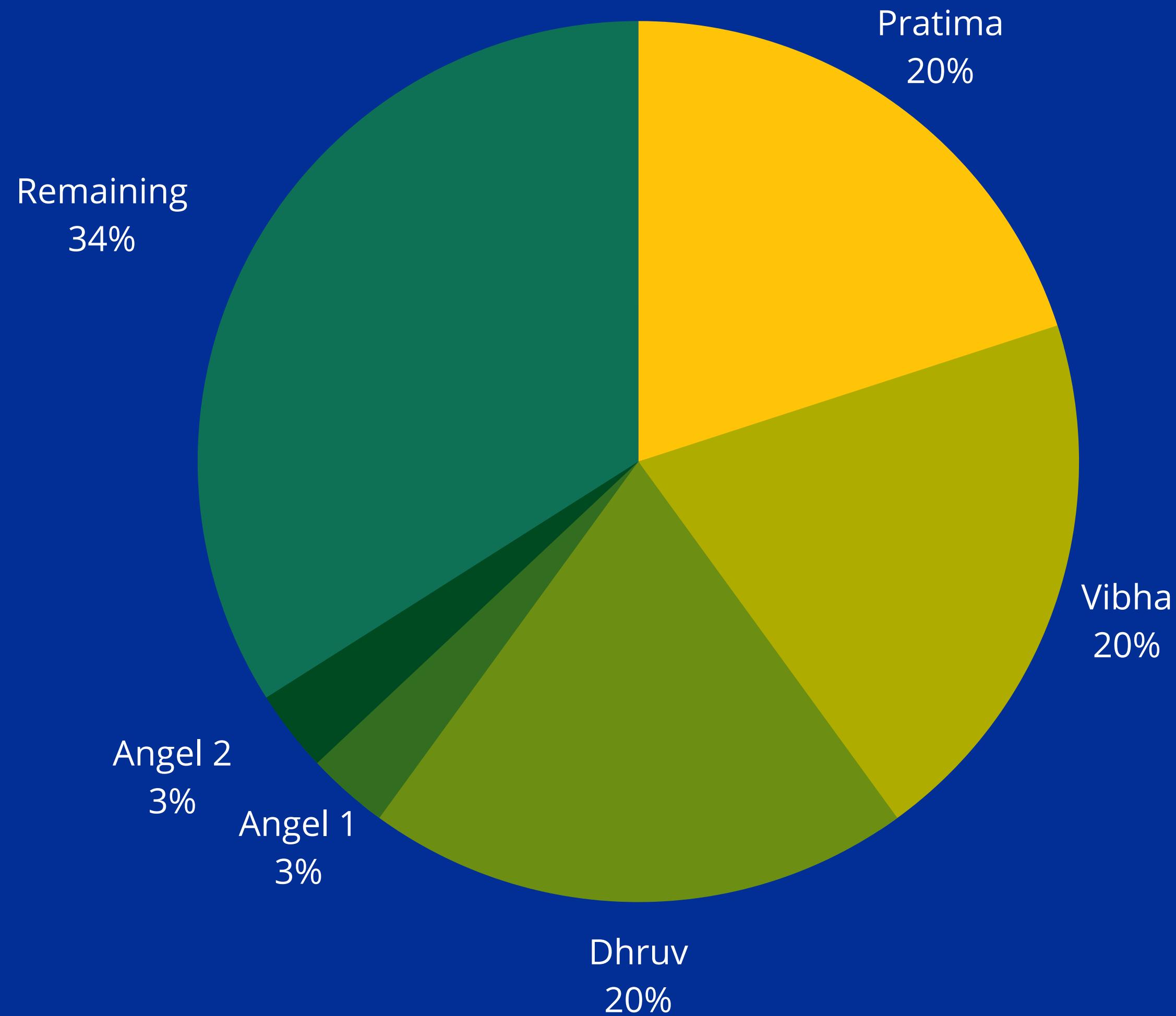
# ZURKHS



The current valuation of the company is 70 lacs. 50 lacs shares are issued with the face value of INR 1.4 rupees. So the AUTHORISED SHARES are 50 lacs and the ISSUED SHARES are 33 lacs.



# STAKE HOLDING



# ZURKHS PROGRESS ▲

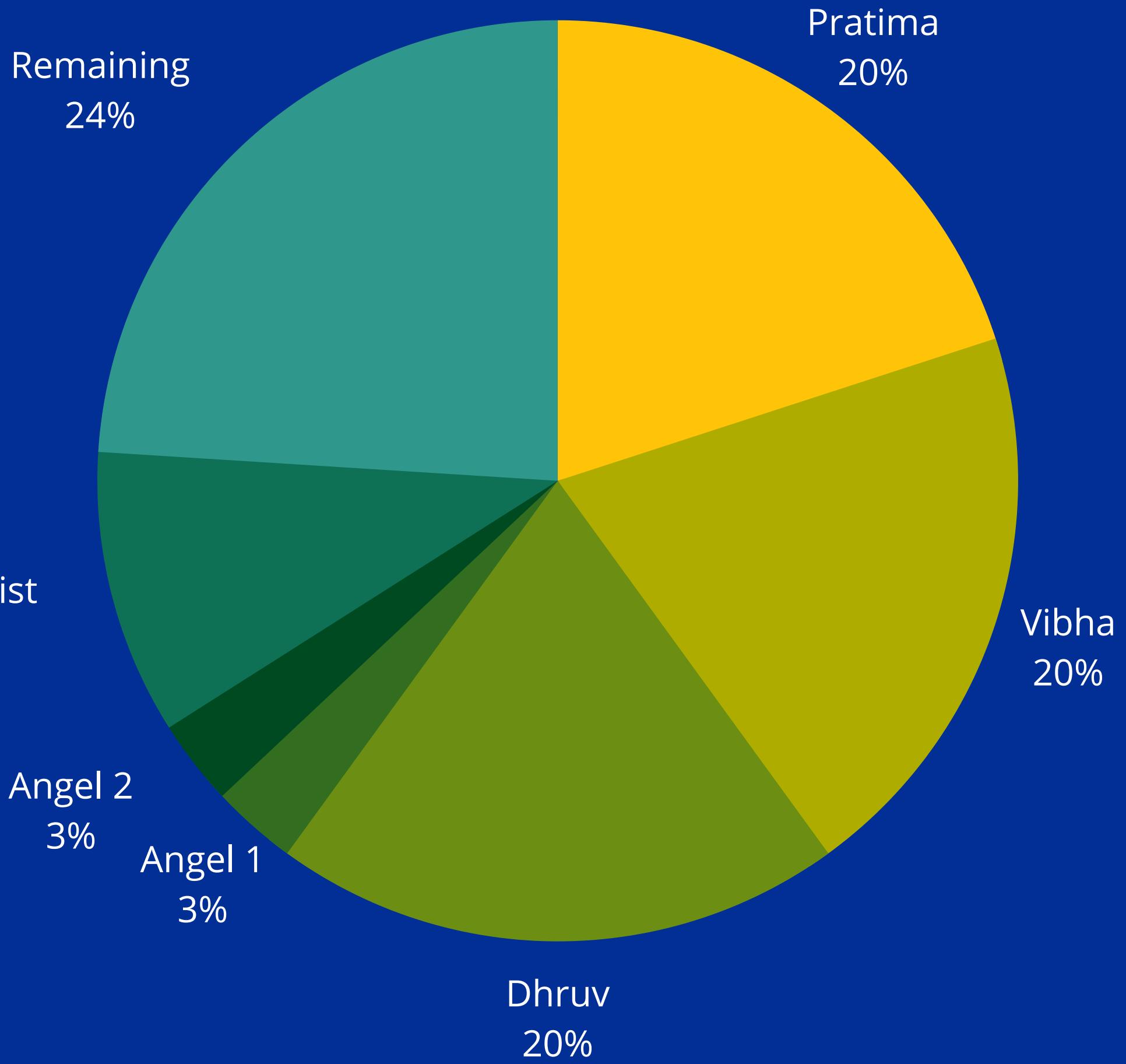
## Series A funding

In due course of time, we launched two more stores. The company had a turn over of 80 lacs, 30 lacs from each store and approx 20 lacs from the website. Now we're about to go for Series A funding to launch stores in other major cities.



# CURRENT STAKE

THE VENTURE CAPITALIST INVESTED INR 80 LACS AT A STAKE OF 10%. SO THE CURRENT VALUATION OF THE COMPANY IS 8 CR.



INVESTORS:  
SHILPA SHETTY  
AKSHAY KUMAR



# ZURKHS NOW

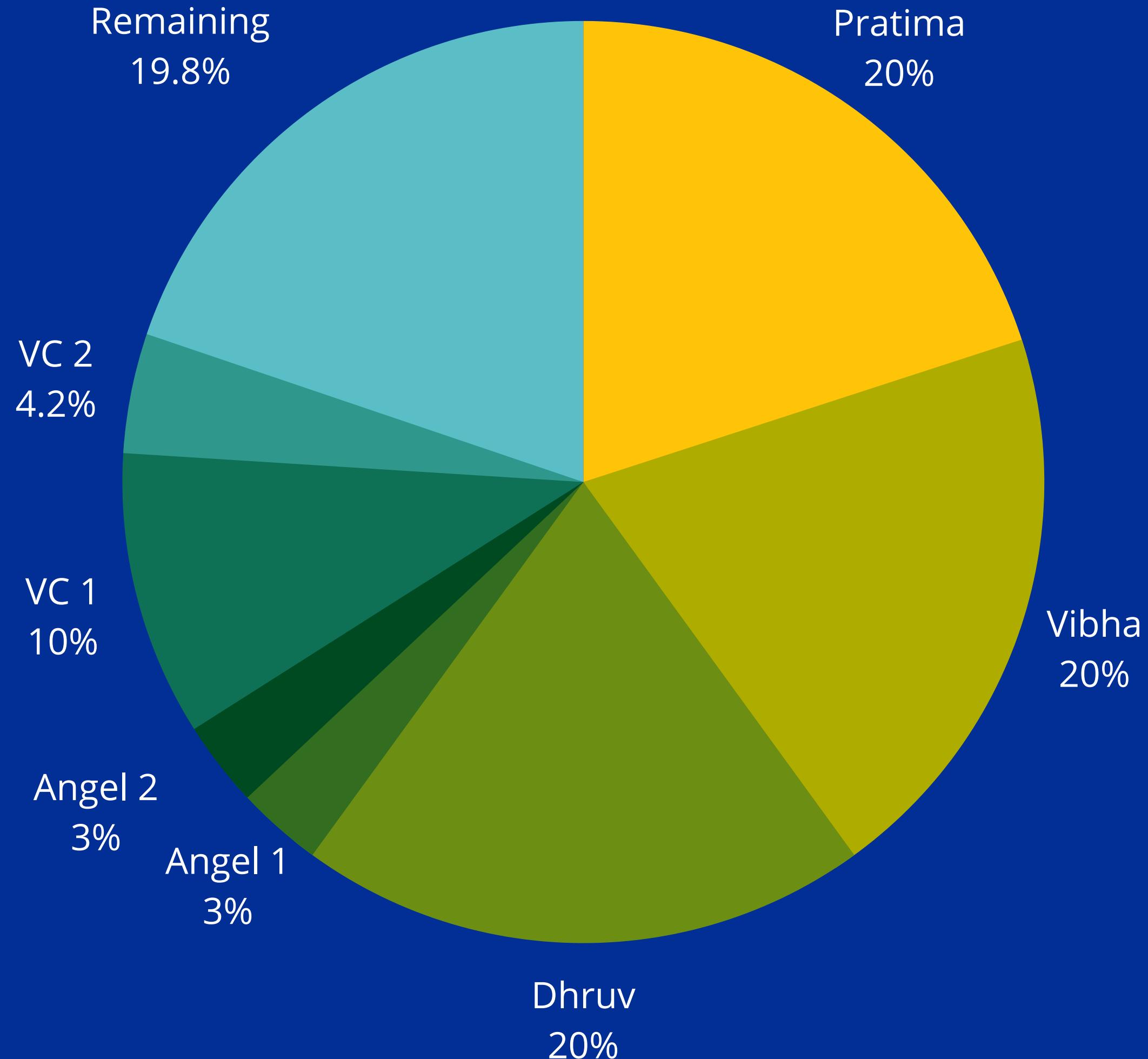
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Our next step in this journey is to set up mobile gyms in 12 different cities with 10 mobile gyms in each city. The cost for each mobile gym will be around INR 40,000 and INR 20,000 for the truck driver on monthly basis i.e, a total of (40,000 +20,000\*12 ) INR 280,000 for each mobile gym. Hence, the total cost for this new idea will be approx INR 3.36 CR. This is where we go for our Series B funding.

**INVESTORS :**  
**VINEETA SINGH**  
**VIRAT KOHLI**

# CURRENT STAKE

AFTER **SERIES B FUNDING**, THE VENTURE CAPITALIST INVESTS INR 3.36 CR FOR 4.2% STAKE IN THE COMPANY. SO THE CURRENT VALUATION BECOMES 80 CR. REMAINING SHARES = 9.9 LAKH FACE VALUE = 808 RUPEES



# MOBILE GYMS

THEY TAKE ALL OF THREE MINUTES TO ASSEMBLE AND HAVE ALMOST EVERYTHING YOU'D FIND IN A REGULAR GYM. WE CHARGE RS. 14000 FOR A PRIVATE SESSION AND RS. 5000 FOR A GROUP CLASS.

- FOR THOSE SHORT ON TIME
- NO GYM INTIMIDATION WHEN TRAINING
- THE PERFECT OFFICE WORKOUT
- A TICKET TO YOUR ENTREPRENEURIAL DREAMS
- CONFIGURE IT ANY WAY YOU'D LIKE



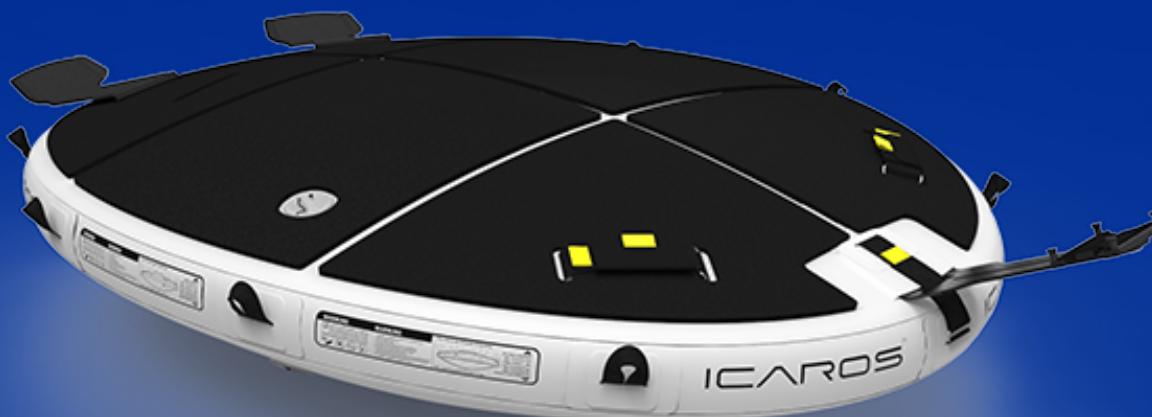
***Now in the journey, we're going to introduce  
our game changer i.e, VR gaming X Fitness.  
Here, we launch IPO of the company.***



***Medball Shelving System  
Steel Barbell Hooks/Rubber Straps  
Weight Plate Caddies  
Plastic Bins - For Small Accessories  
Portable Kettlebell/Dumbbell Box  
Rubber Gym Flooring  
Work Desk/Station***

# VR GAMING X-FITNESS

- FOR THOSE SHORT ON TIME
- NO GYM INTIMIDATION WHEN TRAINING
- THE PERFECT OFFICE WORKOUT
- A TICKET TO YOUR ENTREPRENEURIAL DREAMS
- CONFIGURE IT ANY WAY YOU'D LIKE



# ZURKHS FITNESS X GAMING

We have Kotak Mahindra Bank as our Merchant Banker. We are offering 19.8% stake of the company in IPO round.

UNDERWRITE SHARES=9.9 LAKHS

Citigroup Global Markets India  
Private Limited AND KOTAK  
MAHINDRA BANK ARE OUR BOOK  
RUNNING LEADING MANAGERS



# ZURKHS

Application to SEBI with registration statement

- The company sells gym stuff such as gym wear (i.e, clothing and footwear), gym equipments and other gym facilities.
- The company provides mobile gym and aim at the betterment of the fitness community.

We're launching the IPO of the company to meet our capex requirement, to benefit our employees and to build a good public interest .

- The company is about to launch a new product related to VR fitness to give the fitness world, a new turn.
- Our company valuation is 220 CR ,with a turnover of 120 cr a year and gross profit of 44.4 crores .

## COMPANY GETS THE INITIAL SEBI NOD.

# ZURKHS

DRHP DOCUMENTATION => "

- ESTIMATED SIZE OF IPO: 23.76 CR
- SHARES OFFERED TO PUBLIC: 9.9 Lacs
- WE PLAN TO RELEASE AN IPO IN ORDER TO MEET OUR CAPEX REQUIREMENT FOR NEW INNOVATIONS IN VR FITNESS AND EXPANDING OUR MOBILE GYMS AND FITNESS PRODUCTS ACROSS THE INDIAN MARKET
- WE EXPECT TO INCREASE OUR SALES TO ABOUT 220 CR IN NEXT TWO YEAR.

# REVENUE MODEL



- OUR MOST REVENUE IS FROM OUR SERVICE OF MOBILE GYMS ACCROSS CITIES AND THROUGH OUR WEBSITE TRAFFIC **OF AROUND 10000 PEOPLE WITH ALMOST 2000 ACTIVE USERS**
- OUR MOBILE GYMS HAVE BOOMED OUR SUCCESS WITH A TOTAL REVENUE OF 40 CR! IN OPERATING IN AROUND 25 CITIES■■
- OUR MOBILE GYMS OPERATE ON A SUBSCRIPTION BASES WHERE PEOPLE CAN PREBOOKED THEM AROUND TO THIER TIME AND CONVIENENCE , WE ALSO SELL FITNESS PRODUCTS THROUGH THE MOBILE GYMS .
- OUR LOCAL STORES ARE ALSO WORKING AT A REMARKABLE RATES OPERATING IN DELHI,GURGAUN,BANGALORE AND MUMBAI WITH A TOTAL REVENUE OF 20 CR IN A YEAR!

- WE THEN MARKET OUR IPO THROUGH NEWSPAPER ADDS, TV ADVERTISEMENTS WITH NEERAJ CHOPRA BEING OUR BRAND AMBASSADOR.
- EXPECTED PRICE BAND=252-304 RUPEES.
- THEN WE GO THROUGH THE BOOK BUILDING PROCESS WHERE GENERAL PEOPLE DECIDE TO BUY OUR SHARES WHICH THEY CONSIDER AS A FAIR VALUE
- THE BOOK BUILDING ROUND GET A CLOSURE BY A **PRICE POINT** OF 273RUPEES WHERE ARE 12 LAKH SHARES BEEN SOLD. OVERSUBSCRIBED!
- **LISTING PRICE/CUTOFFPRICE** :WE LIST OUR IPO AT 448 RUPEES
- WE THEN FINALLY REACH THE SECONDARY MARKET.

# PROFIT & LOSS (ALL FIGURES IN CR. ADJUSTED EPS IN RS.)

<b>PARTICULARS</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
<b>NET SALES</b>	<b>90.35</b>	<b>103.54</b>	<b>120</b>
<b>TOTAL EXPENDITURE</b>	<b>70.67</b>	<b>74.3</b>	<b>79.7</b>
<b>OPERATING PROFIT</b>	<b>19.68</b>	<b>29.24</b>	<b>40.3</b>
<b>INTEREST</b>	<b>27.84</b>	<b>39.38</b>	<b>50.32</b>

# THE APPROX VALUATION OF ZURKHS INDUSTRIES IPO BASED ON ITS PRICE BAND AND RHP/DRHP (PROSPECTUS) IS:

IPO Price

ISSUE SIZE

Listing Price

Listing Gain

Price Band

Issue Type

Current Return

Rs 27.16 CR

RS 9.9 LAKHS

Rs 273

10.9%

Rs 252- Rs 304

Book Built

16.7%

# **THE APPROX VALUATION OF ZURKHS INDUSTRIES IPO BASED ON ITS PRICE BAND AND RHP/DRHP (PROSPECTUS) IS:**

<b>PARTICULARS</b>	<b>VALUE</b>
<b>UPPER PRICE BAND</b>	<b>RS 304</b>
<b>LISTING PRICE</b>	<b>RS 273</b>
<b>EXISTING SHARES (QTY)</b>	<b>9.9 LACS</b>
<b>MARKET CAP</b>	<b>27.74 CR</b>
<b>EPS</b>	<b>55%</b>
<b>PE RATIO</b>	<b>21</b>
<b>INDUSTRY PE</b>	<b>23</b>

# THANK YOU

PRESENTERS:-

PRATIMA TOMAR

VIBHA SHEKHAWAT

DHRUV AGARWAL

