



# Landmark Cars Limited IPO

Dec 13 to 15

**Landmark Cars Limited** is coming out with a fresh public issue to raise ₹ 552 crores from the market.

## Key details of the issue:

- **Issue opens – Dec 13 (Monday)**
- **Issue closes – Dec 15 (Thursday)**
- Issue size – ₹ 552 crores
- Price band – ₹ 481 – 506 per equity share
- Bid lot – 29 shares and in multiples thereof

And here are some details of the company and further details on the **Landmark Cars Limited**

## Company details:

- Landmark Cars Limited (“Landmark”) was incorporated on February 23, 2006. Landmark is a leading premium automotive retail business in India with dealerships for Mercedes-Benz, Honda, Jeep, Volkswagen and Renault. They also cater to the commercial vehicle retail business of Ashok Leyland in India.
- They were the number one dealer in India for Mercedes in terms of retail sales for Fiscal 2022, number one dealer in India for Honda and Jeep in terms of wholesale sales for Fiscal 2022 and were the top contributor to Volkswagen retail sales for calendar year 2021. In addition, they were the 3rd largest dealership in India for Renault in terms of wholesale sales contribution for calendar year 2021.
- Landmark has a presence across the automotive retail value chain, including sales of new vehicles, after-sales service and repairs, sales of pre-owned passenger vehicles and facilitation of the sales of third party financial and insurance products.
- Landmark buys and sells pre-owned passenger vehicles at each of their dealerships. They operate on 2 business models.
  - i) They facilitate the sale of used vehicles through their appointed panel of agents on a commission basis; and
  - ii) They also take the vehicles on their books for sale after any needed refurbishment
- As of June 30, 2022, Landmark has a network of 112 outlets in 8 Indian states and union territories, comprised of 59 sales showrooms and outlets and 53 after-sales service outlets.
- Company’s vehicle dealership network is spread across 32 cities in 8 states and union territories including Maharashtra, Uttar Pradesh, Gujarat, Haryana, Madhya Pradesh, Punjab, West Bengal and the National Capital Territory of Delhi.

**Issue size:** ₹ 552 crores

## Issue break-up:

- QIB – 50% of the offer – ₹ 275.50 crores
- NIB – 15% of the offer – ₹ 82.65 crores
- RET – 35% of the offer – ₹ 192.85 crores

**Listing:** NSE and BSE

**Registrar:** Link Intime India Private Limited

**UPI:** All retail applications through brokers are compulsorily in UPI mode

## Not a Sharekhan customer?

Not a Sharekhan customer, but still want to apply for the **Landmark Cars Limited IPO**? Become a Sharekhan customer in just 15 mins\* by tapping [here](#) and take it from there! (\* T&C apply)