



Campus Activewear Limited IPO

April 26 to 28

Campus Activewear Limited is coming out with a fresh public issue to raise ₹ 1399.60 crores from the market.

Key details of the issue:

- **Issue opens – April 26 (Tuesday)**
- **Issue closes – April 28 (Thursday)**
- Issue size – ₹ 1399.60 crores
- Price band – ₹ 278 – 292 per equity share
- Bid lot – 51 shares and in multiples thereof

And here are some details of the company and further details on the **Campus Activewear Limited** IPO issue.

Company details:

Campus Activewear Limited are the largest sports and athleisure footwear brand in India in terms of value and volume in Fiscal 2021. (Source: Technopak Report). They introduced their brand 'CAMPUS' in 2005 and are a lifestyle-oriented sports and athleisure footwear company that offers a diverse product portfolio for the entire family. They offer multiple choices across styles, color palettes, price points and an attractive product value proposition.

Their strength in the Indian sports and athleisure footwear landscape is demonstrated on account of the following (Source: Technopak Report):

- 1) Campus is the largest sports and athleisure footwear brand in India, both in terms of value and volume in Fiscal 2021.
 - 2) Campus is the fastest growing scaled sports and athleisure footwear brand (scaled brands being brands with over Rs. 2 billion of revenue in Fiscal 2019) in India over Fiscal 2019 to Fiscal 2021.
 - 3) Campus had an approximately 15% market share in the branded sports and athleisure footwear industry in India by value for Fiscal 2020, which increased to approximately 17% in Fiscal 2021.
 - 4) Campus is one of the very few established Indian brands in a segment which is primarily dominated by international brands.
 - 5) Campus is one of the most relevant brands in this segment, covering more than 85% of the total addressable market for sports and athleisure footwear in India as of Fiscal 2021. Campus has an expansive pan-India reach that enabled them to sell 13.00 million and 13.65 million pairs in Fiscals 2021 and nine months ended December 31, 2021, respectively. They cater to consumer needs across different demographics and price ranges. They cover more than 85% of the total addressable market for sports and athleisure footwear in India as of Fiscal 2021, which is the largest market coverage amongst key sports and athleisure footwear brands. (Source: Technopak Report)
- They launched 583 new designs in Fiscal 2021. Their product portfolio is extensive with 1,433 active styles for men, 241 active styles for women and 485 active styles for kids and children as on December 31, 2021. They offer one of the widest portfolios of footwear products among sports and athleisure footwear brands in India in terms of SKUs as of September 30, 2021. (Source: Technopak Report).

Issue size: ₹ 1399.60 crores

Employee Reservation: 2,00,000 equity shares

Employee Discount: 27/- per share

Issue break-up:

- QIB - 75% of the Net offer – ₹ 697.15 crores
- NIB - 15% of the Net offer – ₹ 209.15 crores
- RET - 10% of the Net offer – ₹ 488.01 crores

Listing: NSE and BSE

Registrar: Link Intime India Private Limited

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

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