

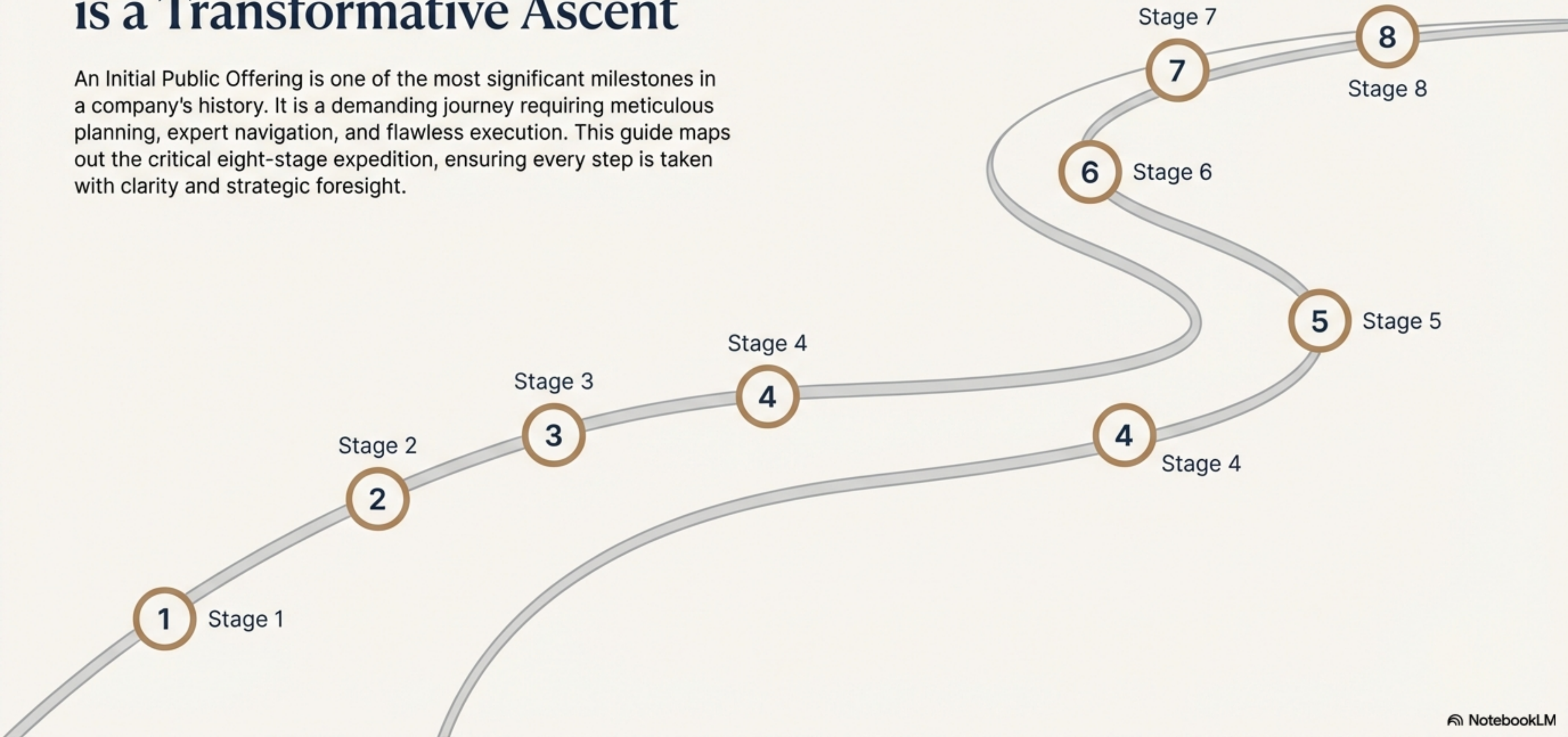
# Your Guided IPO Journey

From Planning to Public Listing with Confidence



# The Path to the Public Market is a Transformative Ascent

An Initial Public Offering is one of the most significant milestones in a company's history. It is a demanding journey requiring meticulous planning, expert navigation, and flawless execution. This guide maps out the critical eight-stage expedition, ensuring every step is taken with clarity and strategic foresight.







# Stage 1: Establishing Basecamp | The Readiness Phase

Before the expedition begins, the groundwork must be impeccable. This initial phase is about internal consensus and ensuring the fundamental building blocks are in place for the rigorous journey ahead.



**Key Documents:** Financial audits, Board approvals.



**Authorities:** Internal.



**Key Roles:** Board, Chief Financial Officer (CFO), Company Secretary (CS).



**Milestone Achieved:** A firm and formally approved IPO decision.





## Stage 2: Assembling the Expedition Team | Advisory Appointment

No major expedition is undertaken alone. This stage involves formally engaging the expert guides—the financial and legal partners who will structure the journey and navigate the complex regulatory landscape.



**Key Documents:**  
Engagement letters.

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**Authorities:**  
Merchant Bankers, Lawyers.

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**Key Roles:**  
Merchant Banker, Auditor.

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**Milestone Achieved:** A structured approach is defined and the core advisory team is in place.





## Stage 3: Charting the Course | DRHP Preparation

The DRHP is the expedition's master document. It is the comprehensive narrative of your company's past, present, and future, requiring complete transparency and accuracy to build regulatory and investor confidence.



**Key Documents:** Draft prospectus, comprehensive audits, financial forecasts.

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**Authorities:** Securities and Exchange Board of India (SEBI).

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**Key Roles:** CFO, Legal team.

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**Milestone Achieved:** Complete and accurate disclosure in the draft prospectus.





## Stage 4: Navigating the Gatekeepers | Filing & Approval

With the prospectus prepared, we now formally present our case to the regulatory authorities. This is a critical checkpoint requiring precise communication and diligent follow-up to secure the necessary clearance to proceed.



**Key Documents:** DRHP submission.



**Authorities:** SEBI, Registrar of Companies (ROC).



**Key Roles:** Merchant Banker, CS.



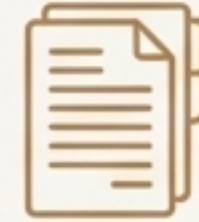
**Milestone Achieved:** Regulatory clearance to move forward with the offering.





## Stage 5: Preparing for the Public Market | Listing Application

After securing regulatory approval, the focus shifts to the stock exchanges. This stage involves the formal application and filings required to ensure the company's shares are ready to be traded upon a successful offering.



**Key Documents:** ROC filings, listing documentation.



**Authorities:** ROC, National Stock Exchange (NSE) / Bombay Stock Exchange (BSE).



**Key Roles:** CS, Merchant Banker.



**Milestone Achieved:** Full trading readiness on the chosen stock exchange(s).





# Stage 6: Generating Momentum | The Marketing Roadshow

This is where the company's story meets the market. The roadshow is a coordinated effort to engage potential investors, communicate the value proposition, and build the critical mass of interest needed for a successful launch.



**Key Documents:** Roadshow presentations.

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**Authorities:** Investors.

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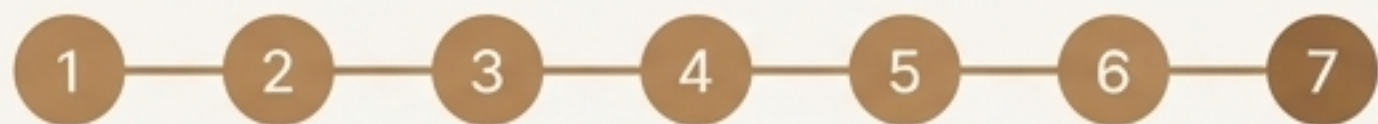
**Key Roles:** Chief Executive Officer (CEO), Investor Relations (IR) team.

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**Milestone Achieved:** Strong and widespread investor interest.





## Stage 7: Reaching the Summit | Pricing & Allotment

The culmination of the journey. Based on investor demand, the final price is set and shares are allocated. This is the technical and financial apex of the IPO process, marking the transition from private to public ownership.



**Key Documents:** Application forms, allotment advice. #8D9096



**Authorities:** Depositories, Stock Exchange. #8D9096



**Key Roles:** Registrar. #8D9096



**Milestone Achieved:** A successful issue and the formal allotment of shares. #8D9096





## Stage 8: Life on the Public Stage | Post-Listing Compliance

Reaching the summit is not the end, but the beginning of a new chapter. Life as a public company demands a sustained commitment to governance, transparent reporting, and continuous engagement with the market.



**Key Documents:** Regular financial reports, governance policies.



**Authorities:** SEBI, Stock Exchanges.



**Key Roles:** Board, Compliance Officer.



**Milestone Achieved:** Sustained trust with investors and regulators.



# Your Expedition Team and the Terrain Authorities

A successful IPO requires seamless coordination across your internal team, external advisors, and a host of regulatory bodies. Understanding each player's role is fundamental to navigating the process.

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## The Core Expedition Team (Key Roles)

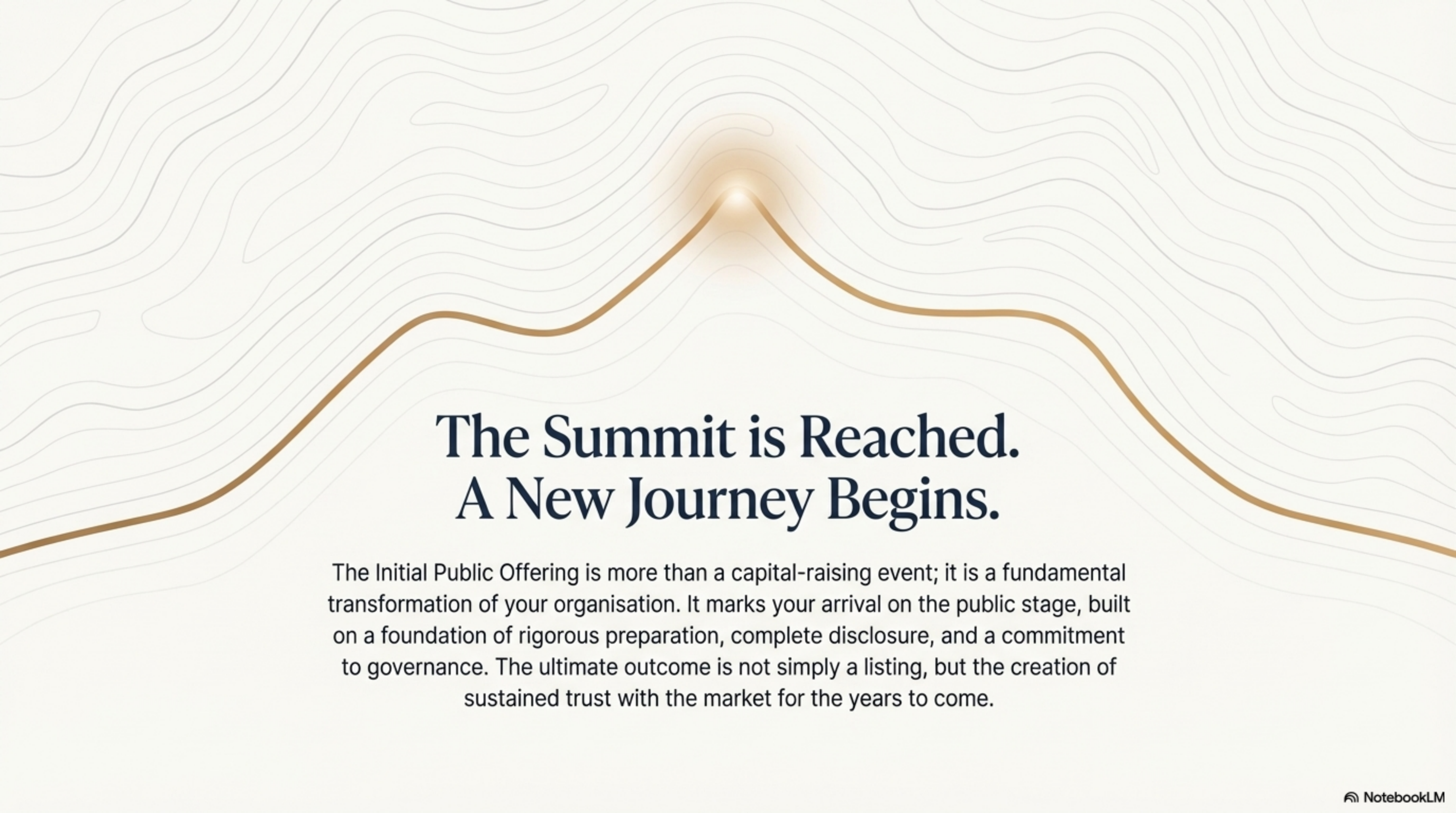
- Board
- CFO & CEO
- Company Secretary
- Legal Team & Lawyers
- Merchant Banker
- Auditor & Registrar
- IR & Compliance Teams



## The Regulatory Landscape (Authorities)

- SEBI
- Registrar of Companies (ROC)
- Stock Exchanges (NSE/BSE)
- Depositories
- Investors





# The Summit is Reached. A New Journey Begins.

The Initial Public Offering is more than a capital-raising event; it is a fundamental transformation of your organisation. It marks your arrival on the public stage, built on a foundation of rigorous preparation, complete disclosure, and a commitment to governance. The ultimate outcome is not simply a listing, but the creation of sustained trust with the market for the years to come.





# Begin Your Guided Journey

Every successful expedition starts with a conversation.  
Let us help you assess your readiness and chart the  
optimal path for your organisation's public future.

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Contact Our IPO Advisors  
<[advisors@yourcompany.com](mailto:advisors@yourcompany.com)>