

## Deal Announcement

**Style Bazaar raises 30 Crores from Rakesh Jhunjhunwala, DK Surana and affiliates.**

***The investment will be used to accelerate Style Bazaar's store expansion plans***

Kolkatta Based **Bazaar Style Retail Pvt Ltd**, has announced that it has raised **Rs.30 Crores from Rakesh Jhunjhunwala, DK Surana and affiliates**. The investment will be used to accelerate Style Bazaar's store expansion plans in Entire Eastern & North-Eastern States.



Started in FY2014, the Company is expected to achieve revenue of Rs.330 Crore for FY18, resulting into **CAGR growth of 91% over 3 years**. Style Bazaar currently has 33 stores across 5 states in India, with a total retail area of about 2.9lakh square feet and targets reaching 100 - 110 stores in the next 2-3 years.

Intensive Fiscal Services Pvt Ltd, a Mumbai based boutique Investment Banking Firm is sole banker to the deal.

Style Bazaar operates chain of Value Retail Stores, providing one-stop apparel shopping solution for the complete family, offering a wide, diverse range of apparel at affordable prices. Company also provides Non-Apparel household Items like electronics, Kitchenware, sports items, toys, footwear, cosmetics, home furnishing, decor products, etc. at very affordable price.

The Company mainly caters to the aspirational & value-focused Middle and Neo Middle-Class Customers mainly in Tier II & Tier III Cities, who otherwise had to resort to smaller, unorganized outlets for his or her apparel needs. Mr. Pradeep Agarwal, Mr. Shreyans Surana, Mr. Rohit Kedia, Mr. Bhagwan Prasad & Mr. Rajendra Gupta are the Promoters of the Company

**Intensive Fiscal Services Private Ltd is a Boutique Investment Banking firm based at Mumbai.**

Intensive has successfully syndicated / advised transactions of over 1 Billion Dollar through PE, IPO, Pre-IPO, M&A, Debt Syndication, Takeover & Open Offer, etc. advising over 300 clients spread across over 60 cities in India. Company is also into corporate advisory business of Corporate Structuring including Amalgamation, Merger, Takeover, Spin-off, Demerger, Joint Venture, Succession Planning, etc.

Intensive has been awarded as among top 10 Most Promising M&A Consultants by Consultant Review Magazine.

**Mr. DK Surana**, CMD at Intensive is also a Serial investor in growth oriented branded companies at early stage. Fast growing reputed Companies like Bikaji, Style Bazaar, Aakash Namkeen, Gokul Refoil, etc. are some of the private sector companies under his Investment Portfolio.



**Investment Banking & Corporate Finance**