(+91 22 6273 8034)

akansha.jain@nirmalbang.com

Equity Research



DreamFolks Services Ltd.

Recommendation	Subsc	ribe							
Price Band		Rs 308 – 326							
Bidding Date	24 th Aı	ug – 26 th Aug							
Book Running Lead Manager	Equirius capi Oswal	tal, Motilal							
Registrar		LinkIn time							
Sector		IT							
Minimum Retail Application- De	tail At Cut off Pr	ice							
Number of Shares		46							
Minimum Application Money Rs 14996									
Discount to retail 0									
Payment Mode		ASBA							
Consolidated Financials (Rs Cr)	FY21	FY22							
Total Income	105.6	282.4							
EBITDA	-0.4	22.4							
Adj PAT	-1.5	16.2							
Valuations(FY22)	Lower Band	Upper Band							
Market Cap (Rs Cr)	1609.3	1703.4							
Adj EPS	3.1	3.1							
PE	99.5	105.3							
EV/ EBITDA	71.1	75.3							
Enterprise Value (Rs Cr)	1596.0	1,690.1							
Post Issue Shareholding Pattern									
Promoters		67%							
Institutions		24.7%							
Bodies Corporates & Public		8.3%							
Offer structure for different cate	gories								
QIB (Including Mutual Fund)		75%							
Non-Institutional		15%							
Retail		10%							
Post Issue Equity (Rs. in cr)		`10.5							
Issue Size (Rs in cr)		531 - 562							
Face Value (Rs)		2							
Akansha Jain Sr. Research Analyst									

BACKGROUND

Dreamfolks is a dominant player & is India's largest airport service aggregator platform, facilitating an enhanced airport experience to passengers. They facilitate access to 100% of the 54 lounges currently operational in India, and also enjoyed a market share of over 95% of all India issued credit card and debit card access to airport lounges in Fiscal 2022.

Objects and Details of the Issue:

The public issue consists of Offer for sale of ~Rs 562 cr by Promoter group

Investment Rationale:

- Dominant player in the airport lounge aggregation industry in India
- Growth in the industry , with higher penetration will lead to growth for the company
- Expansion into newer sector will led to diversification
- Strong Financials

Valuation and Recommendation:-

FY20 sales grew by 47.9% and came in Rs 367 cr majorly driven by higher volume . H1FY22, being covid impacted, H2FY22 sales came at Rs 197cr, annualizing this, revenue for FY 22 stood at Rs 394 cr, higher than FY20, indicating the company is showing growth over pre covid levels. Total Pax accessing Lounges in India has increased to 8.3% in 2022 vs. 5.4% in 2021 , and is expected to increase going ahead. With rising opportunity from the industry, we feel, the company being a dominant player will be able to capture this opportunity. Although, average revenue per passenger has been increased from Rs 752 in FY20 to Rs 800 in FY22 gross margins remained range bound, since higher pricing from the customer is passed on to the lounge operator. With this, Gross margin for FY20 stood at 18.4%, Ebitda margin at 12.3%. Since the company has a platform business, ability to scale up its business requires minimal incremental capital deployment. So ROE and ROCE for FY20 stands high at 48.4%, 47.2% respectively. FY20, Debt for the company stood minimal at Rs 3.3 cr, CFO for the company stands at Rs 22.4 cr. Going ahead ,FY22 being covid impacted , we feel , FY23 is expected to be a pent up growth year. We expect, the company to post sales of Rs 529.1 cr and Rs 714 cr for FY23E, FY24E respectively. (I.e. growth of 87.3% for FY23E, 35% for FY24E). With higher sales, we expect margins to improve to 10% and 10.7% for FY23E & FY24E respectively from 8% in FY22. We expect, Adj Pat of Rs 38 cr and Rs 55.7 cr for FY23E & FY24E respectively.

With this, At the given upper price band of issue of Rs 326, Dreamfolk is offered at PE of 30.4x FY24E EPS which we feel is attractive. **We recommend subscribing to the issue.**



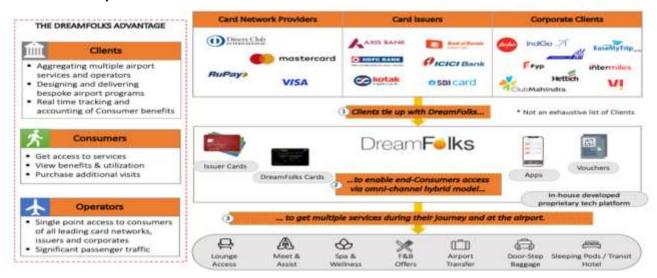
DreamFolks Services Ltd.

Business

Promoted by Liberatha Peter Kallat, Mukesh Yadav and Dinesh Nagpa, Dreamfolks is a dominant player and is India's largest airport service aggregator platform, facilitating an enhanced airport experience to passengers. The company has asset-light business model, and integrates global card networks operating in India (Card Networks), credit card and debit card issuers and other corporate clients, in India, including airline companies with various airport lounge operators and other airport related service providers on a unified technology platform.

The company facilitate Consumers access to the following airport related services (i) lounges (have 100% coverage of operational lounges in Indian airports,), (ii) food and beverage(tied up with various entities to facilitate access to around 57 restaurants / F&B outlets at 18 airports across India, as at March 22.) (iii) Spa(tie-up with O2 Spa Salon Private Limited), (iv) meet and assist, (v), airport transfer (airport 'pick-up and drop' facilities in 47 cities across India and in 145 cities outside India, as at March 2022.) (vi) transit hotels /nap room access, and (vii) baggage transfer.

Business Summary



The company has enjoyed a market share of over 95% of all India issued credit card and debit card access to airport lounges in FY 22. Additionally, in FY22 the company accounted for around 68% of the overall lounge access volume in India.

Performance indicator	2018	2019	2020	2021	2022
No of direct touch points	107	239	223	587	1416
In India	107	239	223	223	244
In overseas	0	0	0	364	1172
No of cities covered	23	57	57	219	536
No of countries covered	1	1	1	59	121
No of clients	14	26	38	43	50

Source: - Company Data, RHP, Nirmal Bang Retail Research

Client Contribution	FY20	FY21	FY22
Top 5 Clients	86.9%	85.9%	86.9%
Top 10 Clients	99.2%	99.1%	99.2%

Source: - Company Data, RHP, Nirmal Bang Retail Research



DreamFolks Services Ltd.

Industry

The Debit/ Credit card with lounge access in India is expected to grow from 5.7 cr in 2021 to 8.2 cr in 2025 i.e. growth at a CAGR of 9.3%. The lounges in India is expected to grow from 57 in 2021 to 112 in 2025 i.e. growth at a CAGR of 20%. Penetration of Total Pax accessing Lounges vs. person having a card with lounge access has improved to 8.3% in 2022 vs. 5.4% in 2021. With, travel coming back, with awareness about lounge access increasing penetration of passengers using lounges is expected to increase going ahead.

India (in cr)								CAGR 2019 -25	CAGR	
	2019	2020	2021	2022	2023	2024	2025		2021-25	
Domestic Passengers (CY)	14.4	6.3	8.3	12.0	18.2	23.3	28.1	11.8%		
International Passengers(CY)	2.4	0.6	0.9	1.2	1.7	2.1	2.6	1.0%		
Credit card Issued(CY)	5.5	6	6.9	8.3	10.1	12.3	14.6	17.5%		
Debit card issued(CY)	80.5	88.6	93.8	100.5	105.5	111.8	119.7	6.7%		
Debit/ Credit card with lounge access(CY)			5.7	6.3	6.8	7.4	8.2		9.3%	
Total Pax accessing Lounges (Fiscal)			0.5	0.3						
Penetration			5.4%	8.3%						
Lounges (in no) (FY)			54	64	75	90	112		20.0%	

Source: - Company Data, RHP, Nirmal Bang Retail Research

Investment Rationale

Dominant player in the airport lounge aggregation industry in India

Dreamfolks is the largest and dominant airport lounge access provider in India. Their dominant position is underpinned by their estimated market share of over 95% in Fiscal 2022 of all India issued card based access to domestic lounges in India.

Moreover, they have coverage across 54 operational airport lounges constituting 100% of airport lounges in India. Further, as at March 31, 2022, they had an exclusive arrangement for card based transactions at 12 lounges across 11 airports in India constituting 22.22% of the domestic lounges for credit cards and debit cards issued in India. In Fiscal 22, they catered to approximately 68% of the overall lounge traffic in volume across all lounges in Indian airports (both the domestic and international lounges).

With this, they also provide access to various other Services such as F&B offerings, spa services, 'meet and assist' airport transfer services, transit hotels/nap rooms' access, and baggage transfer to Consumers.

Dreamfolk aims to continue to maintain its 100% coverage of airport lounges by expanding its coverage across new airport lounges in India accompanied with their constant endeavor to provide incremental value-added services to enhance the experience of consumers of their clients which will help them to expand their business.



DreamFolks Services Ltd.

Growth in the industry, with higher penetration will lead to growth for the company

The Debit/ Credit card with lounge access in India is expected to grow from 5.7 cr in 2021 to 8.2 cr in 2025 i.e. growth at a CAGR of 9.3%. The lounges in India is expected to grow from 57 in 2021 to 112 in 2025 i.e. growth at a CAGR of 20%. Penetration of Total Pax accessing Lounges vs. person having a card with lounge access has improved to 8.3% in 2022 vs. 5.4% in 2021 and is expected to increase going ahead.

Conversion of total Pax accessing lounges through Dream folks in India vs. Total Pax accessing Lounges conversion for 2022 improved to 67.9% inspite of covid impacted vs. 65.1% in 2020. With travel coming back , increase in no of lounges , penetration of passengers using lounges, and Company being a dominant player will capture the rising opportunity which would lead to growth to the company .

India (in cr)	2020	2021	2022	2023	2024	2025	CAGR 2021-25
Lounges (in no)		54	64	75	90	112	20.0%
Debit/ Credit card with lounge access		5.7	6.3	6.8	7.4	8.2	9.3%
Total Pax accessing Lounges	0.8	0.3	0.5				
Penetration		5.4%	8.3%				
Total Pax accessing lounges through Dreamfolks in India	0.5	0.1	0.3				
Dreamfolk conversion	65.1%	44.5%	67.9%				

Source: - Company Data, RHP, Nirmal Bang Retail Research

Expansion into newer sector will led to diversification

In addition to specific solutions for Card Networks and Card Issuers and the other sectors the company cater to, the company also want to focus on customer engagement and loyalty solutions for Corporate Clients and build specific solutions for, amongst others, loyalty companies, e-commerce companies, new age digital companies, companies in the hospitality sector, and neo banks. Expanding into newer sector will help the company to diversify its portfolio. With this, the company also intends to focus on increase in wallet share from its existing Clients by identifying cross-selling opportunities through its diversified set of Services offer

Revenue Share	FY20	FY21	FY22
Card networks	66.5%	58.9%	61.2%
Card issuers	32.4%	40.4%	37.8%
Corporate clients	1.1%	0.7%	1.0%
	100.0%	100.0%	100.0%

Source: - Company Data, RHP, Nirmal Bang Retail Research



DreamFolks Services Ltd.

Strong financials

Since FY21 & FY22 was Covid impacted year we are taking FY20 into consideration, although in last few days of March in India, government had announced lockdown. FY20 sales grew by 47.9% and came in Rs 367 cr majorly driven by higher volume. H1FY22, being covid impacted, H2FY22 sales came at Rs 197cr, annualizing this, revenue for FY 22 stood at Rs 394 cr, higher than FY20, indicating the company is showing growth over pre covid levels. FY22, although the Total Pax accessing lounges through Dreamfolks in India stood at 0.4 cr which is lower than FY20 at 0.5cr, however penetration has increased to 67.9% vs. 65.1% in FY20 and is expected to increase going ahead with higher awareness amongst people. Although, average revenue per passenger has been increased from Rs 752 in FY20 to Rs 800 in FY22 gross margins remained range bound, since higher pricing from the customer is passed on to the lounge operator. With this, Gross margin for FY20 stood at 18.4%, Ebitda margin at 12.3%

	FY19	FY20	FY21	H1FY22	H2FY22	FY22
Total Pax accessing Lounges in India (In Cr)	0.6	0.8	0.3			0.5
Total Pax accessing lounges through	0.3	0.5	0.1	0.1	0.2	0.4
Dreamfolks in India (In Cr)						
Penetration	54.2%	65.1%	44.5%			67.9%
Avg Revenue per passenger (₹)	730	752	765	802	799	800
Net Sales (₹ In Cr)	248.2	367.0	105.6	85.0	197.3	282.4
Growth		47.9%				167.3%
Gross profit (₹ In Cr)	38.9	67.5	18.1	13.6	31.6	45.1
Gross margin (%)	15.7%	18.4%	17.1%	15.9%	16.0%	16.0%
EBIDTA (₹ In Cr)	23.4	45.1	-0.3	1.9	20.5	22.5
EBIDTA Margins (%)	9.4%	12.3%	-0.4%	2.2%	10.4%	7.9%
PAT (₹ In Cr)	15.2	31.7	(1.5)	1.2	15.0	16.2
PAT Margin (%)	6.1%	8.6%	-1.4%	1.4%	7.6%	5.7%
WC (in days)	11.0	12.3	29.9			25.0
ROE	44.6%	48.4%	-2.3%			19.7%

Source: - Company Data, DRHP, RHP, Nirmal Bang Retail Research

Since the company has a platform business, ability to scale up its business requires minimal incremental capital deployment. So ROE and ROCE for FY20 stands high at 48.4%, 47.2% respectively. FY20, Debt for the company stood minimal at Rs 3.3 cr, CFO for the company stands at Rs 22.4 cr

Risk

- Covid Impact leads to higher impact to revenue
- Success is dependent on relationship with airport lounge operators, which on an average contributed 98.5% of FY22 revenue
- Top 5 client contributed 86.9% of revenue in FY22 and top 10 contributed 99.2% As a result, the loss of even a single client could have a significant impact on financial



DreamFolks Services Ltd.

Valuation and Recommendation

Looking upon business of the company, since there is no direct peer to the company we have compared Dreamfolks with Easy Trip planners being into the same industry

Peer Comparison

FY24 E (Rs in Cr)	Sales	EBITDA	Margins	PAT	EPS	P/E	EV/EBITDA	EV/Sales	ROE
DreamFolks	714.0	76.5	10.7%	55.7	10.7	30.4	21.9	2.4	35.8%
Easy trip	588.4	276.4	47.0%	221.3	10.2	38.1	30.2	14.2	47.4%

Source: Company Data, Nirmal Bang Research (E) - Estimates

FY20 sales grew by 47.9% and came in Rs 367 cr majorly driven by higher volume. H1FY22 , being covid impacted, H2FY22 sales came at Rs 197cr , annualizing this , revenue for FY 22 stood at Rs 394 cr , higher than FY20 , indicating the company is showing growth over pre covid levels. Total Pax accessing Lounges in India has increased to 8.3% in 2022 vs. 5.4% in 2021, and is expected to increase going ahead. With rising opportunity from the industry, we feel, the company being a dominant player will be able to capture this opportunity. Although , average revenue per passenger has been increased from Rs 752 in FY20 to Rs 800 in FY22 gross margins remained range bound, since higher pricing from the customer is passed on to the lounge operator. With this, Gross margin for FY20 stood at 18.4%, Ebitda margin at 12.3%. Since the company has a platform business, ability to scale up its business requires minimal incremental capital deployment. So ROE and ROCE for FY20 stands high at 48.4%, 47.2% respectively. FY20 , Debt for the company stood minimal at Rs 3.3 cr , CFO for the company stands at Rs 22.4 cr. Going ahead ,FY22 being covid impacted , we feel , FY23 is expected to be a pent up growth year.

We expect the company to post sales of Rs 529.1 cr and Rs 714 cr for FY23E, FY24E respectively. (I.e. growth of 87.3% for FY23E, 35% for FY24E). With higher sales, we expect margins to improve to 10% and 10.7% for FY23E & FY24E respectively from 8% in FY22. We expect, Adj Pat of Rs 38 cr and Rs 55.7 cr for FY23E & FY24E respectively. With this, at the given upper price band of issue of Rs 326, Dreamfolk is offered at PE of 30.4x FY24E EPS which we feel is attractive. **We recommend subscribing to the issue.**



DreamFolks Services Ltd.

Financials (₹ in Cr)

Profit & Loss (Rs cr)	FY20	FY21	FY22	Balance sheet	FY20	FY21	FY22
Net Sales	367.0	105.6	282.4	Equity share capital	4.8	4.8	10.5
YoY Growth (%)		-71.2%	167.3%	Reserves Total	60.8	59.5	71.7
Cost of services	299.6	87.5	237.3	Total Shareholders Funds	65.5	64.3	82.2
Gross profit	67.5	18.1	45.1	Long term provisions	2.2	1.8	1.7
Gross margin	18.4%	17.1%	16.0%	Lease liabilities	-	6.3	6.4
Employee Cost	17.9	12.6	16.6	Borrowing	2.0	1.3	1.0
Sales , Admin& other expenses	4.5	5.8	6.1	Total Non-current Liabilities	4.2	9.5	9.1
Total Expenditure	322.0	106.0	260.0	Short term borrowings	1.1	0.7	0.3
EBIDTA	45.1	(0.4)	22.4	Trade payable	56.1	30.9	71.3
EBIDTA Margins (%)	12.3%	-0.4%	7.9%	Other Current Liabilities	5.3	2.7	1.4
Interest	0.7	0.7	1.4	Short term provisions	0.1	0.3	0.3
Depreciation	1.6	1.6	2.1	Lease liabilities		1.1	0.5
Other Income	0.8	2.5	1.5	Other financial liabilities	5.4	13.0	3.6
Profit Before Tax	43.6	(0.2)	20.4	Total Current Liabilities	68.0	48.8	77.4
Extraordinary				Total Equity & Liabilities	137.8	122.5	168.7
PBT After Exception	43.6	(0.2)	20.4	Fixed Assets	6.0	4.1	7.5
Current Tax	10.3	-	4.8	- Tangible assets	5.3	3.8	3.0
Deferred Tax credit/(charge)	1.6	1.2	(0.6)	- Intangible assets	0.1	0.3	4.5
PAT	31.7	(1.5)	16.2	- Capital work in progress	0.6	0.0	
Minority interest				Right of use assets		7.4	6.4
PAT	31.7	(1.5)	16.2	Defered tax asset	2.1	0.8	1.2
PAT Margins (%)	8.6%	-1.4%	5.7%	Investment property		27.1	1.8
EPS Rs. (Post Issue)	6.1	(0.3)	3.1	Other Financial Asset	2.6	2.5	2.7
				Other Non current Asset	10.6	18.7	21.1
P/E -	53.8	NA	105.3	Tota Non-current Assets	21.3	60.5	40.8
B.V Per share	12.5	12.3	15.7	Other Financial Asset	2.9	5.1	8.3
P/BV -	26.0	26.5	20.7	Trade receivables	68.5	39.5	90.7
Debt/Equity (x)	0.3	0.4	0.2	Cash & Bank balance	32.1	10.0	14.6
EV/Sales*	4.6	16.0	6.0	Current tax asset	7.3	5.5	8.3
EV/EBIDTA*	37.1	NA	75.3	Other Current asset	5.7	1.9	6.2
ROCE %*	47.2%	-1.1%	21.1%	Total Current Assets	116.5	62.0	128.0
ROE %*	48.4%	-2.3%	19.7%	Total Assets	137.8	122.5	168.7

Source: Company Data, Nirmal Bang Research



DreamFolks Services Ltd.

Disclosure:

Research Reports that are published by Nirmal Bang Securities Private Limited (hereinafter referred to as "NBSPL") are for private circulation only. NBSPL is a registered Research Analyst under SEBI (Research Analyst) Regulations, 2014 having Registration no. INH000001766. NBSPL is also a registered Stock Broker with National Stock Exchange of India Limited , BSE Limited ,Metropolitan Stock Exchange of India Limited , Multi Commodity Exchange of India Limited , National Commodity and Derivative Exchange Limited and Indian Commodity Exchange Limited in cash and Equity and Commodities derivatives segments.

NBSPL has other business divisions with independent research teams separated by Chinese walls, and therefore may, at times, have different or contrary views on stocks and markets.

NBSPL or its associates have not been debarred / suspended by SEBI or any other regulatory authority for accessing / dealing in securities Market. NBSPL, its associates or analyst or his relatives do not hold any financial interest (Except Investment) in the subject company. NBSPL or its associates or Analyst do not have any conflict or material conflict of interest at the time of publication of the research report with the subject company. NBSPL or its associates or Analyst or his relatives may or may not hold beneficial ownership of 1% or more in the subject company at the end of the month immediately preceding the date of publication of this research report.

NBSPL or its associates / analyst has not received any compensation / managed or co-managed public offering of securities of the company covered by Analyst during the past twelve months. NBSPL or its associates have not received any compensation or other benefits from the company covered by Analyst or third party in connection with the research report. Analyst has not served as an officer, director or employee of Subject Company . NBSPL / analyst has not been engaged in market making activity of the subject company.

Analyst Certification: The research analysts and authors of these reports, hereby certify that the views expressed in this research report accurately reflects my/our personal views about the subject securities, issuers, products, sectors or industries. It is also certified that no part of the compensation of the analyst(s) was, is, or will be directly or indirectly related to the inclusion of specific recommendations or views in this research. The analyst(s) principally responsible for the preparation of this research report and has taken reasonable care to achieve and maintain independence and objectivity in making any recommendations.



DreamFolks Services Ltd.

Disclaimer:

This report is for the personal information of the authorized recipient and does not construe to be any investment, legal or taxation advice to you. NBSPL is not soliciting any action based upon it. Nothing in this research shall be construed as a solicitation to buy or sell any security or product, or to engage in or refrain from engaging in any such transaction. In preparing this research, we did not take into account the investment objectives, financial situation and particular needs of the reader.

This research has been prepared for the general use of the clients of NBSPL and must not be copied, either in whole or in part, or distributed or redistributed to any other person in any form. If you are not the intended recipient you must not use or disclose the information in this research in any way. Though disseminated to all the customers simultaneously, not all customers may receive this report at the same time. NBSPL will not treat recipients as customers by virtue of their receiving this report. This report is not directed or intended for distribution to or use by any person or entity resident in a state, country or any jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject NBSPL & its group companies to registration or licensing requirements within such jurisdictions.

The report is based on the information obtained from sources believed to be reliable, but we do not make any representation or warranty that it is accurate, complete or up-to-date and it should not be relied upon as such. We accept no obligation to correct or update the information or opinions in it. NBSPL or any of its affiliates or employees shall not be in any way responsible for any loss or damage that may arise to any person from any inadvertent error in the information contained in this report. NBSPL or any of its affiliates or employees do not provide, at any time, any express or implied warranty of any kind, regarding any matter pertaining to this report, including without limitation the implied warranties of merchantability, fitness for a particular purpose, and non-infringement. The recipients of this report should rely on their own investigations.

This information is subject to change without any prior notice. NBSPL reserves its absolute discretion and right to make or refrain from making modifications and alterations to this statement from time to time. Nevertheless, NBSPL is committed to providing independent and transparent recommendations to its clients, and would be happy to provide information in response to specific client gueries.

Before making an investment decision on the basis of this research, the reader needs to consider, with or without the assistance of an adviser, whether the advice is appropriate in light of their particular investment needs, objectives and financial circumstances. There are risks involved in securities trading. The price of securities can and does fluctuate, and an individual security may even become valueless. International investors are reminded of the additional risks inherent in international investments, such as currency fluctuations and international stock market or economic conditions, which may adversely affect the value of the investment. Opinions expressed are subject to change without any notice. Neither the company nor the director or the employees of NBSPL accept any liability whatsoever for any direct, indirect, consequential or other loss arising from any use of this research and/or further communication in relation to this research. Here it may be noted that neither NBSPL, nor its directors, employees, agents or representatives shall be liable for any damages whether direct or indirect, incidental, special or consequential including lost revenue or lost profit that may arise from or in connection with the use of the information contained in this report.

Copyright of this document vests exclusively with NBSPL.

Our reports are also available on our website www.nirmalbang.com .

Nirmal Bang Research (Division of Nirmal Bang Securities Pvt. Ltd.)

B-2, 301/302, Marathon Innova, Opp. Peninsula Corporate Park Off. Ganpatrao Kadam Marg Lower Parel (W), Mumbai-400013

Board No.: 91 22 6723 8000/8001

Fax.: 022 6723 8010