nbpl

eMANAGING TECHNOLOGY

Every once
in a while, a new
technology,
an old problem,
and a big **idea**
turn into an
innovation.

Investment Memorandom

COMPANY OVERVIEW

ABOUT THE COMPANY

Naapbooks Limited (NBL) is a registered DIPP Start-up vide **Certificate No: DIPP4092** under Startup India Initiative of Government of India having **ISO 9001-2015** and appraised with **CMMI 3** Certification. Our vision and mission is amalgamation of our corporate philosophy and our motto of providing next generation IT services.

NBL is engaged is engaged in the business of developing and providing Information Technological solutions to corporates for their requirements. The company develops and provides Fintech App, Cloud Consulting, Block chain App, Mobile App, Web App, Embedded App products to its clients. The services broadly covers designing, developing, operating, install installing analyzing, designing, maintaining, converting, porting, debugging, coding and programming software to be used on computer or any microprocessor-based device or any other such hardware.

NBL adheres to all necessary regulatory specifications. We firmly believe in maintaining our service quality against the highest standards, are unflinchingly customer centric, deeply people focused, and follow ethical business practices and corporate governance standards overall. We draw our strength from an age old tradition of quality services as the best strategy for sustained growth.
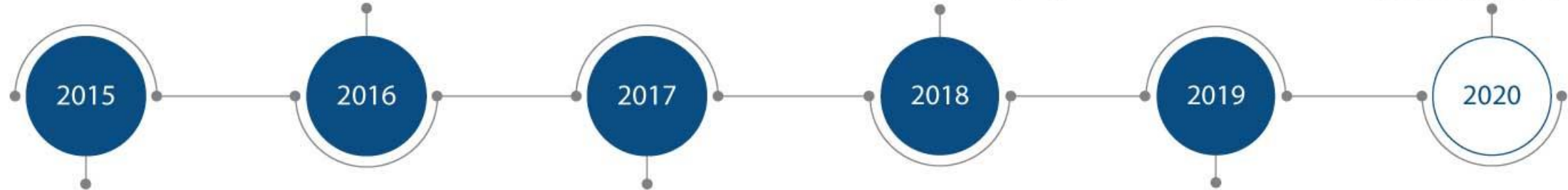
WE PERSEVERE

Beta Testing and received favourable response.

We created Problem-centric products weaving our journey to become India's Best Fintech Company.

Our resilient team will continue to persist daily in order to stay ahead and keep updating the finesse and vividness.

2015 — **2016** — **2017** — **2018** — **2019** — **2020**

With a team of 3, we started working on the idea of a nextGen Accounting System that can cater the needs of Indian Market.

On the historical day of 1st July when GST was implemented across India, we launched the nextGen Accounting Application.

Now with a team of 50+, we are exploring new markets as well as technologies like Blockchain and AI.

OUR ACCOLADES

#startupindia

We are a DIPP registered start-up having R.No. DIPP 4092

ISO 9001:2015

We are a ISO 9001:2015 registered company having R.No. I-QSC201908080

CMMI level 3

We are a CMMI3 registered Company having R.No. 190826602

WE PERFORM

New technology and creative approach provide the edge to have technological improvement and the necessary pace in today's era of Business. Deep understanding of the industry, technical expertise, and one widow solution - all these factors have led us to achieve a wide client base across industries in various sectors. Reinforced by the proud industry experience earned since 2015.

WE ACHIEVE

| 60+	100+	15+	500+	200+ Years
TEAM	PROJECTS	PRODUCTS	CLIENTS	WORK EX.

WE BELIEVE

Naapbooks is known for its niche in the domain of IT. We believe in harnessing computing technology to strengthen enterprise and optimize their operations by streamlining their data and providing insightful analytics. Since the inception of NBPL, the team of founders recognized the actual need for automation in the digital area which shapes the future of IT and business operations.

VISION

To be the epitome of trust and reliability in being at the zenith of IT ventures in the Fintech Industry.

MISSION

To be able to optimise the work process and create efficient and effective solutions with greater attention to detail.
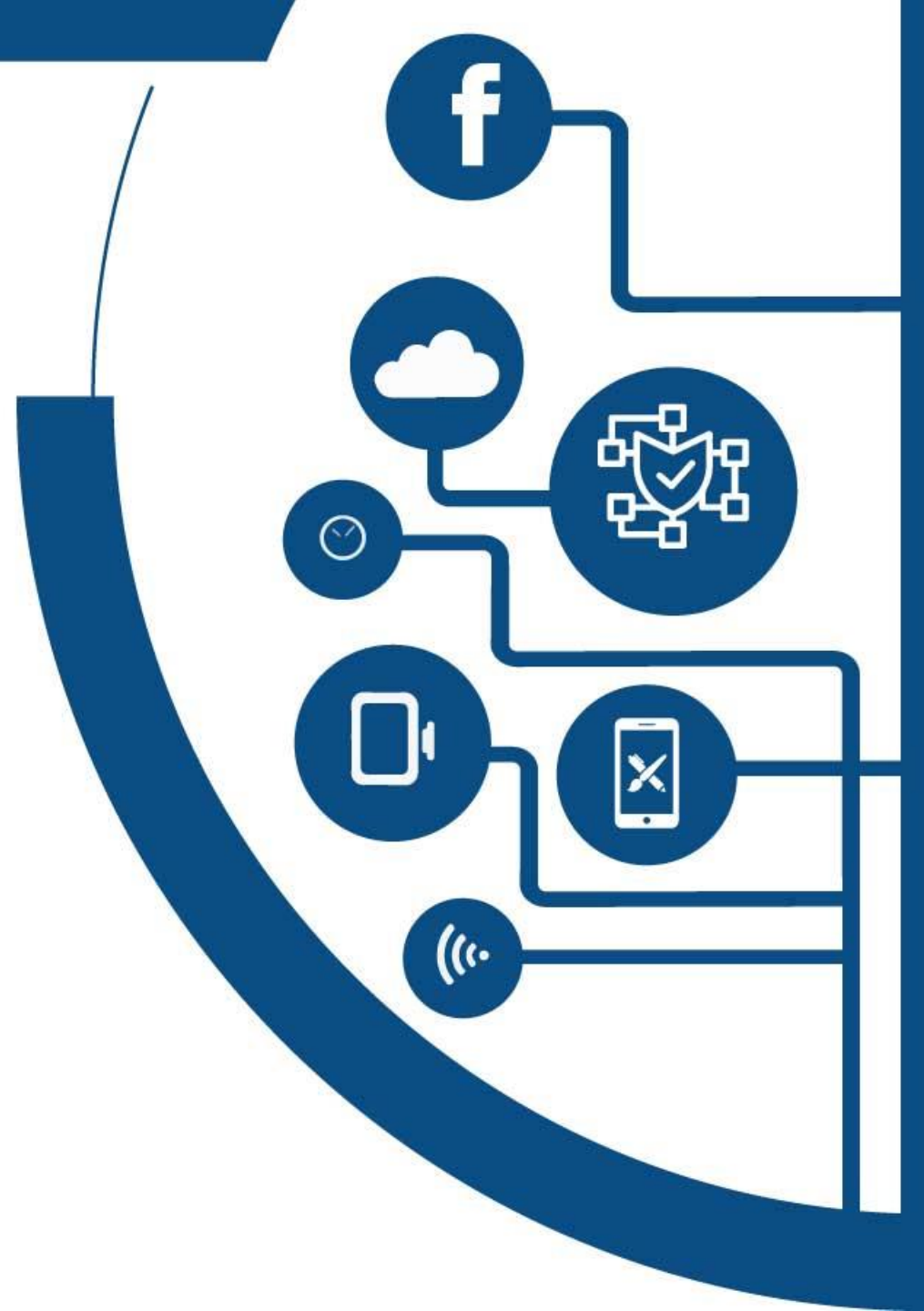
BUSINESS OVERVIEW

OUR BUSINESS

Our business operations are broadly divided in two categories

Information Technology Solution Services

- Fintech Applications
- Web Applications
- Blockchain Application
- Mobile Applications
- Cloud Implementation
- Embedd(IOT) Applications

Software Solutions

Our software solutions is structured in 3 layers:

1. Core technology platform as the base layer, which includes complete mobility technology framework for enterprise with mobility security layer.

2. The middle layer on top of the mobility management suite, we have built the vertical specific lines of business apps including solutions that primarily address Accounting, Human Resource management, Visitor Management Workflow management, Communication and Content management, learning management & channel management and developed as a native client on all three mobile operating systems like Android, Windows & iOS.

3. The top layer is the analytical layer developed using high end logarithms & big data that enables creating dash boards, Real time analytics, predictive and prescriptive analytics.
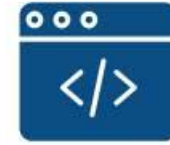
VIZMAN - A visitor management tool with meeting management and gate pass system


VizMan is a Visitor Management Application that replaces the usual register to create a data of visitors and keeping unnecessary people at bay by blocking them. It digitizes the process right from the main gate to reception; meeting arena to gate pass. It is sleek end to end flow of the visit that creates the workplace to be secure and smart. It helps the users to see relevant visitors' information on the system before the meeting.

It allows you to manage your visitors with Meeting Calendar and Issue Gate Pass to keep check on daily incomings in your office/factory premises. VizMan is a touchless interface for your Visitors keeping in mind the recent Pandemic that has affected us all.

VizMan is suitable for Schools, Institutions, Corporate Offices, Manufacturing Units, Retail Shops, Hotels and Hospitals etc.

- **EZEO – A Supply chain management solution**
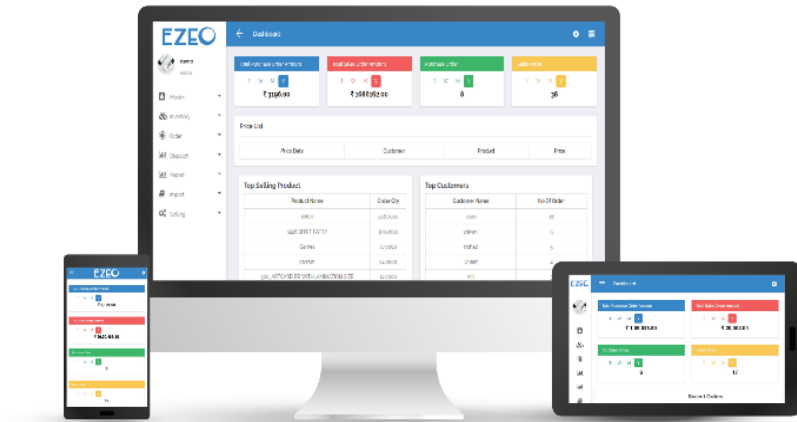
EZEO is an end-to-end supply chain management solution. EZEO lets the small and medium business reorganise their supply chain and provide greater control and visibility of product movement and quality. EZEO helps our clients to run their procurement to delivery management through one system and can be used for B2B and B2C channels.

EZEO provides an effective way for companies to bring vendors and customers together on a reliable platform with logins available for every party.

EZEO helps in executing orders in an efficient and cost-effective manner. Vendors and customers use order management systems when filling orders for various types of products and can track the progress of each order throughout the system.

EZEO is suitable for Schools, Institutions, Corporate Offices, Manufacturing Units, Retail Shops, Hotels, and Hospitals etc.

ACT – A project management app with inbuilt collaboration tools and tracking analytics
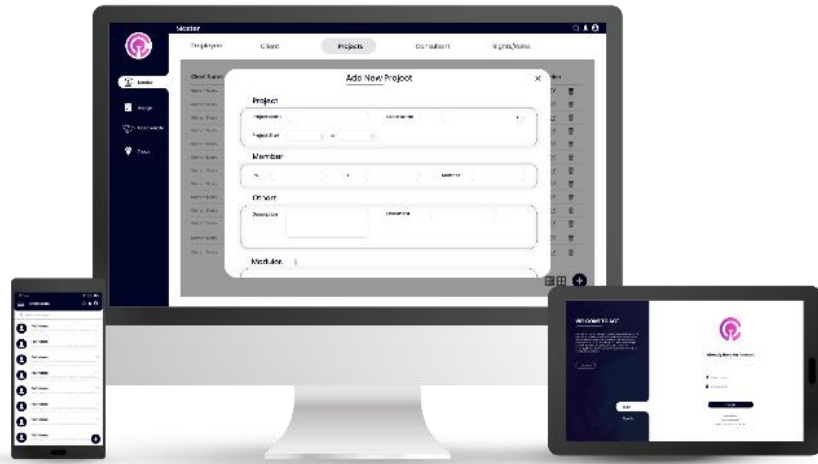
ACT stands for Assign, Collaborate & Track. With ACT you can assign tasks and projects, collaborate with your team, and run intuitive reports for tracking the project. Group chat and direct messaging features facilitate easy communication among team members.

To-do lists can be divided into sub-lists, and users can assign relationships among tasks with alerts to notify a team member when an upstream task has been completed and no WIP limits. Since all the tasks are organized, it's easier to find information and collaborate with each other.

This software is majorly used for Task Management, Time Tracking, Project Evaluation, Group Chat, Private Data Structure and Billing analysis.

ACT is useful for suitable for IT Companies, Service Companies, Corporate Offices and Hospitals

E-Voting – A portal for Conducting and Participating in Online Voting
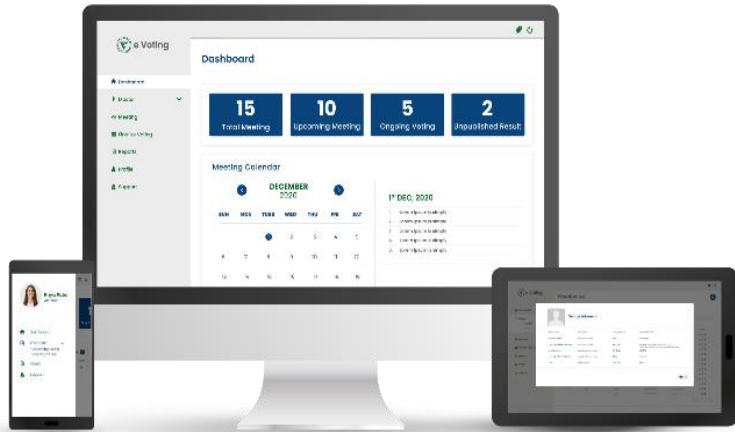
E-Voting is a platform for companies who require their members and shareholders to vote on the day-to-day agenda. With all the activities of major corporations going digital voting using the digital platform becomes a necessity.

E-Voting provides Mobile App for Voting by members, Agenda wise Voting, Graphical Reporting on Dashboard, Preferential Voting System and Multi Choice Polling.

E-Voting is useful for Government Companies, Insolvency Professional, Researchers, NGOs, Trusts, Corporate Companies.

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EDUPRO
Online Education Portal - students learn with ebooks & videos - Online Test & reports to analyse progress.

EZEO
Now easily manage your inventory - at racks, stores and warehouses, all from your mobile.

CRM
Data analysis of customer behaviour for better customer service and experience.

ePROCUREMENT
For sustainable and transparent purchasing with its technology platform and professional services.

COMPMAN
Complaince calender for business, Never miss your due dates, Get updates from external Consultant.

CaseMS
Now easily manage all your cases from a single dashboard, A complusory App for Mordern Lawyers.

SOCIALITREE
Manage all the updates and community Member details, Family Tree and buletin board with ease.

iCARGO
Manage all Cargo handling activity, Delivery, Cargo Tracking and billing from a single application.
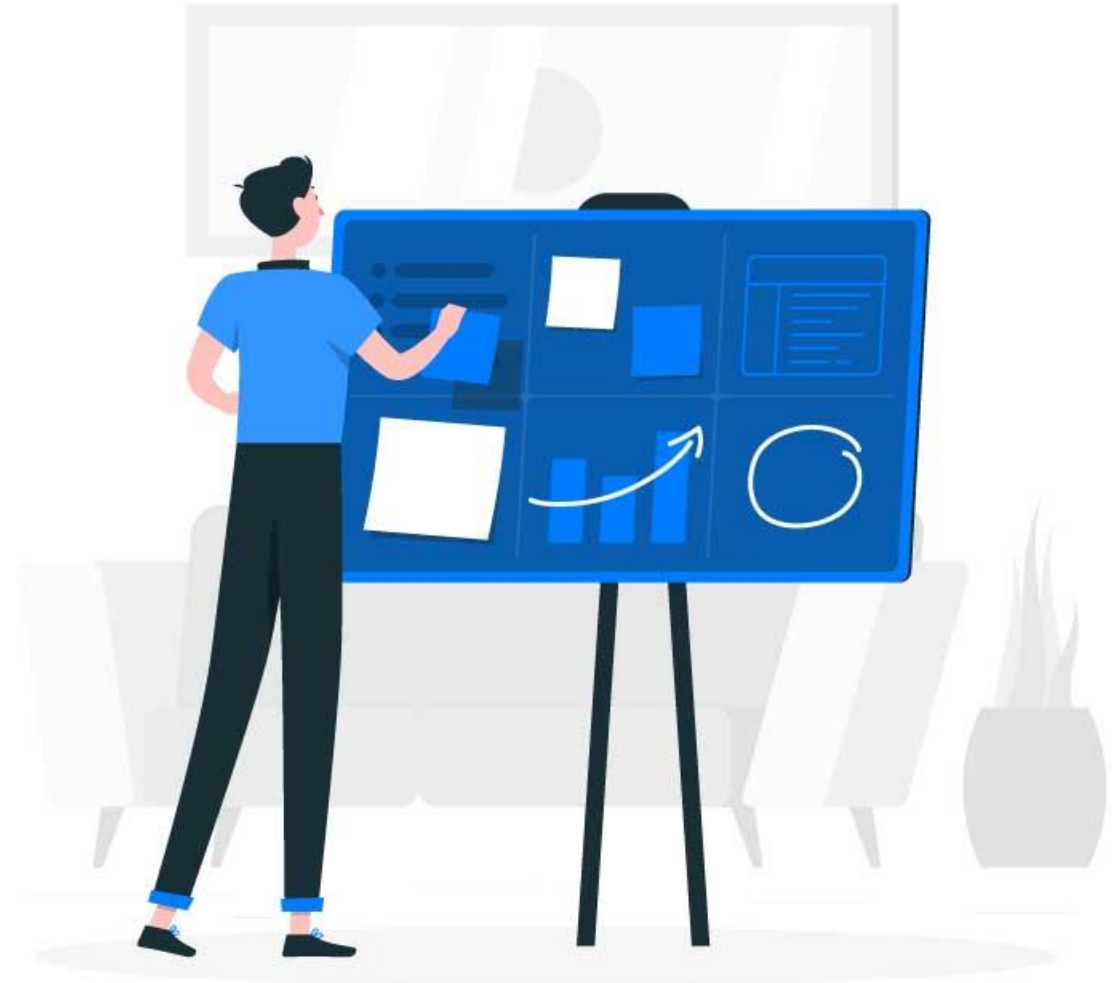
REVENUE MODEL

REVENUE STREAM

PRODUCT

SERVICES

SAAS MODEL	PRODUCT SALE (ON PRIME)	SALE OF IP	JOINT VENTURE	ONTIME REVENUE	RECURRING AMC	UPDATION CHARGES

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OUR CLIENTS

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Simpolo ceramics

KD Hospital कुसुम धीरजलाल हॉस्पिटल

SUMITEK NATRAJ

vintana

ganesh

SOLEX

arcon

heartfulness purity weaves destiny

SHAHJI ENTERPRISE

JOB आस पास

Mindspright Legal

AMTECH

bright Solar Limited

rapidops

Sun Resolution Professionals

goyAsh

FINLITE TECHNOLOGIES PVT LTD.

WE SERVE

Litigation Services

Education Sector

Fintech Industry

Banking and Financial Service

Energy Sector

Engineering and Technology Industry

Information Technology

Trading industry

INDUSTRY OVERVIEW

Fastest Growing Industry in last Two decades

The global information technology industry is on pace to reach $5.2 trillion in 2020, according to the research consultancy IDC. Economies, jobs, and personal lives are becoming more digital, more connected, and more automated. Waves of innovation build over time, powering the technology growth engine that appears to be on the cusp of another major step forward.

The IT-BPM sector in India stood at US$177 billion in 2019 witnessing a growth of 6.1 per cent year-on-year and is estimated that the size of the industry will grow to US$ 350 billion by 2025.

India's IT & ITeS industry grew to US$ 181 billion in 2018-19. Exports from the industry increased to US$ 137 billion in FY19 while domestic revenues (including hardware) advanced to US$ 44 billion. IT industry employees 4.1 million people as of FY19.

Revenue from digital segment is expected to comprise 38 per cent of the forecasted US$ 350 billion industry revenue by 2025.

## The Global Information Technology Industry: $5.2 Trillion

Estimated 2020 spending at constant currency | Encompasses hardware, software, services and telecommunications

32%
2%
20%
3%
7%
14%
5%
6%
11%
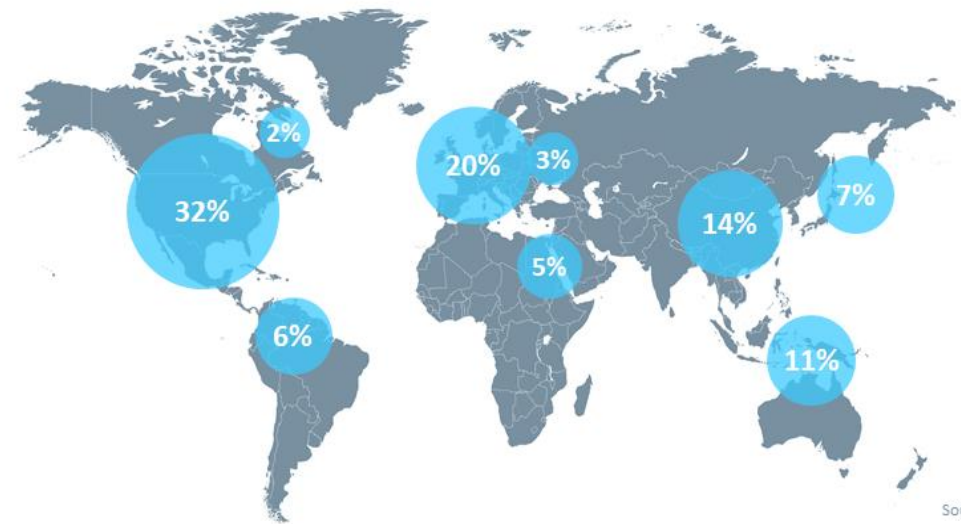
Source: IDC

India is the topmost offshoring destination for IT companies across the world. Having proven its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new gamut of opportunities for top IT firms in India. Export revenue of the industry is expected to grow 7-9 per cent year-on-year to US$ 135-137 billion in FY19. The industry is expected to grow to US$ 350 billion by 2025 and BPM is expected to account for US$ 50-55 billion out of the total revenue.

Key Areas in Information Technology Industry.
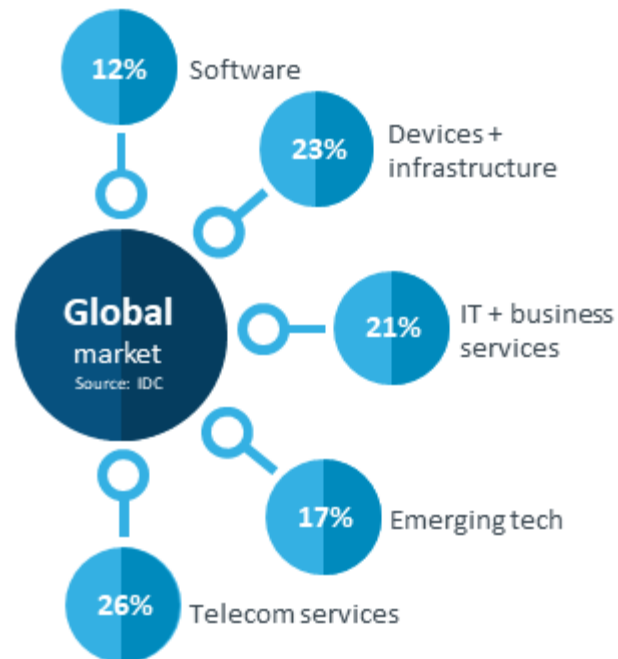
The traditional categories of hardware, software and services account for 56% of the global total. The other core category, telecom services, accounts for 26%. The remaining 17% covers various emerging technologies that either don't fit into one of the traditional buckets or span multiple categories, which is the case for many emerging 'as-a-service' solutions that include elements of hardware, software, and service, such as IoT, drones, and many automating technologies.

Rapid change is happening across the IT channel today, affecting business models, the competitive landscape, customer types, buying patterns, M&A activity and more.

ASHISH NIRMAL JAIN

Mr. Ashish Jain, our CEO has done BE – IT and MBA – IT. He has an varied experience as an entrepreneur for more than 11 years in the IT sector along with Marketing and Accounting domain Knowledge. An expat of Symbiosis University, he has worked with multiple Banks (PSU, Multi State Scheduled Banks, Co-Operative Banks), Government Bodies, Payment Banks, Listed companies in India.

He has been a master in maintaining and delivering SOW's as per the client specifications in due course of time with the highest degree of precision.

A deep passion for cyber security and delivery multiple lectures on the same, his in-depth knowledge of cloud computing, cyber security, ERP (consulting, implementation, execution and review) augur well for overall development of businesses across sectors.

CEO & EXECUTIVE DIRECTOR

YAMAN SALUJA

EXECUTIVE DIRECTOR

Yaman brings in 10 years of his experience in the field of Marketing and Advertising. He brings the marketing and sales strategies to the company. He has been attached with many start-ups during their launch phase.

Accomplished, enthusiastic writer offering a solid background in education, finance and technology. Skilled in researching and creating an array of materials ranging from legal papers to published articles.

Recognised for skills in producing written material that engages the reader through in-depth understanding of their needs and interests. Implementing new creative vision and strategy across a team that has grown since inception. Creator and writer of national print campaign - including development and implementation of new tagline and marketing material.

ABHISHEK NIRMAL JAIN

Abhishek is an associate member of Institute of Chartered Accountants of India, he has secured all India 26th Rank in Chartered Accountancy Professional competence examination. He is a avid speaker and have delivered across various forums lectures on Technology and Finance.

Over the period Abhishek has gained vast experience in Financial Management, Information Technology Act, Business Process Reengineering, and System Development and Implementation in ERP environment.

His Core Competence is Information technology, GST and Management Consulting and Counseling. He has also delivered numerous lectures on GST, IT Security, Block chain and Accounting in various forum's and organization

NON EXCECUTIVE DIRECTOR

NIRMAL KUMAR JAIN

Mr. Nirmal Jain has an all-encompassing professional career of over 40 years, having worked in the field of Logistics, Iron and Steel industry, Textile industry and FMCG.

He has been a guiding force for the company as well as the initial stage Investor of the company. His work ethics and principles reflect in our Culture and zeal for improvement.

He has worked with multiple Private and public companies in India for various rolls in multiple sectors. A handy expertise in Sales and Procurement, he has in-depth knowledge of Corporate Sales, Institutional Tie ups, SOPs, Policy making and Strategizing Business Plans which have helped us in overall development of our Business.

CHAIRMAN

CAPT. DR. SARITA AGRAWAL

Capt. (Dr.) Sarita Agarwal, aged 46 years, is an Additional Independent Director of our Company. She holds a doctorate degree in philosophy from Dhirubhai Ambani Institute of Information and Communication Technologies, Gandhinagar. She holds a master degree in science faculty with specialisation in computer science from Banasthali Vidhyapith, Rajasthan.

She has overall work experience of more than 18 years in which she has worked with Indian Army and Patni Computers as IT Specialist in industry and with DAIICT and MKICS as Faculty in academics.

She is also a Certified meditation trainer from Shri Ram Chandra Mission and has been training people from last 6 years

She is associated with our Company since January, 2021.

INDEPENDENT DIRECTOR
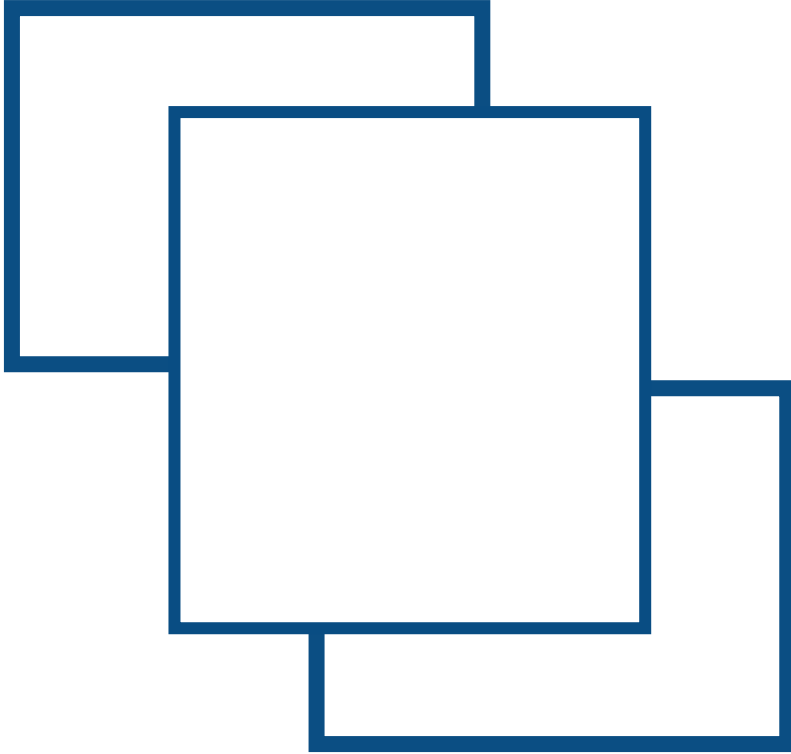
Mr. Ashish Agarwal, aged 31 years, is an Additional Independent Director of our Company. He is a commerce graduate from University of Calcutta. He has an overall work experience of more than 2 years in finance industry. He is associated with our Company since January, 2021.

INDEPENDENT DIRECTOR

FINANCIAL OVERVIEW

BALANCE SHEET

Particulars	31st March, 2021	31st March, 2020	31st March, 2019
EQUITY AND LIABILITIES			
Shareholders' funds	202.45	58.31	25.87
Non-current liabilities	10.94	72.89	65.07
Current liabilities	126.77	34.46	113.95
Total	**340.16**	**165.66**	**204.89**
ASSETS			
Non-current assets	135.58	43.15	50.31
Current assets	204.58	122.51	154.58
Total	**340.16**	**165.66**	**204.89**

PROFIT AND LOSS STATEMENT

Particulars	31st March, 2021	31st March, 2020	31st March, 2019
Revenue	271.33	225.12	221.18
Expenses			
Development expenses	149.97	104.26	153.81
Other expenses	30.59	45.16	30.21
EBIDTA	**90.77**	**75.70**	**37.16**
Depreciation and amortisation expenses	18.78	20.64	16.17
Interest	6.73	11.44	2.40
Profit Before Tax	**65.38**	**43.83**	**18.61**
Taxes	18.45	11.39	4.83
Profit After Tax	**46.93**	**32.44**	**13.78**
Basic and diluted	**4.06**	**324.40**	**137.80**

FINANCIAL RATIOS

(₹ in lakhs)

Particulars	For the period ended March 31, 2021	For the year ended March 31,		
		2020	2019	2018
Restated Profit after Tax as per Profit & Loss Statement (₹)	46.93	32.44	13.78	11.09
Tax Expense (₹)	18.45	11.39	4.83	3.84
Depreciation and amortization expense (₹)	18.78	20.64	16.17	7.37
Interest Cost (₹)	6.25	10.64	1.56	2.53
Weighted Average Number of Equity Shares at the end of the Year	11,55,099	10,000	10,000	10,000
Number of Equity Shares outstanding at the end of the Year	13,17,400	10,000	10,000	10,000
Nominal Value per Equity share (₹)	10.00	10.00	10.00	10.00
Restated Net Worth of Equity Share Holders (₹)	179.04	58.31	25.87	12.09
Earnings Per Share - Basic & Diluted (₹)	4.06	324.40	137.80	110.90
Return on Net Worth (%)	23.18%	55.63%	53.27%	91.73%
Net Asset Value Per Share (₹)	15.37	583.10	258.70	120.90
Earning before Interest, Tax, Depreciation & Amortization (EBITDA)	90.41	75.11	36.34	24.83

OFFER DETAILS

PEER COMPARISON

Name of the Company	EPS (₹)[2]	Face Value (₹)	P/E Ratio[3]	RoNW[5]	NAV Per Share (₹)[6]
Peer Group[1]					
Infosys Limited	36.34	5.00	37.26	24.98%	146.12
Happiest Minds Technologies Limited	7.21	2.00	100.39	27.65%	60.50
3i Infotech Limited	0.42	10.00	18.86	17.38%	2.03
The Company					
Naapbooks Limited	323.91[7]	10.00	[●]	55.59%[7]	582.63

Notes:

1) *The peer group figures based on audited standalone financials as on and for the year ended March 31, 2020.*
2) *EPS figures based on basic EPS.*
3) *P/E figures for the peer is computed based on closing market price as on April 30, 2021, of relevant peer companies as available at BSE, (available at www.bseindia.com) divided by Basic EPS for FY 2019-20 reported in the filings made with stock exchanges.*
4) *Based on the Issue Price to be determined on conclusion of book building process and the basic EPS of our Company.*
5) *Return on net worth (%) = Net profit after tax * 100 / Net worth at the end of the year.*
6) *Net Asset value per share = Net worth at the end of the year / No. of shares outstanding at the end of year.*
7) *Figures are for March 31, 2020.*
8) *The Company in consultation with the Book Running Lead Manager believes that the Issue price of ₹ [●] per Equity Share for the Public Issue is justified in view of the above parameters. The investors may also want to peruse the Risk Factors and Financials of the Company including important profitability and return ratios, as set out in the Financial Statements included in this Draft Red Herring Prospectus to have more informed view about the investment proposition. The Face Value of the Equity Shares is ₹ 10/- per share and the Issue Price is [●] times of the face value i.e. ₹ [●] per share.*

Our Company proposes to utilize upto ₹ 200.00 lakhs of the Net Proceeds in towards our working capital requirements.

We plan to utilize up to ₹ 40.00 lakhs from the Net Proceeds as marketing initiatives to boost our growth and market presence.

01
WORKING CAPITAL REQUIREMENTS
200 Lacs

02
GENERAL CORPORATE PURPOSE
80 Lacs

OBJECTIVE

40 Lacs
MARKETING INITIATIVES
04

50 Lacs
EQUIPMENT PURCHASING
03

We intends to deploy the balance Net Proceeds, if any, for general corporate purposes, subject to the limits specified by SEBI ICDR

Considering current position and presence in market of our Company, we intend to utilize up to ₹ 50.00 lakhs towards purchase of equipment for our business operations.

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eMANAGING TECHNOLOGY

Thank You Investors

REACH US

Naapbooks Private Limited

3rd Floor, Broadway Business Centre,
Law Garden, Ahmedabad - 380006

📞 079-48940505 | 079-26446872

✉ info@naapbooks.com

Ⓢ @naapbooks

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