IPO Report

SME IPO

H.R. Hygiene Products Limited

Consumer Discretionary

Price Band: ₹83 to ₹88 per share
Bidding: 29 Jul to 31 Jul, 2026
Listing At: BSE SME
Listing Date: Aug 5, 2026

Details of the Issue

Lead Manager	Marwadi Chandarana Intermediaries Brokers Pvt. Ltd.
Market Maker	SMC Global Securities Ltd.
Registrar	Purva Sharegistry (India) Pvt. Ltd.

Promoters Holding (%)

Pre-Issue	68.80
Post-Issue	48.54

Offer Structure

Market Maker	3,10,400 shares
QIB	29,08,800 shares
Retail	20,38,400 shares
NII	8,73,600 shares
Fresh Issue	49,05,600 shares
Offer for Sale	12,25,600shares
Total Issue	₹53.95 Cr

Financial Summary (₹ in Lakhs)

Particular	FY26	FY25	FY24
Revenue	13,072.09	11,462.56	8,434.76
EBITDA	1,708.34	1,476.61	757.66
PAT	1,140.66	908.10	466.41

Minimum Application

Category	Lots	Shares	Amount
Retail	2	3,200	₹2,81,600
S-HNI	3-7	4,800-11,200	₹4,22,400-₹9,85,600
B-HNI	8	12,800	₹11,26,400

Customer concentration (% of Revenue)

Particulars	FY26	FY25	FY24
Top 1 customer	48.35	34.16	31.38
Top 5 customers	70.13	64.01	62.86
Top 10 customers	80.41	78.32	79.57

Valuations

NAV(FY'26)	23.80
EPS(FY'26)	6.41
P/E(Pre Issue)	13.73

Promoters

Hemal Babubhai Borsadiya, Rahul Kishorbai Sheradia, Borsadiya Binita Hemalbhai and Sheradia Parth Damjibhai

Company Overview

Incorporated in 2016, H.R. Hygiene Products Limited is a manufacturer and marketer of hygiene and personal care products, with a primary focus on sanitary napkins. The company markets its products under its in-house brands Femiss, Womanica, ElderFit, and Bloom Baby, while also undertaking white-label manufacturing for select customers. Over the years, it has expanded its portfolio beyond feminine hygiene to include adult care and baby care products, catering to a broad range of consumer segments across India.

Object of the Issue

- Setting up a new manufacturing facility at Rajkot, Gujarat: ₹3,136.12 lakhs
- Prepayment / repayment of Loan: ₹356.59 lakhs
- General Corporate Purpose

Price Band Analysis

At the upper price band of ₹88, H.R. Hygiene Products Limited is valued at a post-issue P/E of 17.52x and P/B of 3.70x, reflecting a fair valuation. The Indian hygiene and personal care industry is supported by rising health and hygiene awareness, increasing penetration of sanitary products, growing disposable incomes, and favourable government initiatives promoting menstrual hygiene and sanitation.

Risk Measures:

- The company derives 77.02% of its FY26 revenue from Gujarat, exposing it to geographic concentration risk. Any adverse regional developments, including economic slowdowns, regulatory changes, social unrest, or natural calamities, could materially affect the company's operations and financial performance.
- The company has significant customer concentration, with its top 10 customers contributing 80.41% of revenue from operations in FY26. The loss of any key customer, reduction in order volumes, or changes in business relationships could materially impact the company's revenue and profitability.

Investment Rationale:

- Revenue from operations grew from ₹8,434.76 lakhs in FY24 to ₹13,072.09 lakhs in FY26, driven by a shift toward own brands (94.47% of FY26 revenue vs. 5.37% in FY24) and an increase in production capacity from 12 crore to 20 crore pieces.
- The company is highly dependent on a limited number of counterparties, with the top 10 customers contributing 80.41% of FY26 revenue and the top 10 suppliers accounting for 84.57% of purchases. The absence of long-term contracts further increases business continuity risk.
- The company reported negative operating cash flow in FY25 and consistently negative investing cash flows across FY24–FY26, reflecting ongoing cash outflows that could keep free cash flow under pressure.
- The company remains heavily dependent on sanitary napkins, which contributed 95.33% of FY26 revenue. This high product concentration limits revenue diversification and exposes the business to demand fluctuations within a single product category.

Financials (₹ in Lakhs, Except for Percentage & Ratios)

Particular	FY26	FY25	FY24
Revenue From Operations	13,072.09	11,462.56	8,434.76
EBITDA	1,708.34	1,476.61	757.66
EBITDA Margin (%)	13.07	12.88	8.98
PAT	1,140.66	908.10	466.41
PAT Margin (%)	8.73	7.92	5.53
Return on Equity (RoE%)	30.90	48.65	126.65
Return on Capital Employed (RoCE%)	24.86	25.48	23.10
EPS	6.41	5.30	2.77
Debt to Equity	0.51	0.67	4.19

Product wise Revenue Bifurcation (₹ in Lakhs)

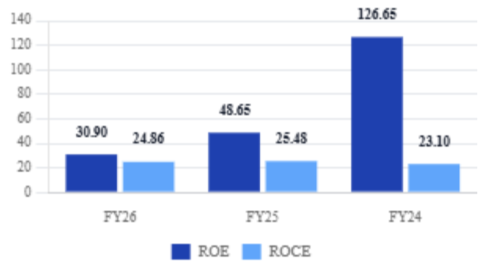
Particulars	FY26	FY25	FY24
Sanitary Napkins	12,462.11	9,338.18	5,604.72
Adult Diaper	245.16	23.73	-
Baby Diapers	35.29	-	-
Other Products	329.53	2,100.66	2,830.04
Total	**13,072.09**	**11,462.57**	**8,434.76**

About The Founder

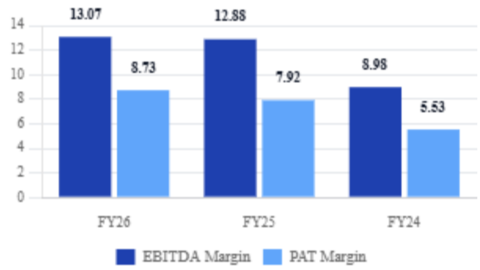
Hemalbhai Babubhai Borsadiya is the Promoter, Chairman, and Managing Director of the company. He holds a Bachelor of Commerce degree from Saurashtra University and brings over two decades of experience in trading and finance.

FINANCIAL HIGHLIGHTS

Return Ratios



EBITDA and PAT Margin



Key Ratios: