

## COMPANY BRIEF

- Planify is a fintech startup that is focused on building India's first Marketplace for Private Equity.
- Planify offers secondary sale of unlisted stocks to investors (Angel, Accredited Investors, VC, AIF, and PE Funds) in order to facilitate the trade of hands in unlisted firms and to address the issue of IPO availability.
- It assists firms in raising funds and provides seed, growth, and startup funding. It serves as a platform for companies to sell their startups and employees to liquidate ESOPs.
- Planify is now the market leader, with over 250 unlisted companies trading with them and a significant number of companies partnering with them for valuation and fundraising. They currently have 10,000+ investors, with plans to grow to 50,000+ in coming years.

### Fund Raising Category

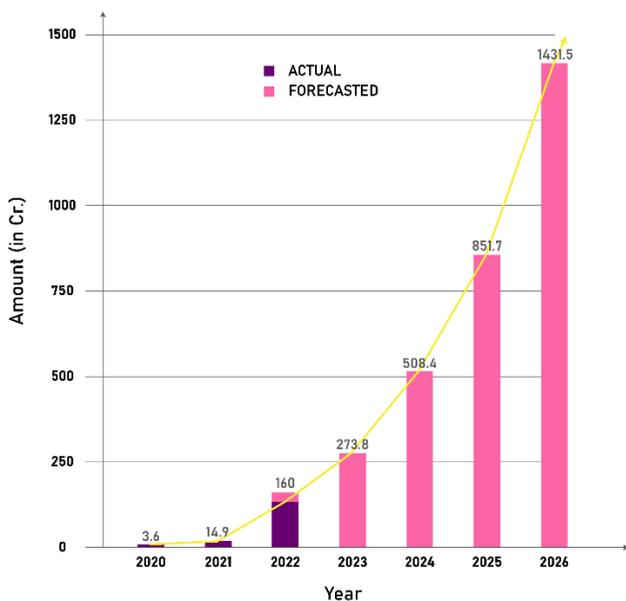


### Secondary Share Category

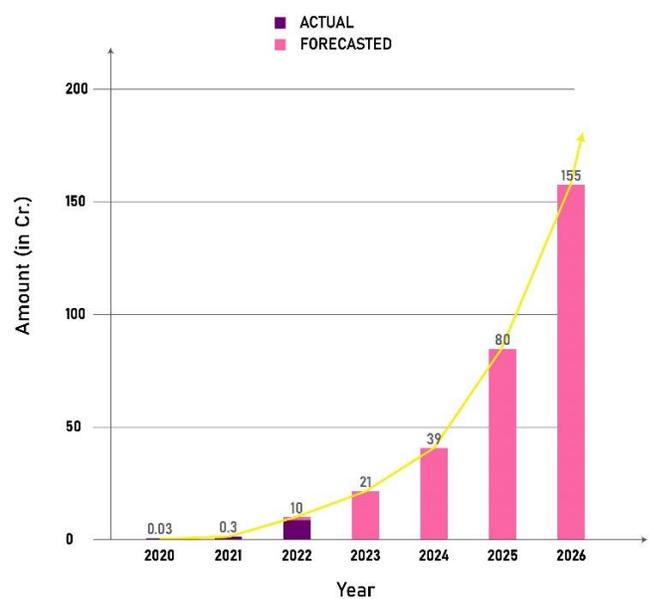


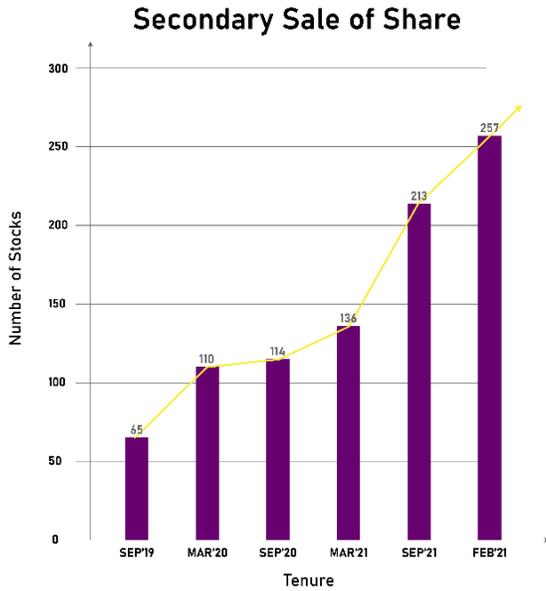
## COMPANY PERFORMANCE

### REVENUE

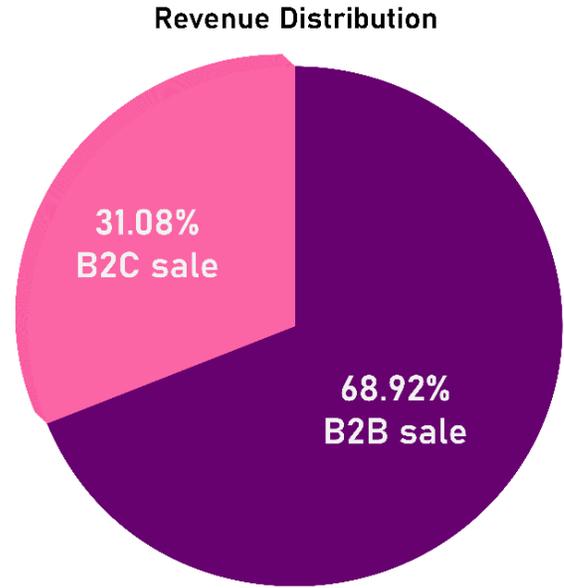


### PAT





Planify's number of private offerings has been steadily expanding over the last three years, and currently the company is dealing with 250+ companies.

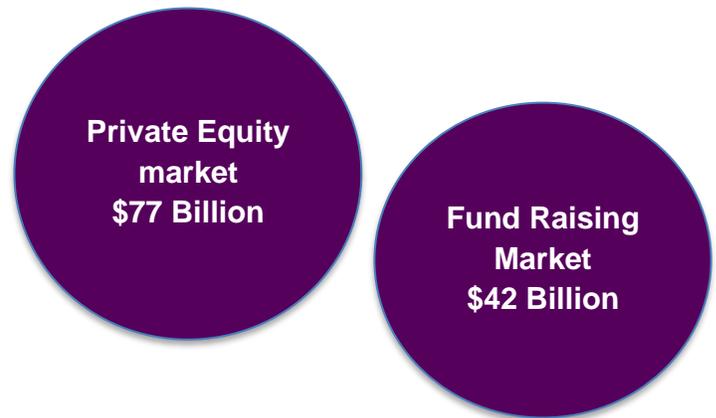


This represents the majority of company's revenue comes from B2B sales i.e., 68.92% which includes dealers and channel partners while 31.08% comes from direct contact with investors via. different communication methods.

## INDUSTRY OVERVIEW

According to BFSI, India is one of the world's fastest growing Fintech markets. It has increased at an enormous speed over the last 5 to 7 years. Over 67% of the 2,100+ FinTechs in India today were founded in the last five years. A robust economic environment, the availability of finance, the emergence of technology, favorable demographics, government support, and so on are some of the important reasons for this growth, though the accelerated pace of digital transformations has been one of the key drivers. As of now India has a \$42 billion fundraising market and the \$77 billion private equity market, both of which are completely unorganized.

## MARKET SIZE - 2021



**Total market size – Rs. 9,00,000 Crores**

**24.57%**

CAGR of Fintech market size in 2025

**25%**

Growth in number of deals from 2021 H1 as compared to 2018 H1

**37%**

CAGR in growth in digital payments transactions from FY19-21

**29%**

Highest expected RoI on Fintech projects globally

## PLANIFY MANAGEMENT

Mr. Rajesh Kumar Singla  
CEO and Executive Director

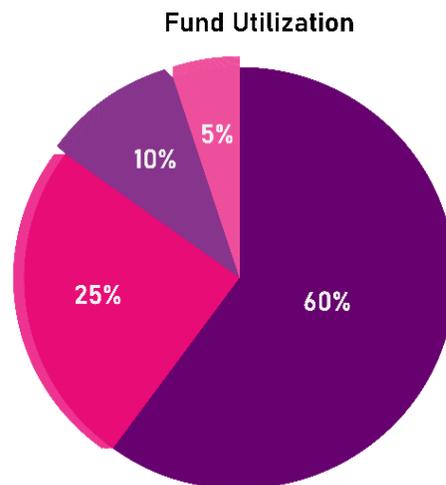
Rajesh Singla has started planify at Feb 2019 with an aim to provide financial security to every Indian. He is a Market Veteran and a hustler who has been able to set up an investor base of 6000+ people achieving their dreams. He has a total working experience of 13+ years and has worked to build and deliver high-tech quality products among various organizations like Amazon, Snapdeal, Accenture and Vdopia. Planify is a financially self-funded, bootstrapped startup. It is a lucrative operation, with 3x growth in the first year and 10x growth in the second year since its inception. Its revenue has surpassed 150 Cr. in the current fiscal year. The goal is to become India's go-to venue for entrepreneurship and startups.



### INVESTMENT OPPORTUNITY

Share Price	₹ 90
Minimum Lot Size	10,000 Shares
Share Availability	20,00,000 Shares
Amount raised	₹ 18,00,00,000

Fund raised worth Rs.18 crores will be used for Technological development, marketing, working capital requirement and to fulfil other operating expenses of the company.



Technological Expansion Marketing Operational Activities Working Capital Requirement

## RISK PROFILE



Suitable for Growth and Value Investors

### General Risk of Investing in private equity deals:

- Liquidity risk : Investment in private equity has no guaranteed exit value, timeline, principal or returns.
- Loss of principal : Investment in this transaction could cause loss of entire or substantial amount of principal.
- Valuation risk : Limited market history for validating entry and exit valuation.