



STUDDS

Studds Accessories Ltd.

By Altius Investech





Company Profile

- **Studds Accessories Ltd.**, founded in 1983, is one of the world's leading helmet manufacturers and sellers.
- The company's product portfolio includes a diverse range of helmets and motorcycle accessories.
- Studds has a market share (India) of around 25.66% and caters to over 50 Million customers worldwide.
- The company manufactures an average of 14 million helmets annually.

In a Frost & Sullivan report dated August 2018, Studds Accessories Limited was named the largest manufacturer of helmets in the world.

Business Model

- The company works majorly in **four** business vertices: Motorcycle accessories, Bicycle helmets, Face shields, and Face masks.
- Studds Accessories targets the **mid-range** market segment, with helmet prices ranging from **Rs. 825 to Rs. 2165**, under the brand name Studds.
- The company also caters to niche markets with a slightly higher price range, i.e., **Rs.2,300 to Rs.9,800**, under the brand name SMK.
- Both have a market share of 25% and 27%, respectively.



Manufacturing and Testing Facilities:

Studds Recently inaugurated **Asia's largest helmet manufacturing facility** spanning over 5.5 acres. Here's a snapshot of their production capacity:

- Four integrated manufacturing units in Faridabad, Haryana.
- In-house Facilities:
 - Automated Moulding Shop | Paint Shops
 - Helmet Liner Stitching Facility
 - Conveyorized Assembly Line
 - In-House Mould Making Shop | Design Centre
- In-house Testing Laboratory accredited by VCA ENGLAND to ensure compliance with industry standards.

Production Capacity: Studds has Total Production Volume of more than 7 Million

Subsidiary: **SMK EUROPE**

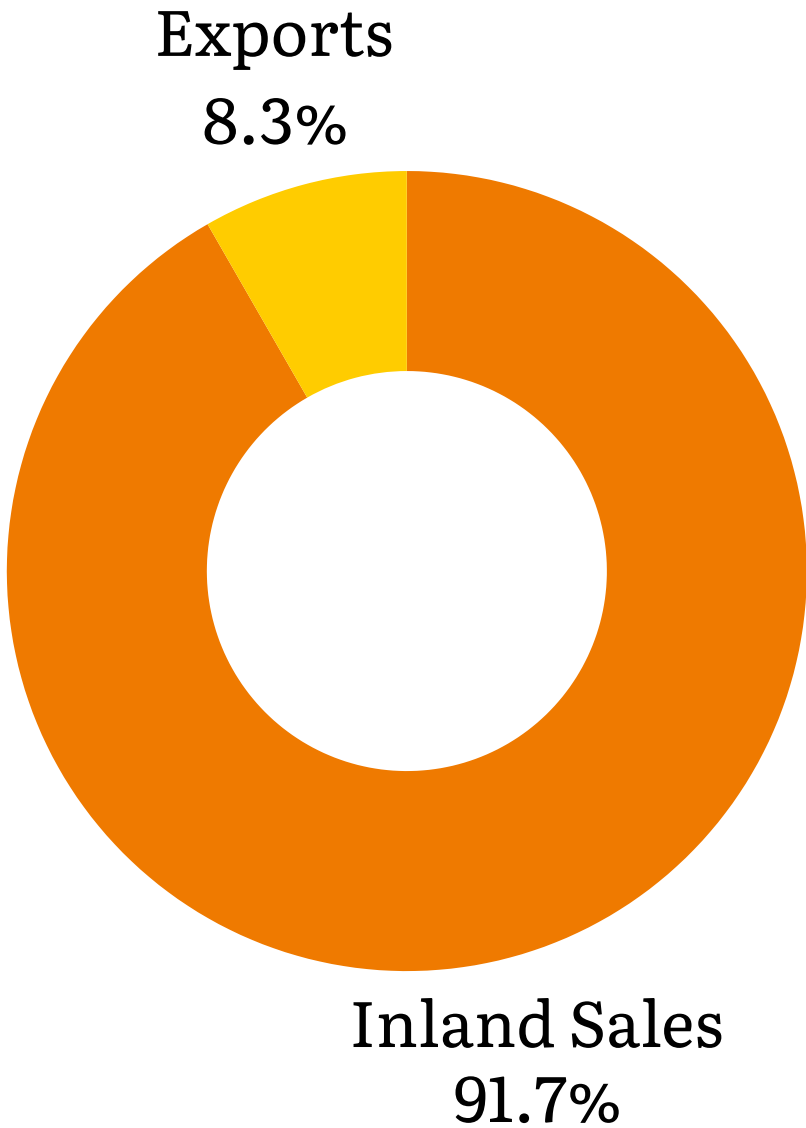


- As of March 31, 2023, the Company has one wholly owned subsidiary company - **SMK EUROPE UNIPESOAAL LDA.**
- Incorporated on July 30, 2019.
- SMK has the largest market share in the premium Two-Wheeler Accessories Segment: **27%** (Approx.)
- SMK currently targets Middle Eastern, Asian, European and Latin American countries.
- <https://smkhelmets.com/>

Revenue Split

in ₹ crores

Share of revenue (%)



Particulars	FY 24	FY23
Inland Sales	494	447
Export Sales	53	67
Total Sales	547	515
Less: Discount and incentives	18	16
Net Sales	529	499

Financials

₹ in crores

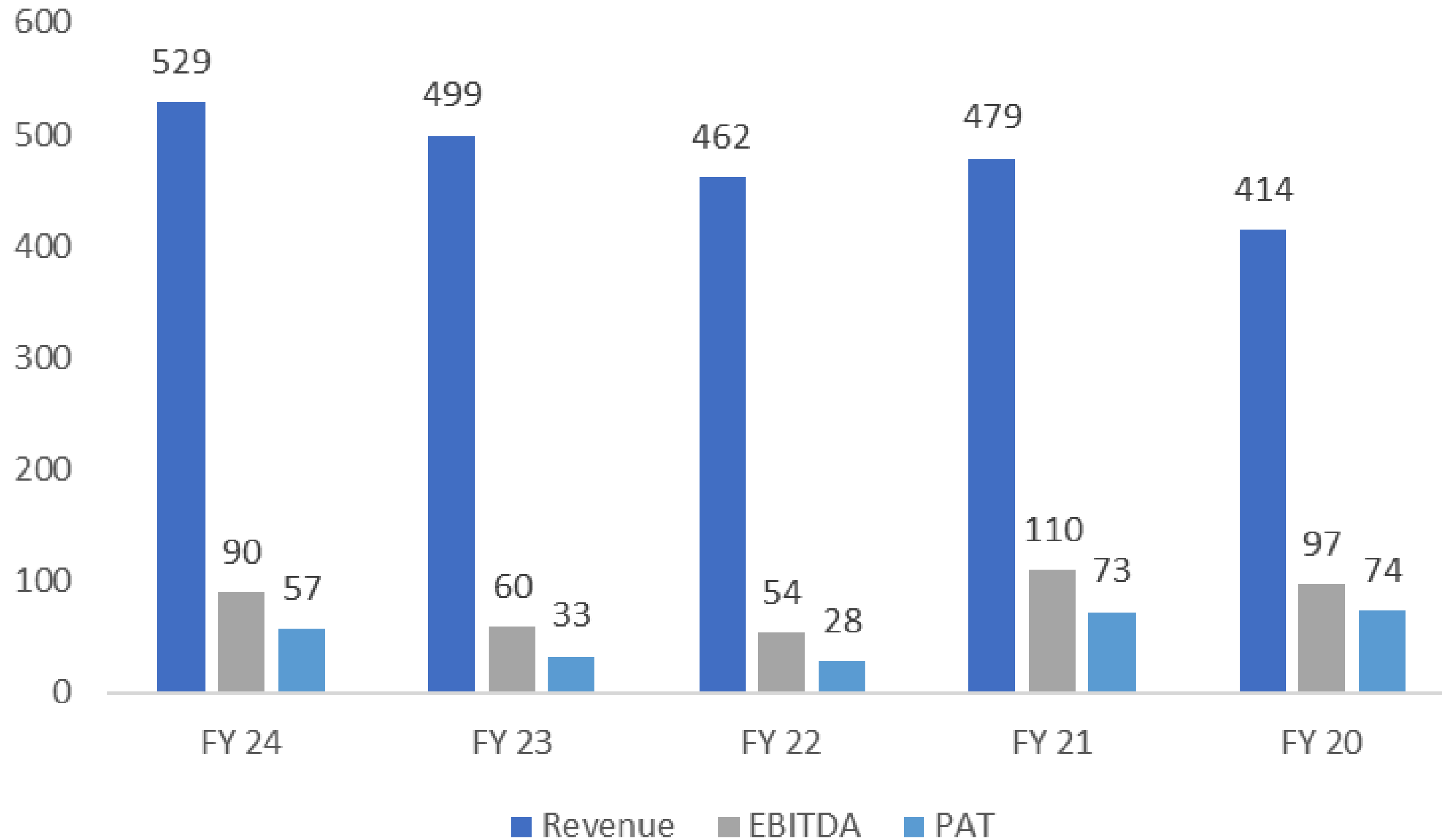
Particulars	2024	2023
Total Income	529	499
EBITDA	90	60
PAT	57.2	33.13
EPS	29	16

Y-o-Y Increase:

- Revenue - 6%
- PAT - 72.6%
- EBITDA - 50%.

3-Yr Revenue CAGR	4.5%
3 yr PAT CAGR	26%

Financials



Valuation

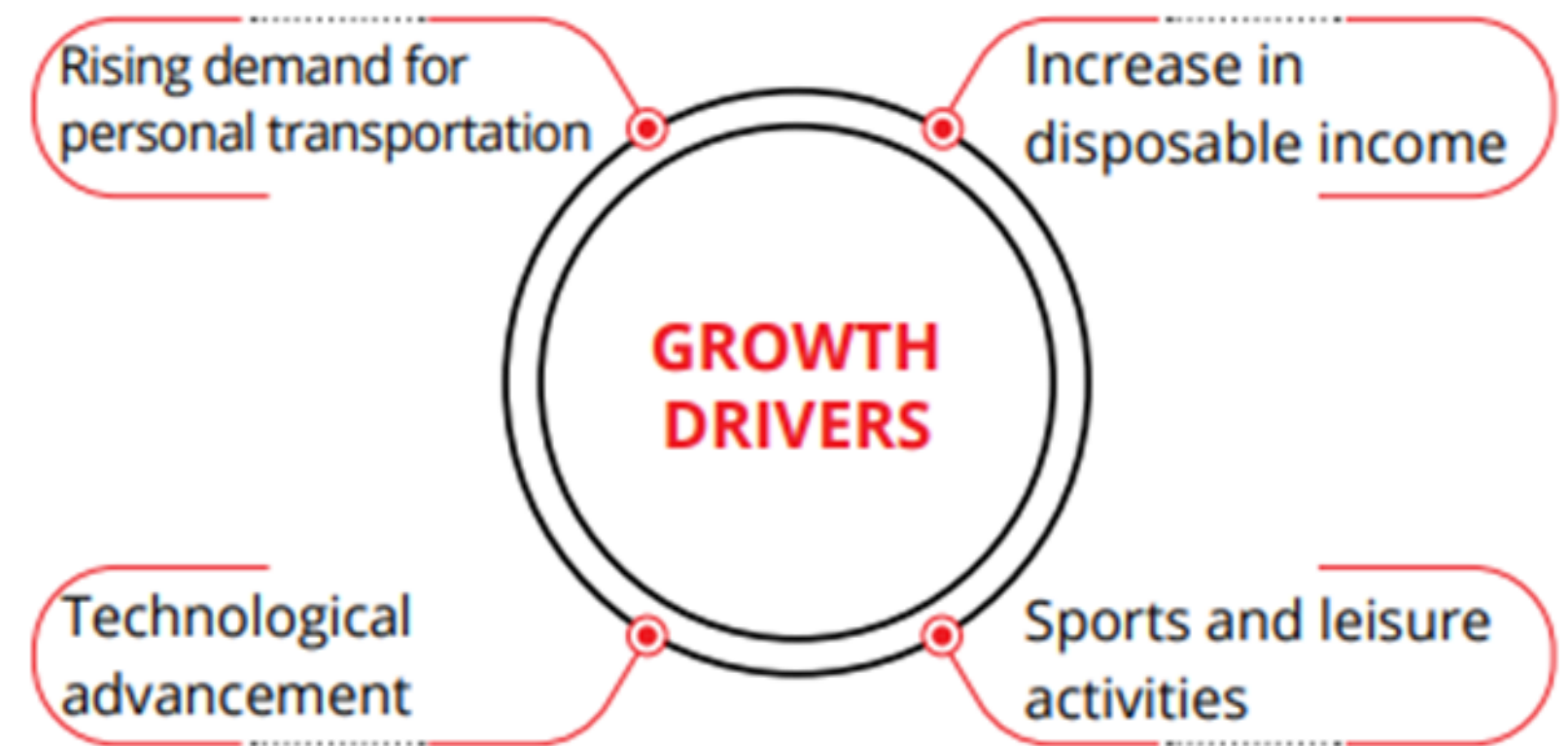
Particulars	FY24
Share Price	999
Outstanding shares	1,97,00,000
MCAP (in crs)	1965.7
P/E Ratio	34.35
P/S Ratio	3.72
P/B Ratio	5.07

Industry Overview: Two Wheeler Market

- The **global** motorcycle helmet market is expected to grow at a CAGR of 6.6% from 2022-2030.
- The two-wheeler sector in **India** is poised for steady growth according to ICRA. Growth: FY23 – 12% | Projected FY24 – 6-9%.
- The Indian 2-wheeler **market size** is estimated at USD 300 billion in 2024 and is expected to reach USD 350 billion by 2029. | CAGR: 3.03% during the forecast period (2024-2029).
- The rapid growth is driven by:
 - Increasing ownership of two-wheelers due to their Cost-effectiveness
 - Increasing disposable income | Evolving consumer preferences
 - Improved Road Infrastructure

Industry Overview: Helmet Market

- The **Global** Motorcycle Helmet Market is forecasted to expand at a CAGR of 6.4% from 2022 to 2030.
- **India's** Two-Wheeler Helmet Market has valued at USD 2 Billion in 2023 | CAGR of 6.35% (2024-2029).
- The adoption of helmets by two-wheeler riders is projected to be driven by a rising number of motorbike and sports bike enthusiasts | Increasing concerns about traffic-related injuries worldwide.



Opportunities

- **Rising safety awareness:** Awareness of the importance of wearing helmets.
- **Smart helmets** with features such as built-in cameras, Bluetooth connectivity, and GPS navigation systems are gaining popularity.
- **Amplifying the style quotient:** Helmets are no longer just a safety accessory but also a fashion statement.
- **Exports** gaining prominence
- **Growth of E-Commerce Platforms:** CAGR of 7.3% 2020-2027.

Analysis

STRENGTHS

- Leading manufacturer in the world
- Presence in 65+ countries

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WEAKNESSES

- Limited manufacturing units
- Many competitors

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OPPORTUNITIES

- Growth in new business segments i.e., bicycle
- Tap into youth population

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THREATS

- Global competitors.
- Slump in economy

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IPO Journey

- Studds Accessories Ltd filed a draft red herring prospectus (DRHP) in August 2018 for its IPO.
- However, Studds withdrew their DRHP in 2018.
- However, On March 27, 2025, refiled its Draft Red Herring Prospectus (DRHP) with the Securities and Exchange Board of India (SEBI), signaling its intention to go public after a seven-year hiatus.
- Offer Details: The proposed Initial Public Offering (IPO) is structured as an Offer for Sale (OFS) comprising up to 7,786,120 equity shares with a face value of ₹5 each. Prominent shareholders participating in the sale include promoters Sidhartha Bhushan Khurana and Chand Khurana. The shares are slated for listing on both the BSE and NSE.

Thank You

<https://altiusinvestech.com/>

contact@altiusinvestech.com

73A, GC Avenue, Kolkata -13

