

BUSINESS SALE OPPORTUNITY

PREMIUM FRAGRANCE MANUFACTURING

Established Export-Focused Business | Bangalore,
India

~30 Years	28+ Countries	Rs 87 Crore	Zero Debt
Operating History	Export Destinations	Business Valuation	Clean Balance Sheet

Reason for Sale

Founders are relocating abroad and seeking a qualified buyer to continue the legacy of this well-established, profitable fragrance manufacturing business.

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Company Overview & Business Model

Founded in the mid-1990s in Bangalore as part of a group established in the mid-1900s, this company has evolved into a globally recognised leader in the export of premium fragrance products. With ISO 9001:2015 certification and MSME registration, the business demonstrates exceptional operational capabilities across its approximately 30-year operating history.

Key Business Highlights

~30 Years	28+ Countries	450+ SKUs	250+
Years in Operation	Export Destinations	Product Portfolio	Fragrance Formulations
40,000 sq ft	140+	12	10-12%
Manufacturing Facility	Trained Employees	Registered Trademarks	Capacity Utilisation

Operational Excellence

- **Zero Debt:** Completely debt-free operations with transparent payment terms.
- **Quality Certifications:** ISO 9001:2015 certified with in-house R&D and quality control.
- **On-Time Delivery:** 95% global timely delivery rate across all active markets.
- **Production Capacity:** Capable of producing 50x40 ft containers per month.
- **Industry Recognition:** CHEMEXCIL Annual Award and Export Promotion Council recognition.
- **Group Heritage:** Part of a conglomerate with 60+ years of fragrance industry expertise.

Business Valuation

Rs 87 CRORE

Turnkey operation ready for immediate ownership transfer

Product Portfolio & Geographic Presence

Core Product Categories

Incense Sticks Traditional & Modern Blends	Dhoop Sticks Natural Ingredients	Arabic Incense Premium Bakhoor & Oud	Perfume Oils Essential Oil Blends
Incense Cones Compact Aromatics	Loban/Sambrani Traditional Resins	Premium Attars Luxury Fragrances	Room Fresheners Home Aromatherapy

Competitive Advantages

- Natural, handmade products using the finest ingredients with in-house R&D.
- Unique blends of traditional and modern scents catering to diverse global tastes.
- High-quality, elegant packaging with full customisation available for clients.
- 60+ years of group expertise backing a robust and proven fragrance supply chain.

Geographic Presence & Customer Mix

The company maintains active trade relationships with 11 countries and holds historical export experience across 28+ destinations, providing significant expansion opportunities.

Region	Key Markets	Primary Products	Market Drivers
North America	USA	Incense Sticks, Aromatherapy	Wellness, Meditation, Yoga
Europe	UK, France	Premium Attars, Natural Incense	Organic Products, Sustainability
Middle East	UAE, Saudi Arabia, Kuwait	Arabic Incense, Bakhoor, Oud	Cultural Traditions, Luxury
Asia-Pacific	Japan, Singapore, Malaysia	Traditional Incense, Attars	Religious Practices, Wellness
Africa	Nigeria, South Africa, Ethiopia	Incense Sticks, Room Fresheners	Spiritual Rituals, Growth Markets

Market Penetration Note: Active markets include USA, Japan, UK, France, UAE, Saudi Arabia, Kuwait, Iraq, Iran, Singapore and Malaysia. Historical exports span Brazil, Russia, China, Thailand, Indonesia, Sudan, Ethiopia, South Africa, Senegal, Nigeria, Oman and other GCC markets.

Financial Performance Analysis

Historical Financial Overview (FY2021 – FY2025)

Particulars	FY2021	FY2022	FY2023	FY2024	FY2025
Revenue (Rs Crore)	5.34	3.77	9.68	17.31	29.08
EBITDA (Rs Crore)	0.53	0.50	0.68	0.88	1.80
EBITDA %	9.85%	13.26%	7.02%	5.06%	6.35%
Net PAT (Rs Crore)	-0.09	0.23	0.17	0.31	1.30
Net PAT %	-0.17%	0.62%	1.73%	1.81%	4.57%
Adj. Net Profit %	20%	22%	24%	25%	33%

Financial Note: All figures in Indian Rupees. The company has demonstrated consistent revenue growth from Rs 5.34 Crore in FY2021 to Rs 29.08 Crore in FY2025 (5.4x increase). The business operates entirely debt-free with improving profitability metrics.

Key Financial Highlights

5.4x	Rs 1.80 Cr	Rs 1.30 Cr	33%
Revenue Growth (FY21-FY25)	EBITDA FY2025	Net PAT FY2025	Adj. Net Profit % FY2025

Margin Evolution Highlights

- Revenue Growth:** From Rs 5.34 Crore (FY2021) to Rs 29.08 Crore (FY2025) — a 5.4x increase over five years.
- EBITDA Recovery:** EBITDA margin recovered to 6.35% in FY2025 from a low of 5.06% in FY2024, with absolute EBITDA at Rs 1.80 Crore.
- PAT Turnaround:** Net PAT swung from -Rs 9.30 Lakhs in FY2021 to Rs 1.30 Crore in FY2025 — a complete profitability transformation.
- Adjusted Profitability:** Adjusted net profit margin has grown steadily from 20% (FY2021) to 33% (FY2025).
- Debt-Free Operations:** Zero debt throughout the operating history ensures a clean, unencumbered balance sheet for the acquirer.

Key Acquisition Highlights & Next Steps

Business Valuation

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What's Included in the Sale

Infrastructure:	40,000 sq ft manufacturing facility with modern equipment
Intellectual Property:	12 active trademarks and 250+ proprietary fragrance formulations
Workforce:	Team of 140+ trained employees with deep industry expertise
Customer Relationships:	Established relationships across 11 active export markets
Certifications:	ISO 9001:2015, MSME registration, and all export licences
Inventory:	Raw materials, finished goods, and packaging inventory included
Supply Chain:	Established supplier relationships and full logistics network

Next Steps: Confidential Inquiry

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