



IPO : Simca Advertising Limited

May 2026

Snapshot

Simca Advertising Limited is an out-of-home (OOH) advertising company engaged in providing innovative advertising solutions across multiple formats and locations. The company focuses on delivering impactful brand visibility through billboards, transit media, digital displays, and 3D advertising creatives. Incorporated in 2022 and headquartered in Mumbai, Simca Advertising aims to leverage modern technology and strategic media placements to strengthen its market presence in India's growing advertising industry. The company operates with a customer-centric approach, offering customized campaigns for various industries while focusing on expanding its media network, enhancing brand recall, and driving sustainable business growth.

Company Vision

The vision of Simca Advertising Limited is to become a leading player in India's out-of-home advertising industry by delivering innovative, technology-driven, and impactful advertising solutions. The company aims to create strong brand visibility for clients through strategic media placements, digital innovation, and creative advertising formats such as 3D and digital billboards. Simca Advertising focuses on building long-term relationships with clients while continuously expanding its advertising network across high-potential locations in India. With a commitment to quality, customer satisfaction, and operational excellence, the company seeks to strengthen its market position and achieve sustainable growth in the evolving media industry.

Growth Prospects

Simca Advertising Limited has strong growth prospects driven by the increasing demand for out-of-home advertising, digital media integration, and rising brand spending across India. The company is positioned to benefit from the expansion of urban infrastructure, smart cities, transit advertising, and digital billboard adoption. Its focus on innovative advertising formats, including 3D creatives and technology-enabled campaigns, can help attract premium clients and improve market visibility. The company also plans to expand its media inventory and strengthen client relationships across sectors. With India's advertising industry growing rapidly, Simca Advertising has opportunities to scale operations, improve revenues, and enhance long-term profitability.

Opening Date	Friday, May 8, 2026
Closing Date	Tuesday, May 12, 2026
Price Band	Rs. 174 to Rs. 183 per share
Bid Lot	600 Shares
Face Value	Rs. 10 per share
Issue Size	31,71,600 shares (aggregating up to Rs. 58 Cr)
Reserved for Market Maker	1,59,000 shares (aggregating up to Rs. 3 Cr)
Fresh Issue	30,12,600 shares (aggregating up to Rs. 55 Cr)
Registrar	MUFG Intime India Pvt.Ltd.

Key Financials

Amount in cr.	Dec-2025	FY2025	FY2024	FY2023
Assets	57.96	36.67	19.80	6.07
Total Income	78.16	75.09	49.31	11.96
Profit After Tax	10.68	9.98	5.78	1.57
EBITDA	14.37	13.49	7.72	2.11
NET Worth	28.05	17.37	7.39	1.62
Reserves and Surplus	19.25	17.32	7.34	1.57
Total Borrowing	-	0.28	-	-

Risk Assessment

Simca Advertising Limited faces several risks that could impact its business performance and growth. The company operates in a highly competitive advertising industry where pricing pressure and changing client preferences may affect profitability. Its business is also dependent on economic conditions and advertising spending trends, which can fluctuate during slowdowns. Regulatory approvals, permissions for billboard placements, and municipal restrictions may impact operations and expansion plans. Additionally, rapid technological changes in digital advertising require continuous investment and innovation. Since the company has a limited operating history as a recently incorporated entity, sustaining consistent growth and maintaining strong cash flows may remain challenging.