

Strategic Acquisition of 51% Stake in STPL – A Paper Stationery Company in East India

Umbergaon, May 19, 2025: DOMS Industries Limited (“**DOMS**” / the “**Company**”), at its board meeting held on Monday, May 19, 2025 have approved the acquisition of 51.00% stake in Super Treads Private Limited (“**STPL**”) for a maximum consideration of ₹ 6.12 crores, subject to the completion of due diligence and receipt of requisite approvals, if any. The equity stake shall be acquired through secondary purchase from the existing shareholders of STPL.

Through this acquisition, DOMS shall broaden its presence in the paper stationery segment and will allow it to efficiently reach out to its consumer base in eastern India. STPL, with its operating history of more than two decades, currently operates primarily as an OEM supplier for the manufacturing of notebooks and other paper stationery products.

Commenting on the acquisition, Mr. Santosh Raveshia, Managing Director, DOMS Industries Limited said: *“Our proposed acquisition of majority stake in STPL is a key step in enhancing our manufacturing capacities and geographically diversifying our paper stationery infrastructure to efficiently reach our consumers, thus further strengthening our competitiveness in this segment. This investment aligns with our vision of leveraging our growing brand reputation and well entrenched distribution network to deliver our unique and differentiated range of products at most competitive prices. With Rakesh Maheshwari and his team, we have got this wonderful opportunity to partner with great technocrats, like-minded entrepreneur who has a great zeal to offer something unique to the market. We are confident that this partnership would lead to significant long term growth and value creation for all of us.”*

Commenting on the acquisition, Mr. Rakesh Kumar Maheshwari, Promoter Director, Super Treads Private Limited said: *“This partnership represents a strategic milestone for our company, combining our manufacturing expertise with DOMS national distribution capabilities and established brand. This collaboration will be instrumental in realizing our full potential and enable us to explore opportunities, thereby unlock new avenues for growth and innovation. In DOMS, we have found a perfect strategic partner to help us pursue a brand lead business journey.”*

By joining forces, DOMS and STPL are poised to leverage their mutual strengths to amplify their capabilities to capitalise on the potential for growth, innovation, and long-term success. With the completion of acquisition of a 51% stake, Super Treads Private Limited (STPL) will become a part of the DOMS Group of companies, which also includes Pioneer Stationery Private Limited, Micro Wood Private Limited, Skido Industries Private Limited, Uniclan Healthcare Private Limited and our associate company, Clapjoy Innovations Private Limited – further strengthening our diversified presence across consumer products spanning stationery, art material, and hygiene categories.

Marathon Capital Advisory Private Limited, acted as the Advisor to DOMS for this proposed strategic acquisition.

About DOMS Industries Limited:

DOMS Industries Limited (“DOMS”/ “the Company”) is one of India’s largest Stationery and Art products company. The company designs, develops, manufactures and sells a wide range of well designed, quality Stationery and Art products, categorised into categories that include, Scholastic Stationery, Scholastic Art Material, Paper Stationery, Kits and Combos, Office Supplies, Hobby and Craft and Fine Art Products.

With an endeavour to continue expanding presence in product lines which are associated through the growing year of kids, children and young adults, the Company, through its recent acquisition of Uniclun Healthcare Private Limited, has forayed into the Baby Hygiene products.

The Company’s products are primarily sold under the flagship brand ‘DOMS’, as well as through other brands/ sub-brands, like C3, Amariz, FixyFix and Wowper and associate brand ClapJoy. The Company’s multi-channel distribution network is spread domestically across India as well as in 50+ countries globally covering the US, Africa, Asia Pacific, Europe and Middle East.

The Company’s keen focus on research and development (R&D), product engineering, backward integrated manufacturing operations, large and diverse product portfolio has enabled DOMS to become the fastest growing Stationery and Art material products company in India in terms of revenue over the past few years. With a focus on excellence and a commitment to consumer satisfaction, the Company has now become a trusted name in the global market. The Company’s long legacy is based on its commitment to quality, dependability and redefining the industry’s future.

Disclaimer : *Certain statements in this “Release” may not be based on historical information or facts and may be “forward looking statements” within the meaning of applicable securities laws and regulations, including, but not limited to, those relating to general business plans & strategy of the Company, its future outlook & growth prospects, future developments in its businesses, its competitive & regulatory environment and management’s current views & assumptions which may not remain constant due to risks and uncertainties. Actual results could differ materially from those expressed or implied. The Company and its management assumes no responsibility to publicly amend, modify or revise any statement, based on any subsequent development, information, or events, or otherwise. This “Release” does not constitute a prospectus, offering circular or offering memorandum or an offer to acquire any shares and should not be considered as a recommendation that any investor should subscribe for or purchase any of the Company’s shares.*

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