



44 COVER STORY

FORTUNES FLUCTUATE: THE IPO EFFECT ON RETAIL BUSINESS

When an unlisted company decides to go public in order to raise funds, either for capital expansion or to repay debts, or for the promoters to dilute their stake in their company, the company brings an Initial Public Offer (IPO) in the market. In a bid to expand fast and furiously many retailers have also launched their IPOs in the recent years, but the million dollar question still remains, is raising money via IPO the most viable option for retailers to expect profits? In this article, we have tried to analyse some of the success and few not so successful retail stories before and after launching the IPO



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