



Pepperfry, which is planning to go public, may start manufacturing furniture by the end of the year or the beginning of the next year. In addition to concentrating on inorganic expansion in the manufacturing and B2B sectors, Pepperfry wants to utilise the proceeds of its planned \$250-300 million initial public offering (IPO) to expand into new markets and product categories.

The online retailer of furniture and housewares has announced that it will submit its Draft Red Herring Prospectus (DRHP) in the coming months.

Ashish Shah, Co-Founder and the Chief Operating Officer of the company, said: “We will file our DRHP within the next month or so, and see how the market plays out post that.”

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