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Accounting + On-Ground Insights from India

Mind the Mirage

IndiaMART InterMESH Limited (IMT IN)

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Executive Summary

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Close 2143.10

Mcap INR 61 Bn

Industry B2B Commerce

Call Rose by any name, it will continue to smell and look a Rose. Calling anything a Rose will not make it a Rose. IndiaMART's trumpet does not sound that pleasing on fine tuning. The notes on operational issues, accounting practices etc., when played, do not play out a melody. What one confronts is a series of jarring notes emerging from the complex matrix of mirages.

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