



Urban  
Company



# URBAN COMPANY LTD

## Price Band

₹98 to ₹103

## Issue Opens

September 10 to September 12

Face Value

₹1

Issue Size

₹1,900.00 cr.

Lot Size

145 Shares

Listing At

NSE, BSE

### Urban Company Ltd Info

Issue Size

18,44,66,018 shares / ₹1,900.00 Cr

Fresh Issue

4,58,25,242 shares / ₹472.00 Cr

Offer for Sale

13,86,40,776 shares of ₹1 / ₹1,428.00 Cr

Retail Quota

Not more than 10% of the Net Issue

Retail Min/Max

Rs.14,935 /1,94,155

### Urban Company Ltd Timeline

Tentative Allotment

Mon, Sep 15, 2025

Initiation of Refunds

Tue, Sep 16, 2025

Credit of Shares to Demat

Tue, Sep 16, 2025

"Urban Company Ltd" Listing Day

Wed, Sep 17, 2025

# Objects of The Offer



**Urban Company Limited** is launching its IPO comprising a Fresh Issue and an Offer for Sale, with the following objectives:

- **Technology & Infrastructure Development:** A portion of the Net Proceeds will be deployed towards developing new technologies and strengthening cloud infrastructure to enhance service delivery and operational efficiency.
- **Lease Payments for Offices:** Allocation of funds towards lease rentals for office spaces to support the company's growing scale and operational footprint.
- **Marketing & Brand Building:** Investment in marketing activities to drive customer acquisition, strengthen brand positioning, and expand market presence.
- **General Corporate Purposes:** The balance Net Proceeds will be used for general corporate purposes, subject to a cap of 25% of the Gross Proceeds, including working capital requirements and other strategic initiatives.

## About The Company and Business Overview

**Urban Company Limited** (formerly UrbanClap Technologies India Limited) is India's leading technology-driven, full-stack online marketplace for home and beauty services. The Company enables consumers to conveniently access a wide range of household and wellness services delivered by trained, independent service professionals, while also empowering these professionals through training, tools, financing, and branding support.

Core Offerings:

- **Home Services:** Cleaning, pest control, electrical, plumbing, carpentry, appliance servicing and repair, painting and wall décor, and the recently launched on-demand home-help solution InstaHelp.
- **Beauty & Wellness:** Skincare, haircare, grooming for men, and massage therapy at home.
- **Products & Consumables:** Sale of tools and consumables to service professionals for use during delivery, enhancing service quality and standardisation.
- **Native Brand Products:** Water purifiers (M1 and M2 models, integrated with the UC app for monitoring) and electronic door locks, expanding its product-driven engagement with consumers.

**Business Segments:**

- **India Consumer Services** – The largest segment, comprising the online marketplace connecting consumers with verified service professionals, as well as sales of tools and consumables.



- **Native** – The Company's proprietary branded products segment, currently focused on water purifiers and smart locks, sold through its app, website, e-commerce partners, and retail stores.
- **International Business** – Operations in the UAE, Singapore, and Saudi Arabia (through a joint venture with SMASCO), offering cleaning, beauty, spa, appliance repair, and other home services, alongside sales of tools and consumables to professionals.

### **Geographical Presence:**

As of June 30, 2025, Urban Company had operations in 51 cities (47 in India, plus international presence in UAE and Singapore, and services in KSA via JV). The platform operates on a hyperlocal model, dividing each city into micro-markets of 3-5 km radius to reduce travel time, improve efficiency, and ensure faster fulfillment.

### **Business Model & Approach:**

Urban Company adopts a full-stack model—supporting professionals through in-house training, SOPs, technology integration, access to consumables and financing, and insurance coverage. This model improves service quality and consumer trust while raising professional earnings (on average, 30-40% higher than non-platform peers). Technology and data analytics underpin the entire ecosystem, from onboarding and scheduling to feedback and Generative AI-driven engagement.

### **Market Opportunity & Positioning:**

India's home services market was valued at approximately ₹5,100-5,210 billion (US\$60 billion) in FY2025 and is projected to grow at a 10-11% CAGR to reach about ₹8,400-8,580 billion (US\$100 billion) by FY2030. Traditionally fragmented and unorganised, this market is seeing rapid digital adoption, where Urban Company has emerged as India's most-searched home services brand on Google Trends (Jan 2024-Mar 2025).

### **Corporate History:**

Incorporated in 2014 as UrbanClap Technologies India Pvt Ltd, the Company transitioned into a public limited entity and rebranded as Urban Company Limited. Key milestones include expansion into consumer durables with Native water purifiers (FY2023), Native electronic door locks (FY2024), and launch of InstaHelp (Jan 2025) to address everyday household needs.



## Brief profile of the Directors

- **Abhiraj Singh Bhal** is serving as the Chairperson, Managing Director and Chief Executive Officer of the Company. He has been recognized as one of the promoters of the Company. A bachelor's degree in electrical engineering from the Indian Institute of Technology, Kanpur and a postgraduate diploma in management from the Indian Institute of Management, Ahmedabad were obtained by him. More than 13 years of experience has been gained by him. Overall strategy, business growth, market expansion, operations and investor relations are being overseen by him.
- **Raghav Chandra** is serving as the Executive Director and Chief Technology and Product Officer of the Company. He has been recognized as one of the promoters of the Company. A bachelor's degree in science from the University of California, Berkeley was obtained by him. More than 10 years of experience has been gained by him. Product technology, design and automation are being looked after by him.
- **Varun Khaitan** is serving as the Executive Director and Chief Operating Officer of the Company. He has been recognized as one of the promoters of the Company. A bachelor's degree in electrical engineering from the Indian Institute of Technology, Kanpur was obtained by him. More than 10 years of experience has been gained by him. Business operations across the services and products business in India and overseas are being overseen by him.
- **Vamsi Krishna Duvvuri** is serving as the Non-Executive Nominee Director of the Company. A bachelor's degree in computer science and engineering from the Indian Institute of Technology, Kanpur and a postgraduate diploma in management from the Indian Institute of Management, Ahmedabad were obtained by him. More than 12 years of experience in investments in technology-driven companies has been gained by him.
- **Ashish Gupta** is serving as an Independent Director of the Company. A bachelor's degree in technology in computer science and engineering from the Indian Institute of Technology, Kanpur and a doctorate in philosophy in computer science from the Leland Stanford Junior University, California were obtained by him. More than 23 years of experience in the venture capital sector has been gained by him.
- **Ireena Vittal** is serving as an Independent Director of the Company. A postgraduate diploma in management from the Indian Institute of Management, Calcutta was obtained by her. Advisory and consulting expertise has been acquired by her through several years of experience.
- **Rajesh Gopinathan** is serving as an Independent Director of the Company. A bachelor's degree in electrical and electronics engineering from Bharathidasan University, Tiruchirappalli and a postgraduate diploma in management from the Indian Institute of Management, Ahmedabad were obtained by him. More than 24 years of experience in the information technology sector has been gained by him.
- **Shyamal Mukherjee** is serving as an Independent Director of the Company. A bachelor's degree in commerce from the University of Delhi was obtained by him. He is also registered with the Bar Council of Delhi. More than 32 years of experience in business advisory, tax and regulatory sectors has been gained by him.



## Strengths

- **Leading Hyperlocal Services Marketplace:** Operates as a multi-category, tech-enabled platform for home and beauty services, benefiting from strong network effects that drive repeat consumer and professional engagement.
- **Trusted Consumer Brand:** Recognised as a reliable household name in urban markets, with a focus on customer trust and quality, which has translated into higher engagement and brand affinity.
- **Empowerment of Service Professionals:** Provides training, tools, and consumables to improve service quality; professionals on the platform earn 30–40% more than peers, driving retention and loyalty.
- **Robust Technology Backbone:** Proprietary algorithms and data-driven insights enable efficient demand-supply matching, personalised consumer experience, and seamless service fulfilment at scale.
- **Product Innovation & Expansion:** Successfully launched new offerings under the 'Native' brand (painting, wall panels, water purifiers, electronic locks) and initiatives like InstaHelp to widen service coverage.
- **Scalable & Profitable Model:** Technology-led scalability has increased annual transacting consumers, boosted spending per customer, and supported margin improvement across categories.
- **Strong Promoter-Led Management:** Founded and led by experienced promoters Abhiraj Singh Bhal, Varun Khaitan, and Raghav Chandra, supported by a professional management team and experienced board.

## Key Risk Factors

- **Consumer & Professional Retention Risk:** Business depends on consistent service quality, pricing, and platform experience; dissatisfaction or attrition of service professionals could weaken network effects.
- **Limited Track Record in New Verticals:** Recent ventures like the Native brand, InstaHelp, and small project services have limited operating history, making future performance uncertain.
- **Intense Competition:** Faces pressure from offline providers, niche online platforms, and global/local players in India and overseas, which may force price cuts, higher incentives, and increased marketing spend.
- **Reputation & Brand Dependence:** Negative publicity, customer complaints, or service failures could damage its trusted brand, impacting consumer loyalty and professional engagement.
- **Labour Law & Classification Risks:** Service professionals are treated as independent contractors; regulatory reclassification as employees could trigger higher costs, statutory obligations, and unionisation risks.
- **International Business Challenges:** Exposed to diverse legal, tax, and labour regimes in UAE, Singapore, and KSA; overseas subsidiaries/JVs have posted losses, and limited control in the KSA JV raises risks.
- **Heavy Tech & Vendor Dependence:** Relies on AI/ML systems, cloud providers, and mobile platforms; disruptions, higher transaction fees, or tech failures could hurt operations.
- **Supply Chain & Product Risks:** Dependence on third-party manufacturers and logistics for Native products creates risks around quality, warranty coverage, warehousing, and consumer acceptance.

# Statement of Profit and Loss



(All amounts are in Indian Rupees millions, unless otherwise stated)

Particulars	FY25 (₹ Mn)	FY24 (₹ Mn)	FY23 (₹ Mn)
<b>Income</b>			
Revenue from operations	11,444.65	8,280.18	6,365.97
Other income	1,162.12	999.73	896.41
<b>Total income</b>	<b>12,606.77</b>	<b>9,279.91</b>	<b>7,262.38</b>
<b>Expenses</b>			
Purchases of stock-in-trade	2,253.61	1,427.87	998.57
Changes in inventories of stock-in-trade	(127.53)	(135.34)	79.41
Inventory loss (fire)	-	-	-
Employee benefits expense	3,501.22	3,448.18	3,770.86
Finance costs	104.75	92.00	71.92
Depreciation and amortisation expense	369.96	367.99	306.51
Other expenses	6,132.75	5,006.48	5,159.53
<b>Total expenses</b>	<b>12,234.76</b>	<b>10,207.18</b>	<b>10,386.80</b>
<b>Profit/(Loss) before assoc. share &amp; tax</b>	<b>372.01</b>	<b>(927.27)</b>	<b>(3,124.42)</b>
Share of net loss of JV	(86.48)	-	-
<b>Profit/(Loss) before tax (PBT)</b>	<b>285.53</b>	<b>(927.27)</b>	<b>(3,124.42)</b>
<b>Tax expense / (credit)</b>			
Current tax	-	0.45	0.31
Tax for earlier years	-	-	0.11
Deferred tax	(2,112.12)	-	-
<b>Total tax expense / (credit)</b>	<b>(2,112.12)</b>	<b>0.45</b>	<b>0.42</b>
<b>Profit/(Loss) for the year/period</b>	<b>2,397.65</b>	<b>(927.72)</b>	<b>(3,124.84)</b>
<b>Other Comprehensive Income (OCI)</b>			
Remeasurement of benefit plans	(16.70)	(3.86)	10.59
Income tax on above	5.31	-	-
FX translation difference	2.61	(1.37)	30.51
<b>Total OCI (net of tax)</b>	<b>(8.78)</b>	<b>(5.23)</b>	<b>41.10</b>
<b>Total Comprehensive Income/(Loss)</b>	<b>2,388.87</b>	<b>(932.95)</b>	<b>(3,083.74)</b>
<b>Earnings per share (EPS, FV ₹1)</b>			
Basic EPS (₹)	1.66	(0.66)	(2.25)
Diluted EPS (₹)	1.65	(0.66)	(2.25)

# Valuation and Outlook



**Urban Company Ltd** IPO is expected to be priced between **₹98 to ₹103** per share. At this price, the company is valued at a Price-to-Earnings (P/E) ratio of **62.04x**, whereas the industry average is **x. (no Listed peers)**

**Urban Company** has built a strong brand in India's hyperlocal services market, leveraging technology, training, and network effects to create a scalable and asset-light platform. With operations across 51 cities and selective international exposure, the company is well-positioned to capture the rising shift from unorganised offline providers to organised, digital-first service platforms. Its focus on empowering service professionals and introducing new verticals like Native branded products broadens revenue streams and enhances customer stickiness. Financial resilience, with no outstanding borrowings, provides headroom for growth investments. However, profitability remains sensitive to high marketing costs, regulatory risks around gig-worker classification, and losses in overseas subsidiaries. Intense competition and customer concentration in IT/urban markets further add pressure. Sustained execution in technology, expansion into Tier-2 markets, and achieving scale in newer verticals will be critical to long-term value creation for investors.

**"Call us on 8448899576"** to find out whether or not you should apply.



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