



IPO INSIGHTS



Urban Company Limited

Issue Dates - Opens: 10-09-2025 | Closes: 12-09-2025

IPO Note	<div>1. Urban Company is a technology-driven, full-stack online marketplace offering home and beauty services.</div> <div>2. The Company has presence across 51 cities across India, United Arab Emirates and Singapore, excluding cities served by the company's Kingdom of Saudi Arabia joint venture</div>
Rating	★ ★ ★ (Good)

IPO SNAPSHOT

Issue Size	₹1,900.00 Crores
Issue Type	Book Building IPO
Fresh Issue	₹472.00 Crores
Offer for Sale	₹1,428.00 Crores
Face Value Per Share	₹1
Price Band Per Share	₹98 to ₹103
Minimum Lot Size	145 Shares
Listing On	BSE, NSE
Basis of Allotment	15/09/2025
Credit of Shares to Demat A/C	16/09/2025
Listing Date	17/09/2025
Registrar to the Issue	<u>MUFG Intime India Pvt.Ltd.</u>

IPO SNAPSHOT- Urban Company Limited																																		
About the Company	<ul style="list-style-type: none">▪ Incorporated in 2014,▪ Urban Company operates a technology-driven, full-stack online services marketplace for quality driven services and solutions across various home and beauty categories.▪ They operate in 51 cities across India, United Arab Emirates and Singapore, excluding cities served by their joint venture in Kingdom of Saudi Arabia, of which 47 cities are in India.▪ Through its platform, consumers can easily access a comprehensive suite of services, such as cleaning, pest control, electrical and plumbing solutions, carpentry, appliance repair, on-demand home-help assistance, painting, skincare, hair grooming, and massage therapy.▪ These services are delivered by trained and independent service professionals at the consumers’ convenience.▪ They expanded into home solutions with the launch of water purifiers and electronic door locks, respectively, under the brand name ‘Native’.▪ They have recently launched an on-demand home-help assistance service, which is now being scaled across targeted micro-markets in several Indian cities.▪ They are focused on enabling delivery of a quality driven, standardized and reliable service experience																																	
Competitive Strengths	<ul style="list-style-type: none">▪ The multi-category, hyperlocal, home services marketplace benefits from network effects.▪ Established brand trusted by consumers.▪ Improved quality of service professionals through in-house training and access to tools and consumables.▪ Robust technology platform powering service fulfilment, consumer growth and service professional empowerment.																																	
Financials (₹ in Crores)	<table><tr><th>Particulars</th><th>31-3-2023</th><th>31-3-2024</th><th>31-03-2025</th><th>Y-o-Y</th></tr><tr><td>Revenue</td><td>636.5</td><td>828.0</td><td>1,144.4</td><td>38%</td></tr><tr><td>EBITDA</td><td>-364.2</td><td>-146.7</td><td>-31.5</td><td>NA</td></tr><tr><td>EBITDA Margin</td><td>40.9%</td><td>4.7%</td><td>-2.8%</td><td></td></tr><tr><td>PAT</td><td>-312.4</td><td>-92.7</td><td>239.7</td><td>NA</td></tr><tr><td>PAT Margin</td><td>-49.0%</td><td>-11.2%</td><td>20.9%</td><td></td></tr></table>				Particulars	31-3-2023	31-3-2024	31-03-2025	Y-o-Y	Revenue	636.5	828.0	1,144.4	38%	EBITDA	-364.2	-146.7	-31.5	NA	EBITDA Margin	40.9%	4.7%	-2.8%		PAT	-312.4	-92.7	239.7	NA	PAT Margin	-49.0%	-11.2%	20.9%	
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Valuation	<ul style="list-style-type: none">▪ Attributing Annualized FY25 Earnings asking P/E = 59.71																																	
Peers	<ul style="list-style-type: none">▪ No Listed Companies																																	
Promoters	<ul style="list-style-type: none">▪ Abhiraj Singh Bhal▪ Raghav Chandra▪ Varun Khaitan																																	
Objects of the issue	<ul style="list-style-type: none">▪ Expenditure for new technology development and cloud infrastructure.▪ Expenditure for lease payments for the offices.▪ Expenditure towards marketing activities.▪ General corporate purposes.																																	
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LOTS	SHARES	PRICE
Retail		
1	145	14,935
2	290	29,870
3	435	44,805
4	580	59,740
5	725	74,675
6	870	89,610
7	1,015	1,04,545
8	1,160	1,19,480
9	1,305	1,34,415
10	1,450	1,49,350
11	1,595	1,64,285
12	1,740	1,79,220
13	1,885	1,94,155
S-HNI		
14(Min)	2,030	2,09,090
66(Max)	9,570	9,85,710
B-HNI		
67(Min)	9,715	10,00,645

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