Urban Company | REDUCE

Core robust, InstaHelp loss expands; fundraise a hangover

Urban Company (UC) reported healthy growth and margin improvement in Q2FY27 across core segments, but accelerated InstaHelp investments continued to weigh on consolidated profitability. India Consumer Services (ex-InstaHelp) NTV grew 26% YoY despite a tougher base, aided by new user acquisition and Tier 2 expansion, with adjusted EBITDA margin improving 110bps YoY to 3.5%. International/Native NTV grew 66% (52% constant currency)/35% YoY, with margins expanding 190bps/220bps YoY. InstaHelp orders grew 63% QoQ, but NOV declined to INR 114 from INR 138 amid high competitive pricing. While EBITDA loss per order narrowed to INR 279 (INR 346 in Q1FY27), absolute losses widened to INR 1.74bn (versus INR 1.32bn), driving consolidated adjusted EBITDA losses to INR 1.44bn (INR 650mn in Q1FY27). UC also proposed an INR 25bn fundraise for strategic flexibility (it has INR 19bn cash currently), while it intends to expand in residential ACs in the Native segment. Management reiterated consolidated breakeven guidance for Q3FY28. We remain cautious on UC due to continued drag from InstaHelp amidst high competitive pressures, stretched valuations and potential near-term hangover from the proposed fundraise. Maintain REDUCE with a revised down SoTP-based Sep'27 TP of INR 155.

- **India Consumer Services sustains healthy growth on a tougher base:** India Consumer Services (ICS) delivered another strong quarter with NTV rising c. 26% YoY (-8.8% QoQ) to INR 9.6bn and revenue up c. 28% YoY (-5.6% QoQ) to INR 3.4bn, ahead of JMFe by c. 1%. Growth was driven by robust new user acquisition (+22% YoY annual transacting users; +28% YoY first-time users) and higher spend per user (+3% YoY), improving service quality, faster fulfilment through UC Instant (30–60 minutes) and increasing micro-market density. Tier 2 cities outperformed with c. 37% YoY NTV growth. Contribution margin expanded c. 132bps YoY to 22.0%, aided by AI-led efficiencies and lower support costs, while adjusted EBITDA rose c. 85% YoY to INR 340mn, with margin improving 110bps YoY to 3.5%. Management reiterated its long-term adjusted EBITDA margin target of 9–10%, with incremental operating leverage selectively reinvested in growth.

- **InstaHelp investments remain elevated despite improving unit economics:** InstaHelp scaled aggressively, with orders increasing c. 63% QoQ to 6.23mn and NTV rising c. 34% QoQ to INR 710mn. The business reported adjusted EBITDA loss of INR 1.74bn (> JMFe loss estimate of INR 1.44bn), reflecting investments in customer acquisition, supply onboarding and micro-market expansion. Adjusted EBITDA loss per order fell to INR 279 from INR 346 in Q1FY27, aided by improving utilisation and densification. However, NOV declined to INR 114 (from INR 138), owing to introductory pricing and sustained competition. Management reiterated that investments are a deliberate choice to consolidate leadership and expects losses to remain elevated in the near term. Steady-state economics would require NOV of c. INR 300, with potential order volume correction as pricing normalises. InstaHelp remains strategically important, with c. 45% of new platform users in overlapping micro-markets originating through the service.

- **Maintain 'REDUCE', Sep'27 TP revised down to INR 155:** We raise our consolidated FY27–29 revenue estimates by 4–7%, driven by upgrades to ICS and International businesses. However, we build in higher InstaHelp losses amid continued investments and weak NOV, resulting in downward revisions of INR 1.5–1.7bn to consolidated adjusted EBITDA estimates. We retain our SoTP valuation derived basis adjusted EBITDA multiples of 50x for ICS, 35x for International and 20x for Native, while assigning zero value to InstaHelp given limited visibility on sustainable unit economics. Our Sep'27 TP is revised down to INR 155 due to higher cash burn assumed in the near term.

Recommendation and Price Target	
Current Reco.	REDUCE
Previous Reco.	REDUCE
Current Price Target (12M)	INR155
Upside/(Downside)	-1.9%
Previous Price Target	INR160
Change	-3.1%

Key Data – URBANCO IN EQUITY	
Current Market Price	INR158
Market cap (bn)	INR243.8/US$2.6
Free Float (%)	81.0
Shares in issue (mn)	1,542.2
Diluted share (mn)	1,577
3-mon avg daily val (mn)	INR1,631.4/US$17.2
52-week range	INR184/96
Sensex/Nifty	74,729/23,146
INR/US$	95.0

Price Performance

%	1M	6M	12M
Absolute	-3.9	17.9	-0.2
Relative*	-4.5	23.8	12.1

*To the NSE Nifty 50

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Financial Summary (INR mn)

Y/E Mar	FY25A	FY26A	FY27E	FY28E	FY29E
Net Sales	11,444	15,554	21,809	28,613	35,774
Sales Growth (%)	38.2	35.9	40.2	31.2	25.0
EBITDA	-316	-2,230	-6,436	-3,967	-1,352
EBITDA Margin (%)	-2.8	-14.3	-29.5	-13.9	-3.8
Adjusted Net Profit	2,397	-2,349	-6,261	-3,878	-1,317
Diluted EPS (INR)	1.6	-1.5	-4.0	-2.5	-0.8
Diluted EPS Growth (%)	-	-	-	-	-
ROIC (%)	-1,078.5	-336.8	-894.5	-994.7	-800.0
ROE (%)	15.5	-11.9	-32.4	-23.7	-8.3
P/E (x)	95.9	-106.2	-39.8	-64.3	-189.3
P/B (x)	12.8	11.6	14.5	16.1	15.3
EV/EBITDA (x)	-	-	-	-	-
Dividend Yield (x)	-	-	-	-	-

Source: Company data, JM Financial. Note: Valuations as of October 16, 2026

JM Financial Research is also available on: Bloomberg - JMFR <GO>, FactSet, LSEG and S&P Capital IQ

Please see Appendix I at the end of this report for Important Disclosures and Disclaimers and Research Analyst Certification.

- **International business maintains strong growth and improving profitability:** International NTV grew c. 66% YoY (52% in constant currency) to INR 2.7bn, while revenue rose c. 82% YoY to INR 750mn. Growth remained healthy across UAE (+57% YoY) and Singapore (+79% YoY), with management highlighting that earlier geopolitical disruptions in UAE are largely behind it. The segment reported adjusted EBITDA profit of INR 50mn versus near breakeven in Q2FY26, with margin expanding c.190bps YoY to 2.0% of NTV. Management expects further margin improvement, supported by operating leverage from its largely fixed cost base, although reported growth could moderate as currency tailwinds fade. Meanwhile, the KSA joint venture continued to scale rapidly, with NTV increasing 153% YoY and adjusted EBITDA losses narrowing to INR 160mn from INR 200mn in Q2FY26. Management expects the KSA business to achieve breakeven over the next few quarters.

- **Native maintains healthy growth; AC foray to be calibrated:** Native reported NTV growth of c. 35% YoY (+11% QoQ) to INR 1.3bn, while revenue soared c. 40% YoY (+11% QoQ) to INR 1.05bn. Growth was supported by premium product launches and recurring filter replacement revenue, although the shift in festive sales to Q3FY27 impacted the quarterly growth trajectory. Management expects combined Q2+Q3FY27 NTV growth of 50–55% YoY. Adjusted EBITDA losses were broadly stable QoQ at INR 90mn, while loss margin narrowed c. 220bps YoY to 6.8% of NTV. With R&D accounting for a substantial portion of current losses, management expects Native to approach breakeven over the next few quarters. Separately, the company received in-principle board approval to explore residential ACs, leveraging its existing servicing capabilities. Management expects the initial 1–2 years to be a learning phase, with distribution largely through its app, and does not anticipate the foray materially disrupting Native's profitability trajectory.

- **Proposed INR 25bn fundraise for enhancing strategic flexibility:** The company's board approved a proposed fundraise of up to INR 25bn, subject to shareholder approval, despite a healthy cash and treasury balance of INR 19bn at end-Q2FY27. Management clarified that existing liquidity is sufficient to fund its current organic growth plans, including InstaHelp investments. The proposed fundraise is primarily intended to provide incremental strategic flexibility for accelerating growth investments, consolidating InstaHelp leadership and pursuing selective inorganic opportunities over the medium to long term. Management indicated that potential acquisitions would focus on market consolidation or entry into newer categories, although no transaction is currently imminent. While incremental capital could support stronger long-term growth, potential equity dilution and the timing of capital deployment remain key to watch.

- **Guidance:** Management reiterated its confidence in achieving consolidated adjusted EBITDA breakeven by Q3FY28 and INR 10bn adjusted EBITDA by FY31, supported by stronger-than-anticipated growth and operating leverage across its established businesses, notwithstanding continued aggressive investments in InstaHelp.

Exhibit 1: Q2FY27 results versus JMFe and consensus

INR mn	Q2FY27A	Q2FY26A	Change (YoY)	Q1FY27A	Change (QoQ)	Estimate (JMFe)	Variance (vs. JMFe)	Estimate (Cons)	Variance (vs. Cons.)
NTV (INR mn)	14,330	10,298	39.2%	14,646	-2.2%	14,211	0.8%		
Reported Revenue (INR mn)	5,373	3,797	41.5%	5,283	1.7%	5,184	3.7%	5,171	3.9%
Gross Profit (INR mn)	3,876	2,756	40.6%	3,934	-1.5%	3,749	3.4%		
Gross margin (% of NTV)	27.0%	26.8%	28 bps	26.9%	19 bps	26.4%	67 bps		
Contribution Profit (INR mn)	2,006	1,843	8.8%	2,394	-16.2%	2,125	-5.6%		
Contribution margin (% of NTV)	14.0%	17.9%	-390 bps	16.3%	-235 bps	15.0%	-96 bps		
Adj. EBITDA (INR mn)	-1,439	-352	-309.1%	-653	-120.5%	-1,049	-37.2%		
Adj. EBITDA margin (% of NTV)	-10.0%	-3.4%	-663 bps	-4.5%	-559 bps	-7.4%	-266 bps		
PBT (INR mn)	-1,753	-597	-193.8%	-838	-109.3%	-1,201	-45.9%	-1,399	-25.3%
PAT (INR mn)	-1,825	-597	-205.8%	-921	-98.1%	-1,211	-50.7%	-1,347	-35.5%
Diluted EPS (INR mn)	-1.16	-0.38	-205.8%	-0.58	-98.1%	-0.77	-50.7%	-0.85	-35.5%
Segmental Performance	**Q2FY27A**	**Q2FY26A**	**Change (YoY)**	**Q1FY27A**	**Change (QoQ)**	**Estimate (JMFe)**	**Variance (vs. JMFe)**	**Estimate (Cons)**	**Variance (vs. Cons.)**
Net Transaction Value (NTV, INR mn)									
India Consumer services (Ex-Insta Help)	9,630	7,625	26.3%	10,560	-8.8%	9,507	1.3%		
Native	1,320	974	35.5%	1,186	11.3%	1,364	-3.2%		
International	2,670	1,600	66.9%	2,370	12.7%	2,608	2.4%		
Insta Help	710	99	617.2%	530	34.0%	733	-3.2%		
Total NTV	**14,330**	**10,298**	**39.2%**	**14,646**	**-2.2%**	**14,211**	**0.8%**		
Segment-wise revenue (INR mn)									
India Consumer services (Ex-Insta Help)	3,364	2,620	28.4%	3,564	-5.6%	3,243	3.7%	3,298	2.0%
Native	1,054	753	39.9%	953	10.6%	1,095	-3.8%	1,033	2.0%
International	750	410	82.9%	654	14.6%	691	8.5%	668	12.2%
Insta Help	205	14	1367.1%	112	83.1%	154	33.4%	157	31.0%
Total Segmental revenue	**5,373**	**3,797**	**41.5%**	**5,283**	**1.7%**	**5,184**	**3.7%**	5,171	**3.9%**
Adj. EBITDA (INR mn)									
India Consumer services (Ex-Insta Help)	334	180	85.4%	724	-53.9%	386	-13.6%		
Native	-87	-90	3.3%	-87	0.0%	-68	-27.6%		
International	50	0	NA	30	66.7%	73	-31.5%		
Insta Help	-1,736	-440	-294.5%	-1,320	-31.5%	-1,440	-20.5%		
Adj. EBITDA profit	**-1,439**	**-352**	**-309.1%**	**-653**	**-120.5%**	**-1,049**	**-37.2%**		
Adj. EBITDA Margin (as % of NTV)									
India Consumer services (Ex-Insta Help)	3.5%	2.4%	111 bps	6.9%	-339 bps	4.1%	-60 bps		
Native	-6.6%	-9.2%	265 bps	-7.3%	74 bps	-5.0%	-159 bps		
International	1.9%	0.0%	187 bps	1.3%	61 bps	2.8%	-93 bps		
Insta Help	-244.5%	-444.4%	19,994 bps	-249.1%	455 bps	-227.4%	-1,713 bps		
Adj. EBITDA Margin	**-10.0%**	**-3.4%**	**-663 bps**	**-4.5%**	**-559 bps**	**-7.4%**	**-266 bps**		

Source: Company, JM Financial, Bloomberg estimates.

Exhibit 2: Segmental performance

Particulars	Q2FY25	Q3FY25	Q4FY25	FY25	Q1FY26	Q2FY26	Q3FY26	Q4FY26	FY26	Q1FY27	Q2FY27
India Consumer Services											
NTV	6,388	6,453	6,430	26,672	8,166	7,625	7,810	8,080	31,670	10,560	9,630
Change YoY					10.3%	19.4%	21.0%	25.7%	18.7%	29.3%	26.4%
Revenue	2,116	2,109	2,278	8,814	2,718	2,620	2,645	2,885	10,868	3,564	3,364
Change YoY					17.7%	23.8%	25.4%	26.6%	23.3%	31.1%	28.4%
Take rate	33.1%	32.7%	35.4%	33.0%	33.3%	34.4%	33.9%	35.7%	34.3%	33.8%	34.9%
Contribution Profit	1,290	1,317	1,321	5,388	1,676	1,575	1,683	1,761	6,696	2,254	2,114
Contribution margin (as % of NTV)	20.2%	20.4%	20.5%	20.2%	20.5%	20.7%	21.6%	21.8%	21.1%	21.3%	22.0%
Adj. EBITDA	200	279	104	879	426	180	439	263	1,308	724	340
Adj. EBITDA margin (as % of NTV)	3.1%	4.3%	1.6%	3.3%	5.2%	2.4%	5.6%	3.3%	4.1%	6.9%	3.5%
Native											
NTV	366	413	533	1,555	791	974	790	890	3,445	1,186	1,320
Change YoY					226.2%	166.1%	91.2%	66.9%	121.6%	49.9%	35.5%
Revenue	270	307	400	1,160	595	753	618	702	2,668	953	1,054
Change YoY					226.5%	178.9%	100.9%	75.4%	130.0%	60.0%	39.9%
Take rate	73.8%	74.4%	75.1%	74.6%	75.3%	77.3%	78.2%	78.9%	77.5%	80.3%	79.8%
Adj. EBITDA	-111	-207	-79	-390	-90	-87	-43	-89	-309	-87	-90
Adj. EBITDA margin (as % of NTV)	-30.4%	-50.2%	-14.7%	-25.1%	-11.4%	-8.9%	-5.4%	-10.0%	-9.0%	-7.3%	-6.8%
International											
NTV	1,090	1,296	1,148	4,482	1,349	1,598	1,930	2,110	6,987	2,370	2,670
Change YoY					42.2%	46.6%	48.9%	83.8%	55.9%	75.6%	66.9%
Revenue	380	469	306	1,470	359	410	496	579	1,844	654	750
Change YoY					13.7%	7.9%	5.7%	89.4%	25.4%	82.3%	82.9%
Take rate	34.9%	36.2%	26.6%	32.8%	26.6%	25.7%	25.7%	27.5%	26.4%	27.6%	28.1%
Contribution Profit	207	273	201	853	236	286	347	378	1,247	410	500
Contribution margin (as % of NTV)	19.0%	21.0%	17.5%	19.0%	17.5%	17.9%	18.0%	17.9%	17.8%	17.3%	18.6%
Adj. EBITDA	-137	-72	3	-368	-27	0	40	41	54	30	50
Adj. EBITDA margin (as % of NTV)	-12.6%	-5.5%	0.2%	-8.2%	-2.0%	0.0%	2.0%	1.9%	0.8%	1.3%	2.0%
InstaHelp											
NTV					9	99	277	401	786	530	710
Orders (mn)					0.07	0.58	1.61	2.67	4.93	3.82	6.23
Revenue					1	14	68	89	173	112	205
Adj. EBITDA					-99	-440	-614	-1,194	-2,337	-1,320	-1,740
Adj. EBITDA margin (as % of NTV)					-1094.4%	-444.4%	-221.7%	-297.8%	-297.3%	-249.1%	-245.1%

Source: Company, JM Financial

Exhibit 3: Key financials

All numbers in INR mn	Q2FY25	Q3FY25	Q4FY25	FY25	Q1FY26	Q2FY26	Q3FY26	Q4FY26	FY26	Q1FY27	Q2FY27
Revenue from operations	**2,772**	**2,879**	**2,984**	**11,445**	**3,673**	**3,800**	**3,827**	**4,256**	**15,555**	**5,283**	**5,373**
COGS	518	520	662	2,116	686	811	715	888	3,100	1,000	1,117
Gross profit	2,015	2,109	2,163	8,449	2,777	2,760	2,852	3,097	11,485	3,934	3,876
Gross margin %	72.7%	73.2%	72.5%	73.8%	75.6%	72.6%	74.5%	72.8%	73.8%	74.5%	72.1%
Contribution profit	1,525	1,609	1,593	6,369	2,025	1,847	1,842	1,901	7,614	2,394	2,006
Contribution margin %	55.0%	55.9%	53.4%	55.6%	55.1%	48.6%	48.1%	44.7%	48.9%	45.3%	37.3%
Employee benefits expense	822	747	797	3,150	872	1,052	1,058	1,270	4,252	1,460	1,620
Customer marketing expenses	390	369	400	1,610	492	562	356	869	2,279	800	870
Other expenses	361	396	368	1,488	450	581	596	739	2,366	786	955
EBITDA	**-163**	**-19**	**-99**	**-305**	**-48**	**-684**	**-353**	**-1,144**	**-2,228**	**-926**	**-1,876**
EBITDA margin %	**-5.9%**	**-0.7%**	**-3.3%**	**-2.7%**	**-1.3%**	**-18.0%**	**-9.2%**	**-26.9%**	**-14.3%**	**-17.5%**	**-34.9%**
ESOP Expense	190	190	194	726	230	250	274	280	1,035	385	557
Payment of lease liabilities	75	74	77	299	82	86	90	113	370	111	120
Adj. EBITDA	**-48**	**97**	**28**	**121**	**211**	**-348**	**-169**	**-977**	**-1,283**	**-653**	**-1,439**
Adj. EBITDA margin %	**-1.7%**	**3.4%**	**0.9%**	**1.1%**	**5.7%**	**-9.2%**	**-4.4%**	**-23.0%**	**-8.2%**	**-12.4%**	**-26.8%**
D&A	96	93	93	370	95	104	117	136	452	158	175
EBIT	-259	-113	-192	-675	-143	-788	-470	-1,280	-2,680	-1,084	-2,051
Other income	268	304	320	1,162	312	326	361	367	1,367	378	412
Finance cost	28	27	27	105	27	29	31	33	120	31	33
Exceptional items	0	0	-10	0	-110	-171	0	0	-281	53	0
Share of JV	0	0	-87	-86	-86	-103	-70	-53	-312	-48	-81
PBT	**-18**	**163**	**14**	**286**	**56**	**-593**	**-210**	**-998**	**-1,745**	**-838**	**-1,753**
Total tax expenses / (credit)	0	-2,155	42	-2,112	-13	0	2	613	602	84	72
Effective tax rate	0.0%	-1319.0%	301.9%	-739.7%	-23.1%	0.0%	-1.0%	-61.4%	-34.5%	-10.0%	-4.1%
Reported PAT	**-18**	**2,318**	**-28**	**2,398**	**69**	**-593**	**-212**	**-1,611**	**-2,347**	**-921**	**-1,825**

Source: Company, JM Financial

Maintain REDUCE; TP revised down to INR 155

Exhibit 4: Valuation math

TP Date	Sep-27	Target Multiple		Sep'28 Estimate	Valuation	Per Share
	Valuation Metric	(x)	Metric	(INR bn)	(INR bn)	(INR)
India Consumer Services	EV/EBITDA	50	Adjusted EBITDA	3.8	192	122
International Consumer Services	EV/EBITDA	35	Adjusted EBITDA	1.0	34	22
Native	EV/EBITDA	20	Adjusted EBITDA	0.2	5	3
InstaHelp	EV/NTV	0	NTV	8.6	0	0
Cash (Mar'28)		1	Net Cash	15	15	9
Target Market Cap (INR bn)					**246**	**155**
Outstanding shares (billion)					1.58	
TP (INR)					**155**	

Source: JM Financial

Exhibit 5: Changes in estimates

	Old			New			Change		
Particulars	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E
Consolidated NTV (INR mn)	59,026	75,936	94,568	59,670	78,557	98,426	1.1%	3.5%	4.1%
Consolidated revenue (INR mn)	21,092	27,038	33,555	21,809	28,613	35,774	3.4%	5.8%	6.6%
Adj. EBITDA (INR mn)	-3,363	-710	1,717	-4,835	-2,432	112	-43.8%	-242.6%	-93.5%
Adj. EBITDA Margin (as % of revenue)	-15.9%	-2.6%	5.1%	-22.2%	-8.5%	0.3%	-623bps	-587bps	-480bps
Adj. PAT (INR mn)	-4,063	-1,537	1,046	-6,261	-3,878	-1,317	-54.1%	-152.2%	-225.9%
Diluted EPS (INR)	-2.58	-0.97	0.66	-3.97	-2.46	-0.84	-54.1%	-152.2%	-225.9%

Source: JM Financial estimates

Key Risks

- **Key upside risks** to price target: i) Faster-than-expected margin expansion in India Consumer Services and International fuelled by stronger densification, UC Instant rollout and operating leverage. ii) Native scaling materially ahead of expectations with stronger product adoption, recurring replacement cycles and successful new SKU launches accelerating profitability. iii) InstaHelp achieving category leadership with better-than-expected retention and improving unit economics, reducing burn faster than current assumptions.
- **Key downside risks** to price target: i) Disintermediation, which is prevalent in the Indian Consumer Services segment despite multiple initiatives. ii) Native venturing into highly competitive product categories with limited right to win. iii) InstaHelp incurring sustained losses without managing to find the right product-market fit. iv) Any adverse regulatory or societal impact on the gig economy.

URBANCO - Financial Tables (Consolidated)

Income Statement					(INR mn)
Y/E Mar	FY25A	FY26A	FY27E	FY28E	FY29E
Net Sales	11,444	15,554	21,809	28,613	35,774
Sales Growth (%)	38.2	35.9	40.2	31.2	25.0
Other Operating Income	-	-	-	-	-
Total Revenue	**11,444**	**15,554**	**21,809**	**28,613**	**35,774**
Cost of Goods Sold/Op. Exp	3,006	4,070	5,789	7,295	8,739
Personnel Cost	3,501	4,565	8,556	9,712	10,903
Other Expenses	5,253	9,150	14,349	16,138	18,170
EBITDA	**-316**	**-2,230**	**-6,436**	**-3,967**	**-1,352**
EBITDA Margin (%)	-2.8	-14.3	-29.5	-13.9	-3.8
EBITDA Growth (%)	-	-	-	-	-
Depn. & Amort.	370	452	691	886	1,086
EBIT	-686	-2,682	-7,127	-4,853	-2,438
Other Income	-	-	-	-	-
Finance Cost	105	120	135	164	192
PBT before Excep. & Forex	372	-1,435	-5,645	-3,531	-1,083
Excep. & Forex Inc./Loss(-)	-86	-312	-293	-50	75
PBT	285	-1,747	-5,937	-3,581	-1,008
Taxes	-2,112	602	323	297	309
Extraordinary Inc./Loss(-)	-	-	-	-	-
Assoc. Profit/Min. Int.(-)	-	-	-	-	-
Reported Net Profit	2,397	-2,349	-6,261	-3,878	-1,317
Adjusted Net Profit	**2,397**	**-2,349**	**-6,261**	**-3,878**	**-1,317**
Net Margin (%)	20.9	-15.1	-28.7	-13.6	-3.7
Diluted Share Cap. (mn)	1,455	1,577	1,577	1,577	1,577
Diluted EPS (INR)	**1.6**	**-1.5**	**-4.0**	**-2.5**	**-0.8**
Diluted EPS Growth (%)	-	-	-	-	-
Total Dividend + Tax	-	-	-	-	-
Dividend Per Share (INR)	-	-	-	-	-

Source: Company, JM Financial

Balance Sheet					(INR mn)
Y/E Mar	FY25A	FY26A	FY27E	FY28E	FY29E
Shareholders Fund	17,958	21,436	17,225	15,447	16,280
Share Capital	490	1,462	1,462	1,462	1,462
Reserves & Surplus	17,468	19,974	15,763	13,985	14,818
Preference Share Capital	-	-	-	-	-
Minority Interest	-	-	-	-	-
Total Loans	-	-	-	-	-
Def. Tax Liab. / Assets (-)	-2,337	-1,737	-1,825	-1,922	-2,024
Other non-current liabilities / Lease Liabilities	1,199	1,358	1,797	2,260	2,747
Total - Equity & Liab.	**19,157**	**22,794**	**19,022**	**17,707**	**19,027**
Net Fixed Assets	151	362	485	615	753
Gross Fixed Assets	467	770	1,584	2,600	3,824
Intangible Assets	1	-	-	-	-
Less: Depn. & Amort.	317	408	1,099	1,985	3,071
Capital WIP	-	-	-	-	-
Investments	16,296	19,148	15,148	13,133	13,092
Current Assets	2,323	4,775	5,885	7,628	10,099
Inventories	415	737	1,064	1,435	1,843
Sundry Debtors	266	378	530	695	869
Cash & Bank Balances	611	1,197	1,487	1,847	2,859
Loans & Advances	-	-	-	-	-
Other Current Assets	1,031	2,463	2,804	3,651	4,529
Current Liab. & Prov.	2,849	4,229	5,756	7,473	9,295
Current Liabilities	1,254	2,547	3,430	4,393	5,407
Provisions & Others	1,595	1,683	2,326	3,081	3,888
Net Current Assets	-675	-214	-915	-1,187	-836
Other Non Current Assets/ROU Assets	1,268	1,983	2,789	3,630	4,503
Total - Assets	**19,157**	**22,794**	**19,022**	**17,707**	**19,027**

Source: Company, JM Financial

Cash Flow Statement					(INR mn)
Y/E Mar	FY25A	FY26A	FY27E	FY28E	FY29E
Profit before Tax	286	-1,746	-5,937	-3,581	-1,008
Depn. & Amort.	370	452	691	886	1,086
Net Interest Exp. / Inc. (-)	-981	-1,166	-1,482	-1,322	-1,355
Inc (-) / Dec in WCap.	99	46	635	743	791
Others	818	1,446	2,050	2,100	2,150
Taxes Paid	-46	-18	-323	-297	-309
Operating Cash Flow	**546**	**-986**	**-4,367**	**-1,471**	**1,355**
Capex	-110	-401	-452	-558	-662
Free Cash Flow	436	-1,387	-4,819	-2,029	693
Inc (-) / Dec in Investments	-34	-204	4,072	1,607	-388
Others	-1,851	-2,174	1,617	1,486	1,547
Investing Cash Flow	**-1,995**	**-2,778**	**5,237**	**2,535**	**497**
Inc / Dec (-) in Capital	1,934	4,716	-	-	-
Dividend + Tax thereon	-	-	-	-	-
Inc / Dec (-) in Loans	-105	-120	-135	-164	-192
Others	-190	-247	-445	-540	-648
Financing Cash Flow	**1,639**	**4,349**	**-580**	**-704**	**-840**
Inc / Dec (-) in Cash	**190**	**584**	**290**	**360**	**1,012**
Opening Cash Balance	421	613	1,197	1,488	1,847
Closing Cash Balance	611	1,197	1,488	1,847	2,859

Source: Company, JM Financial

DuPont Analysis					
Y/E Mar	FY25A	FY26A	FY27E	FY28E	FY29E
Net Margin (%)	20.9	-15.1	-28.7	-13.6	-3.7
Asset Turnover (x)	0.7	0.7	1.0	1.5	1.9
Leverage Factor (x)	1.1	1.1	1.1	1.1	1.2
RoE (%)	15.5	-11.9	-32.4	-23.7	-8.3

Source: Company, JM Financial

Key Ratios					
Y/E Mar	FY25A	FY26A	FY27E	FY28E	FY29E
BV/Share (INR)	12.3	13.6	10.9	9.8	10.3
ROIC (%)	-1,078.5	-336.8	-894.5	-994.7	-800.0
ROE (%)	15.5	-11.9	-32.4	-23.7	-8.3
Net Debt/Equity (x)	-0.9	-0.9	-1.0	-1.0	-1.0
P/E (x)	95.9	-106.2	-39.8	-64.3	-189.3
P/B (x)	12.8	11.6	14.5	16.1	15.3
EV/EBITDA (x)	-	-	-	-	-
EV/Sales (x)	19.8	14.4	10.4	8.0	6.4
Debtor days	8	9	9	9	9
Inventory days	13	17	18	18	19
Creditor days	34	37	30	34	36

Source: Company, JM Financial

URBANCO – Recommendation history table

Date	Recommendation	Target Price	% Change
13-Oct-26	REDUCE	160	0.0
6-Oct-26	REDUCE	160	18.5
1-Aug-26	REDUCE	135	0.0
5-Jul-26	REDUCE	135	3.8
10-May-26	REDUCE	130	4.0
11-Apr-26	REDUCE	125	0.2
26-Feb-26	BUY	125	

URBANCO – Recommendation history chart

APPENDIX I

Investment in securities market are subject to market risks. Read all the related documents carefully before investing.

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Rating System: Definition of ratings	
Rating	**Meaning**
BUY	Expected return >= 15% over the next twelve months.
ADD	Expected return >= 5% and < 15% over the next twelve months.
REDUCE	Expected return >= -10% and < 5% over the next twelve months.
SELL	Expected return < -10% over the next twelve months.

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