Dated: 27 November 2025

Urban Company (URBANCO) - SELL

Initiate Coverage

Current Market Price (CMP)	Fair Value (FV)
Rs. 138	**Rs.120**

Rationale:

- Urban Company is a full-stack home-services platform-based company present in India, the UAE, Singapore and Saudi Arabia (KSA).
- We model a steady 17% NTV CAGR for the India consumer services business and a higher 33% NTV CAGR for the international business over FY25-28E.
- We expect Urban Company's revenues to witness a CAGR of 28% over FY25-28E.
- We believe that the India consumer services business can post a healthy adjusted EBITDA CAGR of 38% over FY25-28E.
- We initiate coverage with a SELL rating and an SoTP based FV of Rs120.

(CAGR - Compound Annual Growth Rate, EBITDA - Earnings Before Interest, Taxes, Depreciation, and Amortization, EPS- Earning Per Share, NTV - Net Transaction Value,)

Positives:

- Urban Company: Leading full-stack home services platform.
- India business: Largest of its kind with a large potential to increase scale.
- Urban company to benefit from rising demand for home services in India.
- ATU growth of 12% in Indian and international businesses.
- Other businesses are in scale-up phase; balance sheet healthy.
- We estimate Indian multichannel revenue CAGR of 15% over FY25-28E.

Negatives:

- Key risks: Competitive intensity, circumvention of platform, regulatory changes.

Holding Period: 12 months

RATING SCALE (PRIVATE CLIENT GROUP)

Definitions of ratings

BUY	–	We expect the stock to deliver more than 15% returns over the next 12 months
ADD	–	We expect the stock to deliver 5% - 15% returns over the next 12 months
REDUCE	–	We expect the stock to deliver -5% - +5% returns over the next 12 months
SELL	–	We expect the stock to deliver < -5% returns over the next 12 months
NR	–	**Not Rated.** Kotak Securities is not assigning any rating or price target to the stock. The report has been prepared for information purposes only.
SUBSCRIBE	–	We advise investor to subscribe to the IPO.
RS	–	**Rating Suspended.** Kotak Securities has suspended the investment rating and price target for this stock, either because there is not a sufficient fundamental basis for determining, or there are legal, regulatory or policy constraints around publishing, an investment rating or target. The previous investment rating and price target, if any, are no longer in effect for this stock and should not be relied upon.
NA	–	**Not Available or Not Applicable.** The information is not available for display or is not applicable
NM	–	**Not Meaningful.** The information is not meaningful and is therefore excluded.
NOTE	–	Our target prices are with a 12-month perspective. Returns stated in the rating scale are our internal benchmark.

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