



Company Snapshot	
Name	Urban Tots
CIN	U25111RJ2020PLC070129
Incorporated	August 2021
Headquarters	Rajasthan, India
Promoters	Deepak Chaudhary, Rahul Sachar, Satya Chaudhary
Sector	Toy Manufacturing
ISIN	INEOMQ801018

Financials (In Cr.)			
Particulars	FY22	FY23	FY24
Revenue	16.23	49.15	78.82
EBITDA	3.78	7.97	12.00
PAT	2.42	4.19	7.04
EPS	0.43	0.75	1.75

Note: FY24 figures are estimates based on available data.

Valuation Metrics	
Metrics	Value
Last Deal Price	₹75/share (25 Apr 2025)
Implied Market Cap	₹418 Cr.
P/E Ratio (FY24)	59.52x
Book Value	6.33
P/B Ratio	11.85x

Valuation metrics are based on available market data and may vary.

Shareholding Pattern	
Shareholder Category	% Holding
Deepak Choudhary	48.25%
Satya Chaudhary	32.51%
Other	19.24%

## Urban Tots Overview and Key Details

### 1. Business Overview

Urban Tots, the toy division of Deepak Houseware and Toys Pvt. Ltd., is a leading Indian toy manufacturer established in August 2021. Headquartered in Rajasthan, the company specializes in a diverse range of toys, including plastic, electronic, wooden, and metallic products. Urban Tots operates from a state-of-the-art facility and emphasizes innovation and quality in its offerings.

### 2. Investment Rationale

- Robust Growth Trajectory** : Revenue surged from ₹16.23 Cr in FY22 to ₹78.82Cr in FY24, indicating strong sales performance.
- Strategic Partnerships** : Exclusive agreements with major retailers like FirstCry, DMart, VMart, Hamleys, and Reliance enhance market reach.
- Innovation and Self-Reliance** : Among the first in India to produce its own molds, promoting self-reliance and innovation.
- Government Support** : Beneficiary of the Government of India's Production Linked Incentive (PLI) scheme and Rajasthan's DIC scheme, receiving a 5% interest subsidy.
- IPO Plans** : Transitioned to a publicly owned entity in May 2024, aiming for an IPO by 2026.

### 3. Key Risks

- Market Competition** : Faces competition from established domestic and international toy manufacturers.
- Supply Chain Dependencies** : Reliance on raw material suppliers and logistics could impact production and delivery timelines.
- Regulatory Changes** : Any changes in government policies or import-export regulations could affect operations.

### 4. IPO Timeline & Exit Options

- Pre-IPO Funding** : Planning to raise ₹60 Cr in 2024 at a valuation of ₹553 Cr to bolster production capacity.
- IPO Launch** : Targeting an IPO by 2026 to raise ₹200 Cr, facilitating expansion plans.

### 5. UnlistedZone View

Urban Tots has demonstrated impressive growth and strategic planning in a short span. With strong government support, innovative practices, and a clear roadmap for expansion, the company presents a promising investment opportunity in the burgeoning Indian toy industry.

- Rating** : Accumulate with a 2-3 year investment horizon
- Target Valuation Post-IPO** : Subject to market conditions and peer benchmarking

### 6. Disclosures & Data Sources

**Sources** : Company filings at MCA, UnlistedZone Website, and Available Media Info .

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