

## Company Brief

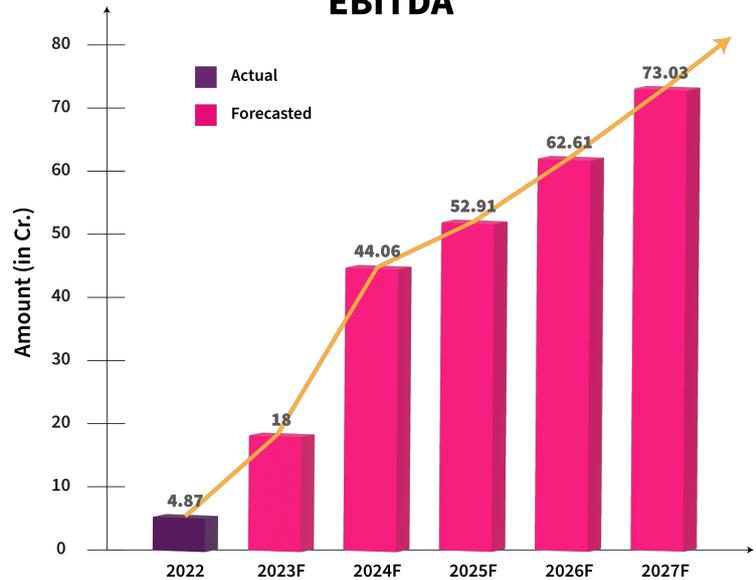
- Urban Tots is a toy manufacturing company.
- The company is in the business of manufacturing and selling plastic toys, electronic toys and role plays.
- Urban Tots has 58 categories of toys, that comprises of more than 150 SKUs in total ranging from Swing cars, RC Cars, Big ride on, Role plays, Doll houses, Zinc metal cars, Friction Car, etc.
- The company's products are available of retail outlets like Hamleys, FirstCry, DMart, Reliance Retail, etc. and as well as online like Flipkart and Amazon. The company also own multiple retail outlet under Urban Tots.
- The company has a total of 60 machines in the factory up and running and a separate wooden toys department in place as well. The company also manufactures its own moulds to become self-sufficient for production rather than importing them from China or Taiwan.

## Financial Performance

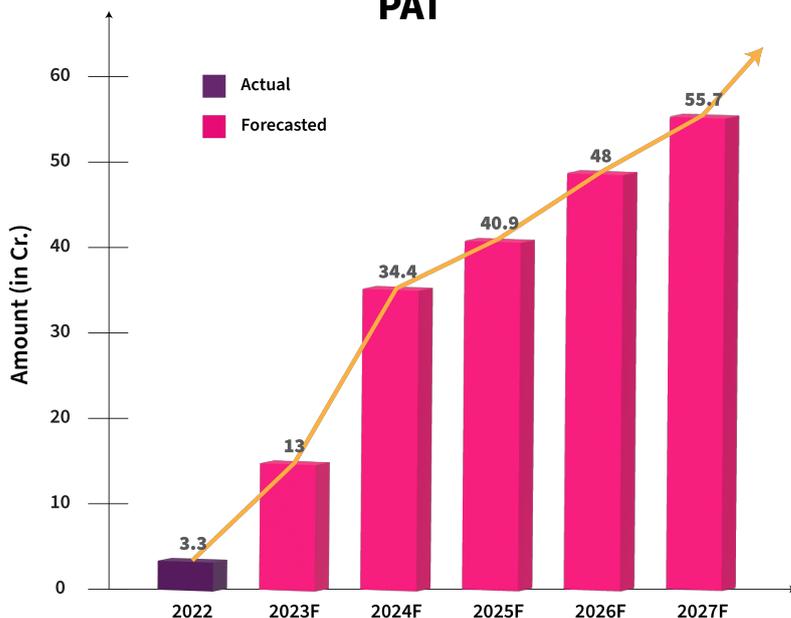
### REVENUE



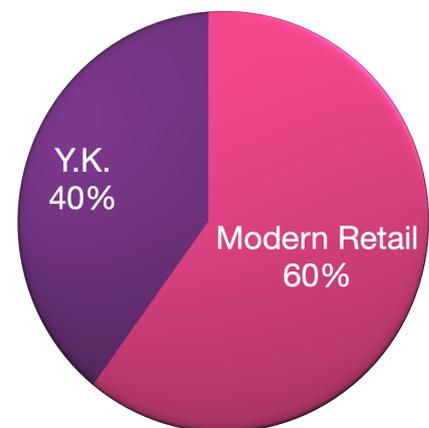
### EBITDA



### PAT



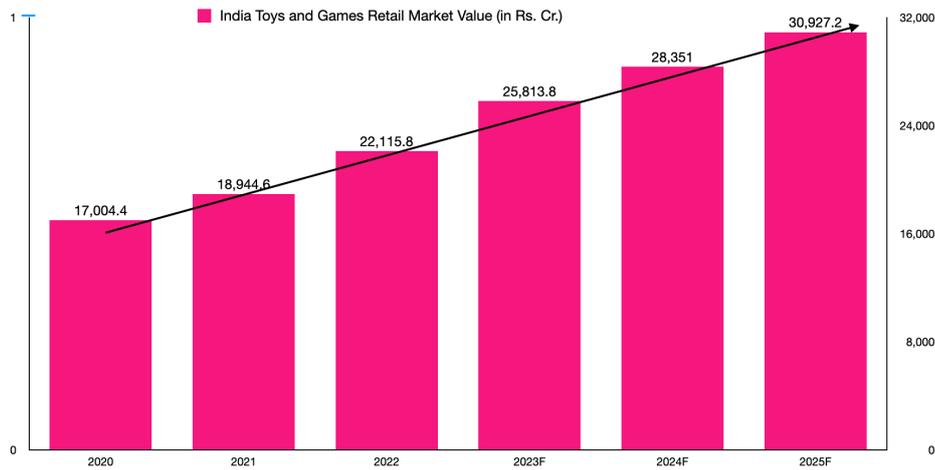
## Revenue Segmentation



Modern retail consists of brand outlets like Hamleys, DMart, Reliance Retail, Urban Tots and many other outlets. Y.K. is in house marketing team, that delivers products to small retail stores with lower SKUs.

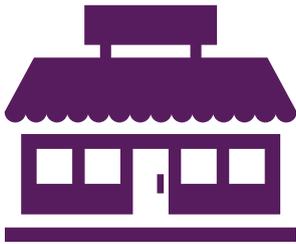
Note - \*Due to the COVID-19 lockdown and trade restrictions, the company was unable to import moulds and machines from China, which led to delayed operations in FY22. As a result, the company started its operations in the month of August 2021. Forecasting of financial performance is based upon the aforesaid statement.

# Industry



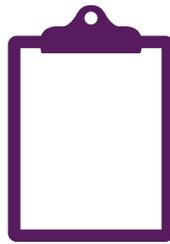
India's massive population offers a huge consumer base for toys and games makers, which was helping to drive growth in this market prior to 2020. India is one of the fastest growing economies in the world. Continued economic growth has been creating an enlarged middle class with increased spending power leaving more disposable income to spend on toys and games.

## Competitive Advantage



### Presence

The company has a presence at various retail outlets, like Hamleys, Reliance Retail, DMart, etc., online, as well as its own retail store, "Urban Tots."



### Distribution Contracts

Urban Tots has established 18 distribution contracts domestically as well as abroad. The company is planning to increase its distribution contracts from 18 to 44.



### Toys Moulds

Most of the toy manufacturers in India import moulds, namely from China and Taiwan. The company has its own mould, which reduces the cost as well as provides a competitive edge.

## Management

### Deepak Chaudhary, Director

Mr. Deepak Chaudhary is a young entrepreneur with over 18 years of business expertise. Mr. Deepak Chaudhary has carried on his father's legacy of manufacturing household articles under the name M/s Satyam industries (Prop Unit) and M/s Mehar Melamie Industries (Partnership Firm) for the past 35 years. He is running this business as M/s Deepak Industries (Prop Unit) & M/s Mehar Tableware Pvt. Ltd., which operates under the Urban Tots brand.



## INVESTMENT OPPORTUNITY

Minimum Lot Size	10,000 Shares
Pre-Money Valuation	Rs. 181 Cr.

### Exit Plan

Urban Tots is planning to launch its IPO on BSE SME and NSE Emerge in the coming five years.

### Risk Profile



#### General Risk of Investing in private equity deals:

- Liquidity risk : Investment in private equity has no guaranteed exit value, timeline, principal or returns.
- Loss of principal : Investment in this transaction could cause loss of entire or substantial amount of principal.
- Valuation risk : Limited market history for validating entry and exit valuation.

### About Planify

#### Planify Capital Limited

Planify Capital Private Limited is a fintech company that aims to build India's biggest private equity marketplace. It helps startups and entrepreneurs for fundraising by providing seed funding, start-up funding, and growth funding through accredited investors. It offers pre-IPO, Upcoming IPO & private equity through secondary share sales by providing liquidity to angel Investors, AIFs, VC, and Private Equity funds. It helps employees unlock their net worth by liquidating ESOP of employees, pool of employees, or startup ESOP sale program. It offers to sell the startup and business to help founders make an exit and pass the baton to the new founders.



**DISCLAIMER** - Investment in Pre IPO-Equity is subject to market risk. The investor should take an informed decision before investing in any company. Our research report must be used for informational purposes only. Planify will not be responsible for any gain/loss on your investment.