



**Urban Tots**

Powered By  
Planify Capital Limited



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# Problems



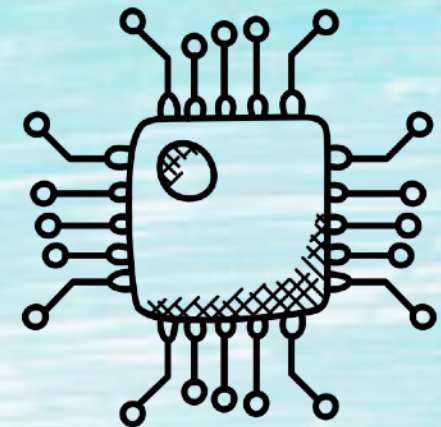
## Entry Barriers

*Due to the highly capital-intensive set up, there is a huge entry barrier in the toy manufacturing industry in India. As a result, the majority of toys are imported primarily from China and Taiwan.*



## Toxic Products

*With scarcity in the organised market, most of the toys manufactured are made of toxic substances.*



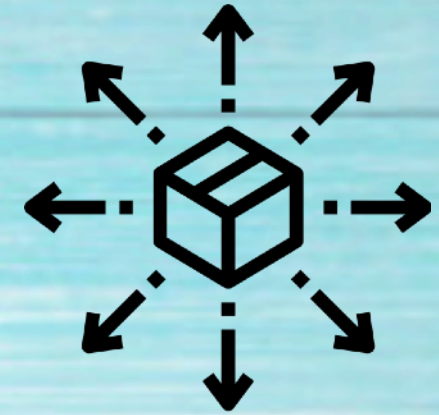
## Highly Dependent

*Toys manufacturers find it difficult to manufacture or procure moulds (machines), which creates a huge dependency on importing from China, Taiwan, the UK, France, and Korea.*



# Solution

*Urban Tots has set up a manufacturing plant spanning over 36,000 sq. yd. in Bhiwadi (Rajasthan), which comes under the PLI scheme by the government of India. DH&T also has distribution contracts with various retail outlets like **Reliance Retail, Hamleys, and DMart**. The company's products are sold online as well as at their own retail outlet, "Urban Tots."*



*By bringing mould (machines) manufacturing to its plant, Urban Tots has reduced its reliance on imports of moulds, which are required for production, making it highly independent.*

*Urban Tots manufactures only chemical-free top quality products, which children could enjoy.*





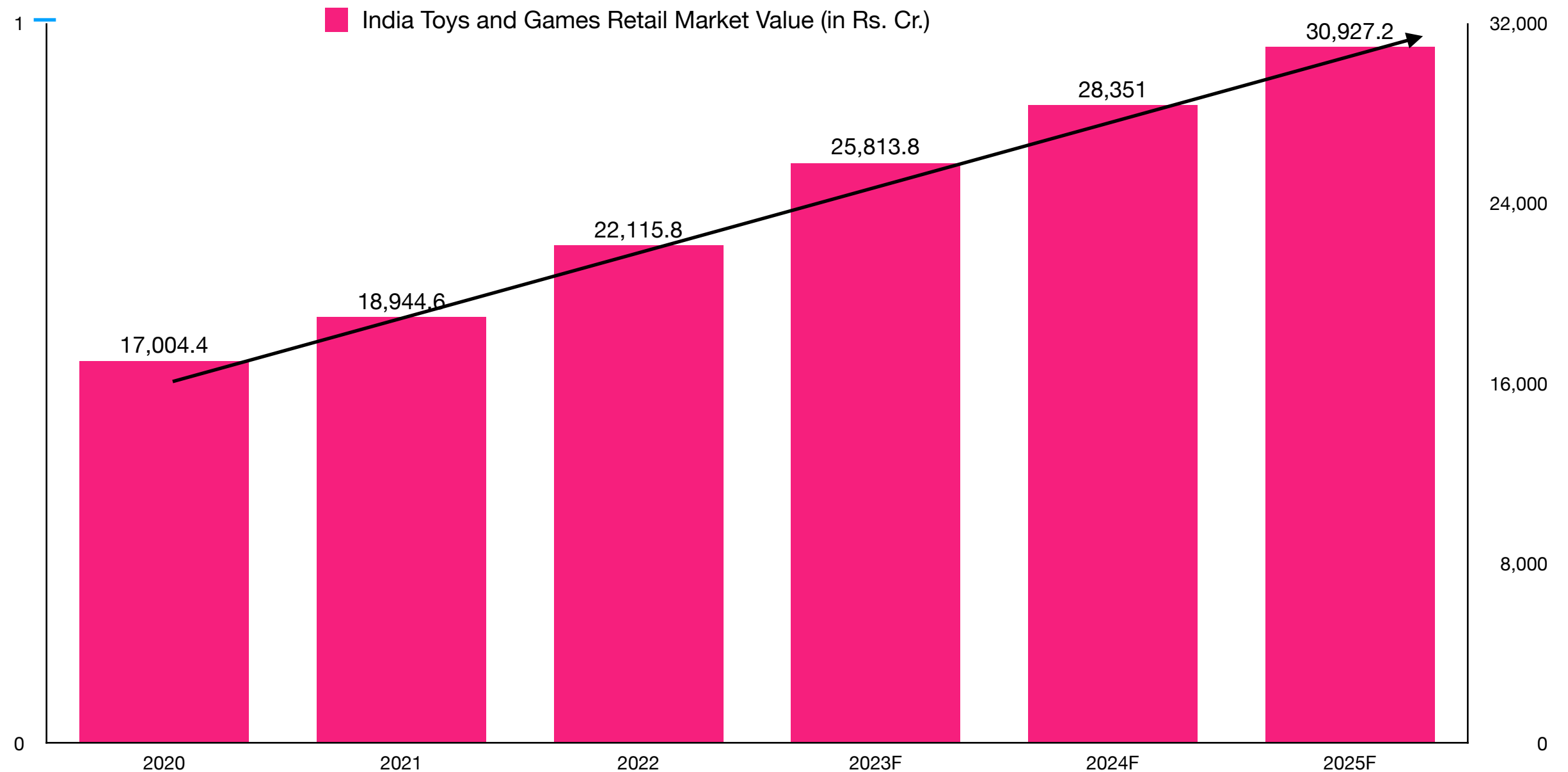
# Products Portfolio

The company has in total of 76 products that are sold in India and are exported.





# Market Size

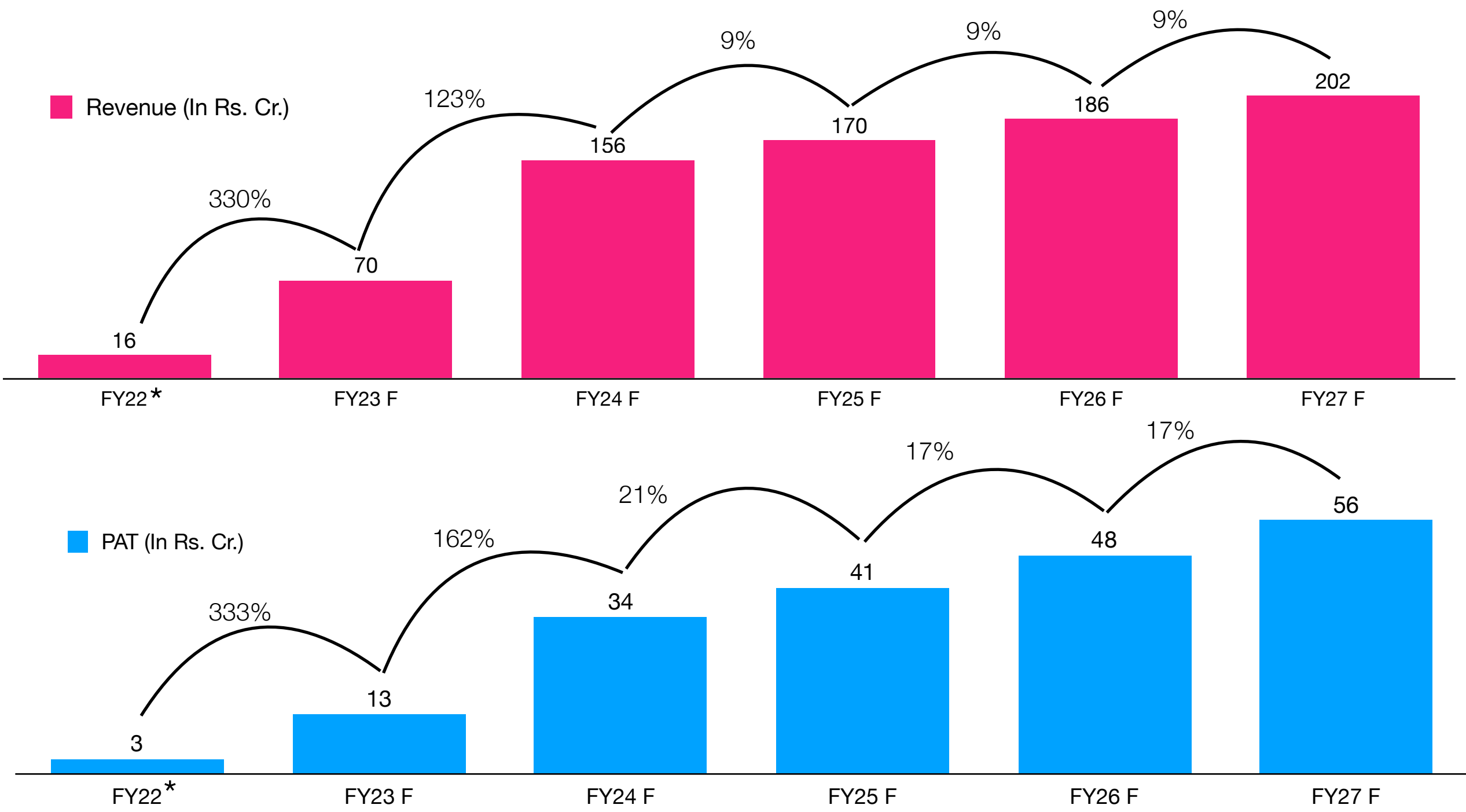
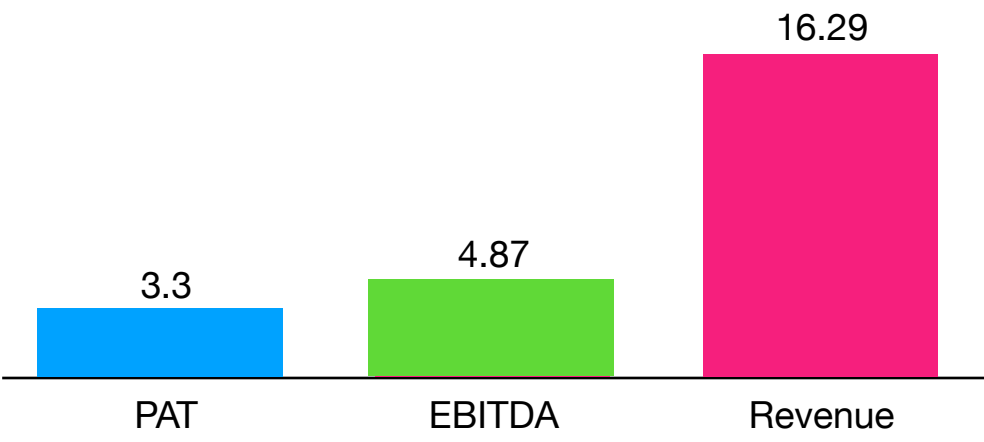


*India's massive population offers a huge consumer base for toys and games makers, which was helping to drive growth in this market prior to 2020. India is one of the fastest growing economies in the world. Continued economic growth has been creating an enlarged middle class with increased spending power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



# Financial Projections

*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.*





# Business Model

45%

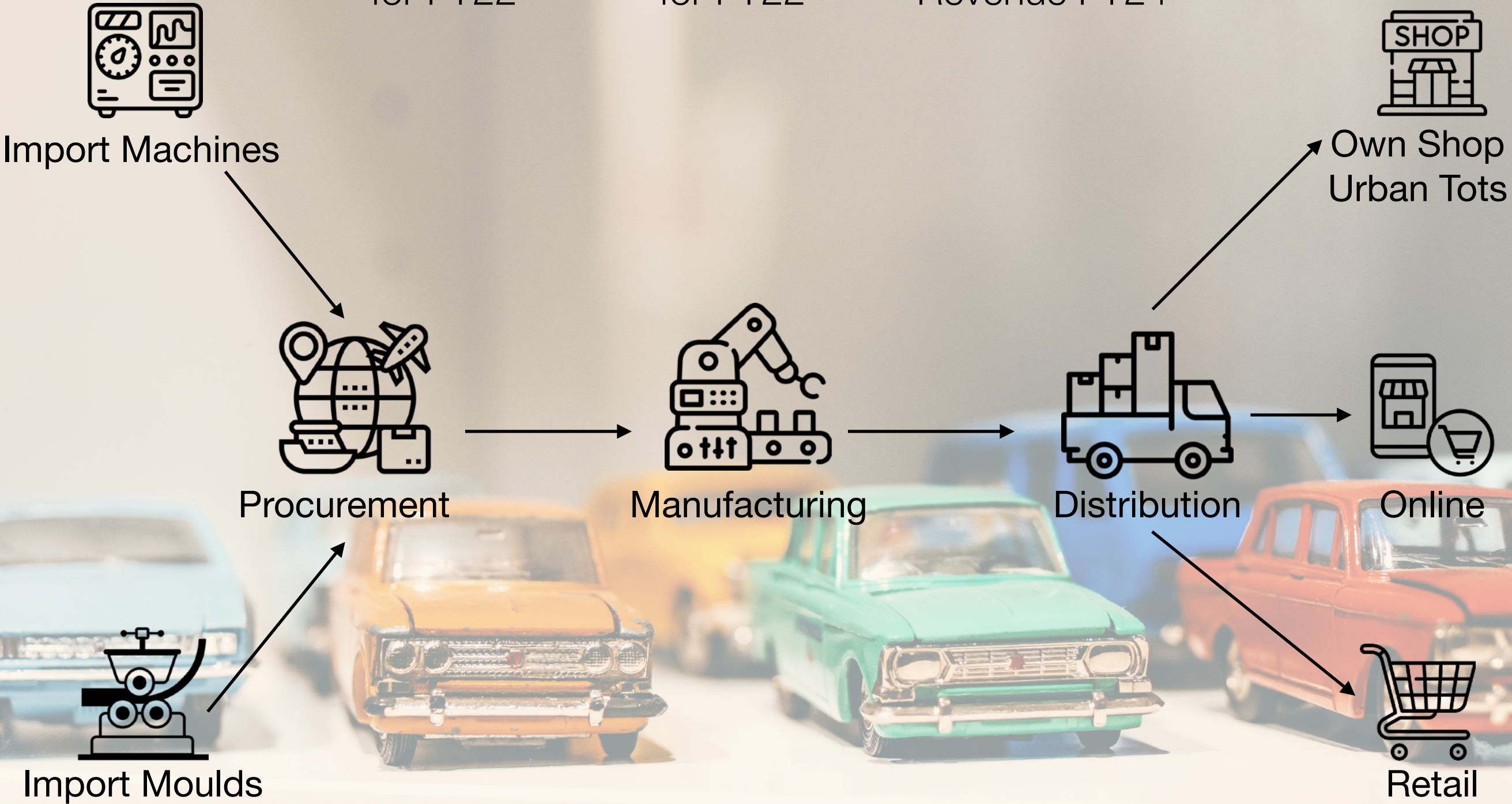
Gross Margin  
for FY22

20%

Net Margin  
for FY22

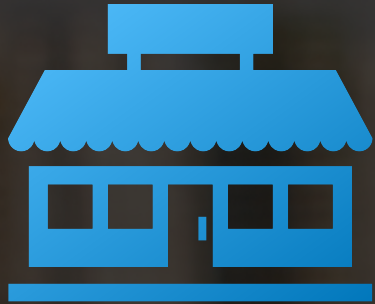
₹156 Cr.

Projected  
Revenue FY24





# 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.”



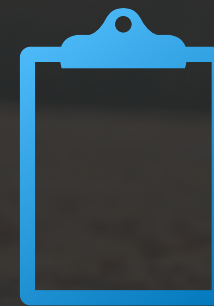
## Toys Moulds

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.



## Market Player

The biggest competitive advantage Urban Tots has is negligible organised players in our segment. Most of the toys are imported, and toys manufactured in India are mostly from unorganised players, which provides them an opportunity to capture the large market in India.



## Distribution Contracts

DH&T has established 18 distribution contracts domestically as well as abroad. The company is planning to increase its distribution contracts from 18 to 44.



# Team

## 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 (Pvt. Ltd Company), which operates under the Urban Tots brand.*



## Team Count



**Sales**

25



**R&D**

4



**Manager**

10



**Product  
Production  
Check**

3



**Quality  
Check**

3



**HR**

6



**Factory Workers**

350



# Fund Utilisation

Urban Tots are looking to raise Rs. 15.2 Cr.

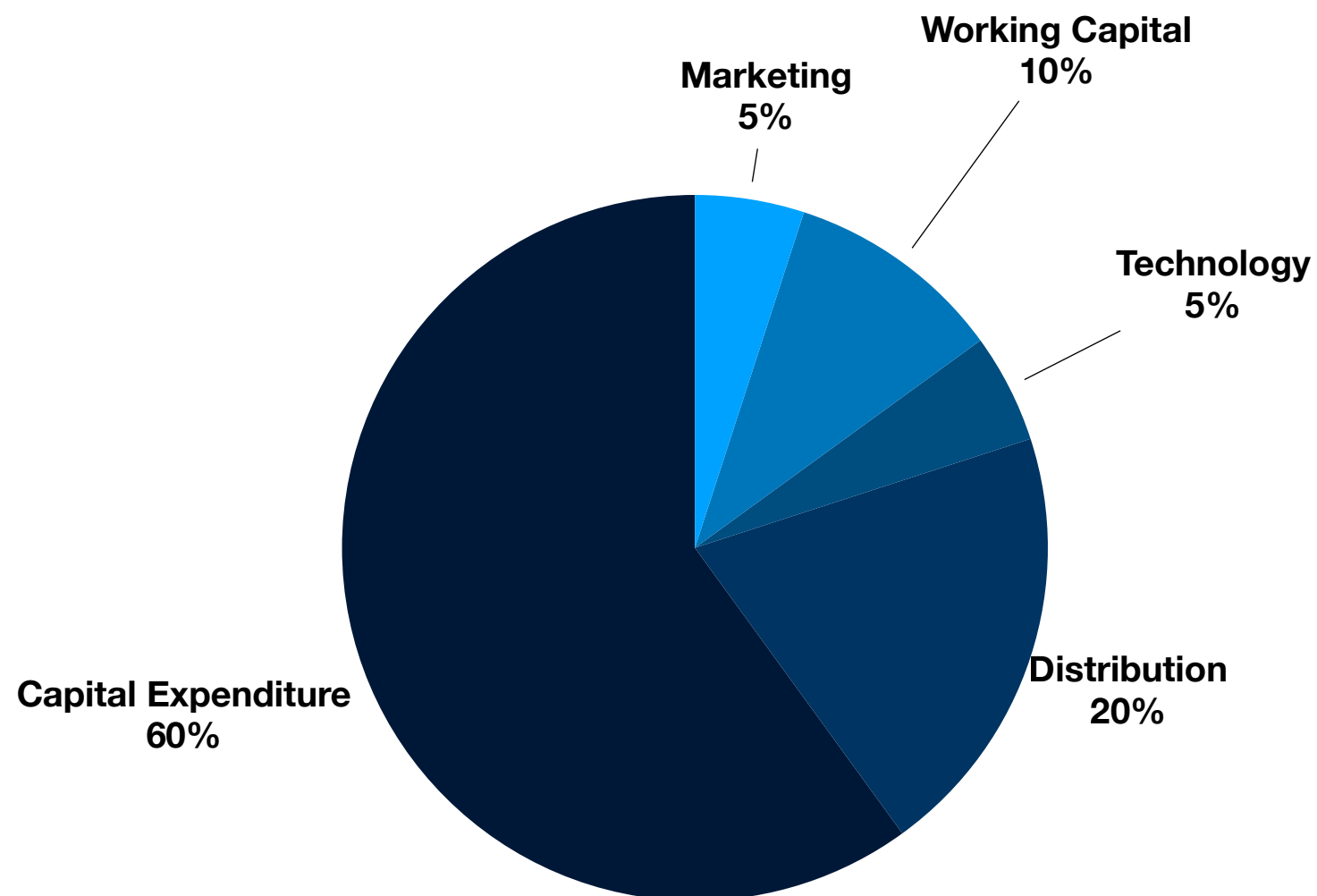
*Urban Tots is also planning to launch its IPO on BSE SME and NSE Emerge in the coming five years.*

## Shares Available

40,000  
Shares

## Minimum Lot Size

10,000  
Shares



**Pre-Money Valuation**

Rs. 181 Cr.

**Post-Money Valuation**

Rs. 196 Cr.