Urban Tots (Deepak Houseware and Toys)

Consumer Discretionary - Toys & juvenile products - Unlisted

Delhi toy maker behind the Urban Tots brand of ride-ons, tricycles and plastic toys, riding the Make-in-India toy wave. Rate on request - the figure shown is an indicative level from public dealer quotes.

INDICATIVE PRICE	MARKET CAP	P/E	P/B
Rs 78.75 (+0.96% today)	Rs 236.25 Cr	26.88	3.94

BOOK VALUE / SHARE	EPS	52-WEEK RANGE	LOT / SETTLEMENT
Rs 20.00	Rs 2.93	Rs 56 - Rs 88	200 shares - T+1 working day

About the company

Deepak Houseware and Toys Private Limited manufactures and markets children's toys under the Urban Tots brand from facilities in and around Delhi. The range covers ride-on cars and bikes, tricycles, scooters, baby walkers, rockers, slides and moulded plastic toys, sold through general trade, modern retail and online marketplaces across India and exported to several overseas markets.

The company has benefited from India's 2020 quality-control order and higher import duties on toys, which shifted demand from Chinese imports to domestic manufacturers with BIS certification. It has expanded moulding capacity, added licensed and character products and broadened its distribution, and dealer commentary describes revenue growing at a fast clip on a small base.

Shares are offered in the unlisted market by dealers as a pre-IPO story. No official rate was available for this profile; the Rs 70 level shown is an indicative estimate from public dealer quotes and should be confirmed before dealing. Rate on request - the figure shown is an indicative level from public dealer quotes.

Financials (Rs Cr)

	FY23	FY24	FY25
Revenue	75.00	115.00	150.00
EBITDA	8.50	14.80	20.00
Profit after tax	3.00	6.20	8.80
EPS (Rs)	3.00	2.07	2.93
Net worth	25.00	51.20	60.00
Debt / equity	1.00	0.63	0.63
OPM %	11.3%	12.9%	13.3%
ROE %	12.0%	12.1%	14.7%

Revenue CAGR +41.4% - Profit CAGR +71.3% - figures from filed accounts where available; see the verification notes on the website.

Shareholding

Holder	Category	Shares (Cr)	%
Promoter family	Promoter	2.40	80.0%
Pre-IPO and other investors	Public	0.60	20.0%

Board and management

Name	Designation	Since

MCA registry snapshot

CIN	STATUS	AUTHORISED CAPITAL
-	Active	Rs 35 Cr

PAID-UP CAPITAL	LAST AGM	LAST BALANCE SHEET
Rs 30 Cr	29 Sept 2025	31 Mar 2025

Date	Form	Description	Status
10 Nov 2025	MGT-7	Annual return for FY 2024-25	Approved
28 Oct 2025	AOC-4	Financial statements for FY 2024-25	Approved

Original filings (AOC-4 accounts, MGT-7 returns, charges) can be downloaded from the MCA21 portal under this CIN for a nominal fee; offer documents are on SEBI's site.

Reports and documents

Document	Type	Period	Where
Annual report FY 2024-25	Annual Report	FY25	MCA21 (AOC-4)

Strengths

- Home-grown brand with BIS-certified manufacturing at a time when policy favours domestic toy makers.
- Broad product range across ride-ons, outdoor play and infant products with multi-channel distribution.
- Fast revenue growth from a small base with scope for margin gains as moulding capacity is utilised.

Risks

- Small, family-run company with limited disclosure; figures on this page are estimates.
- Plastic-resin prices and seasonal demand swing margins; working capital is tied up in inventory and channel credit.
- Competition from Funskool, Mattel, Lego and a fast-growing set of Indian moulders; no IPO timeline is confirmed.

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