



UrbanTots is a venture under Deepak Houseware and Toys (DH&T). Founded in August 2021, Deepak Houseware and Toys Pvt. Ltd., operating under the brand name Urban Tots, is one of the fastest-growing players in India's toy manufacturing sector.

- Operates **60 machines** with a dedicated wooden toys department.
- Selected under **Rajasthan DIC scheme** for a **5% interest subsidy** to foster employment.
- They are a beneficiary under the Government of **India's PLI scheme**, supporting domestic toy manufacturing and reducing import dependence.

Financial Snapshot (In INR Cr.)

Metric	FY25	FY24	YoY Growth
Revenue	124.79	78.82	+58.3%
EBITDA	19.44	12.01	+61.9%
PAT	11.31	7.04	+60.7%

Peer Comparison

Metric	Urban Tots	K. V. Toys India
Price	58	251
Market Cap (₹ Cr)	324.3	158
P/E (x)	28.6x	34.6x
P/S (x)	2.6x	1.87

Exclusive Partnerships

