

*Urban
Company*



UrbanClap

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Urban Company(Previously UrbanClap)

- Urban Company is an Indian gig marketplace that offers home installation, maintenance and repair services, and home beauty and wellness services. In 2014, the company was founded by Abhiraj Singh Bhal, Varun Khaitan and Raghav Chandra, and was originally branded and known as UrbanClap until it expanded its service offerings in January 2020. In May 2020, Urban Company reported an operating revenue of INR 216 crore and its valuation was at INR 918 crore; the company followed the I-GAAP accounting method. In FY20, the home maintenance and repair services contributed 45% of total revenue and the beauty and wellness services contributed 55% of total revenue. In March 2020, the company was servicing 22 locations within and outside India, had a network of 25,000 professionals, and were performing 800,000 service tasks every month.

Who we are

Urban Company (formerly UrbanClap) was launched in November 2014. It is the largest home services platform in Asia, with presence in India, UAE, Singapore and Australia. The platform helps customers book reliable home services like beauty services, massage therapy, cleaning, plumbing, carpentry, appliance repair, painting etc. The company's vision is to empower millions of service professionals across the world to deliver services at home like never seen before. The company partners with tens of thousands of service professionals, helping them with training, credit, product procurement, insurance, technology etc.

25,000+

Trained Professionals

5 Million+

Happy Customers

23

Cities

4

Countries

CEO and Founders



Raghav Chandra
Co-Founder



Abhiraj Bahl
CEO



Varun Khaitan
Co-Founder



Jaideep Burman
Co-Founder

History

- In 2013, Abhiraj Bhal and Varun Khaitan left their jobs at the Boston Consulting Group in the United States and returned to India to launch their own venture. Raghav Chandra, who earlier worked at Twitter, Inc., also returned back to India around the same time to pursue entrepreneurship. The three got together and invested INR 10 lakh each to launch UrbanClap, a hyperlocal home service platform

Raghav Chandra's Previous Experiences

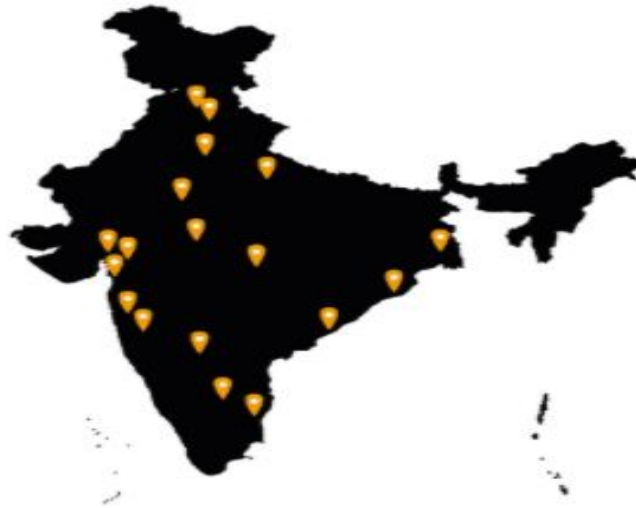
Before Urbanclap, Raghav Chandra started the startup Ride sharing app 'buggy.in', which failed very badly, but this second Startup 'Urbanclap' has grown very fast. So if your vision is clear, then your startup will also be successful. At this time the demand for local service in India is very high and Urbanclap company is understanding the importance of this demand along with technology.

Acquisitions and Partnership

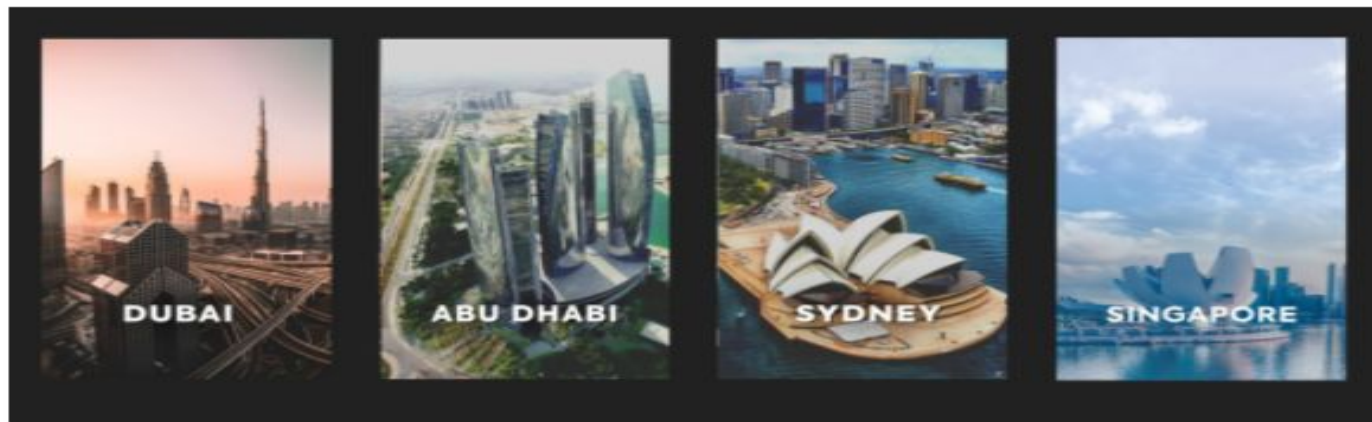
- In 2016, Urban Company acquired Handy Home, a services marketplace that facilitated online bookings of repairs and services for electronic appliances. In the same year, Urban Company acquired Good Service, a hyperlocal startup offering services over a messaging platform. In March 2020, Urban Company acquired the assets of Glamazon, an Australian on-demand beauty services provider. In July 2019, Urban Company partnered with National Skill Development Corporation to train 30,000 services professional under short-term skilling and upskilling programs, and to create micro-entrepreneurship opportunities for services professional who were already certified under Pradhan Mantri Kaushal Vikas Yojana .Urban Company was recognized as a key partner of the National Skill India Mission

Our Story so far

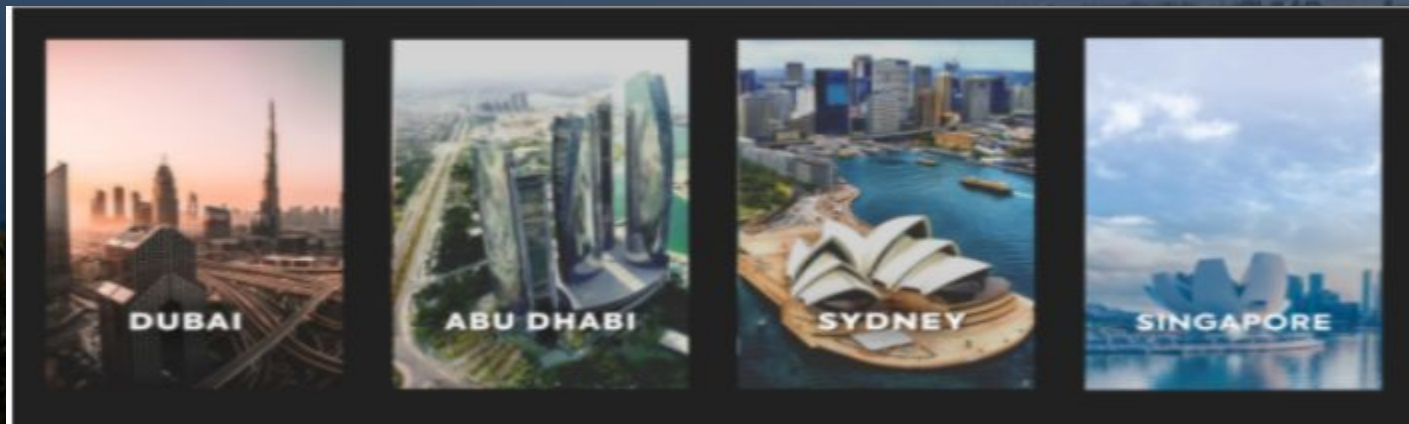
19 cities in India: Ahmedabad, Bangalore, Bhopal, Bhubaneswar, Chandigarh Tricity, Chennai, Delhi NCR, Hyderabad, Indore, Jaipur, Kolkata, Lucknow, Ludhiana, Mumbai, Nagpur, Pune, Surat, Vadodara, Visakhapatnam



4 cities internationally: Abu Dhabi, Dubai, Singapore, Sydney



Urban Company (Formerly UrbanClap) was launched in Nov 2014. It is the largest home services platform in India and UAE, with recent expansion to Australia and Singapore. The platform helps customers book reliable home services – from beauty services to massage therapy, appliance repair to plumbing etc. Since its inception in November 2014, Urban Company has delivered 14 million service orders across 22 cities through a fleet of nearly 30,000 service professionals and has raised \$215m in capital from marquee investors such as Accel Partners, SAIF Partners, VY Capital and Ratan Tata to name a few.





Salon At Home



Men's Grooming



Cleaning &
Disinfection



Appliance Repair



Massage For Men



Geyser Repair



Painters



Electricians



Plumbers



Carpenters



Massage For
Women



Pest Control

With the introduction of the new mother brand Urban Company, it now has new six subcategories including Urban Beauty, Urban Spa, Urban Grooming.

Best known for women beauty services Urban Company is now focusing on men's grooming facilities with Urban Grooming.

With its new name and vision, Urban Company is all set to realise the ambition behind the rebranding.

Funding

The company first received a fund of 10 crores in April 2015 from Saif & Accel. After 2 months, again got \$ 10 million funding from Saif & Accel. A few months later, the company was funded by Besemer Venture Partners & some investors for \$ 25 million. By the end of 2015, Urbanclap became India's most funded startup of hyperlocal segment. In December 2015, Ratan Tata of Tata & Sons Ltd was given a funding of disclose amount. On 27 July 2019, the company was given 1.49 lakh funding by Ex-flipkart CTO 'Mekin Maheshwari' and avaana capital founder 'Anjali Bansal' and on 2 August 2018, the company raised funding of around Rs 518 crore from Tiger Global.

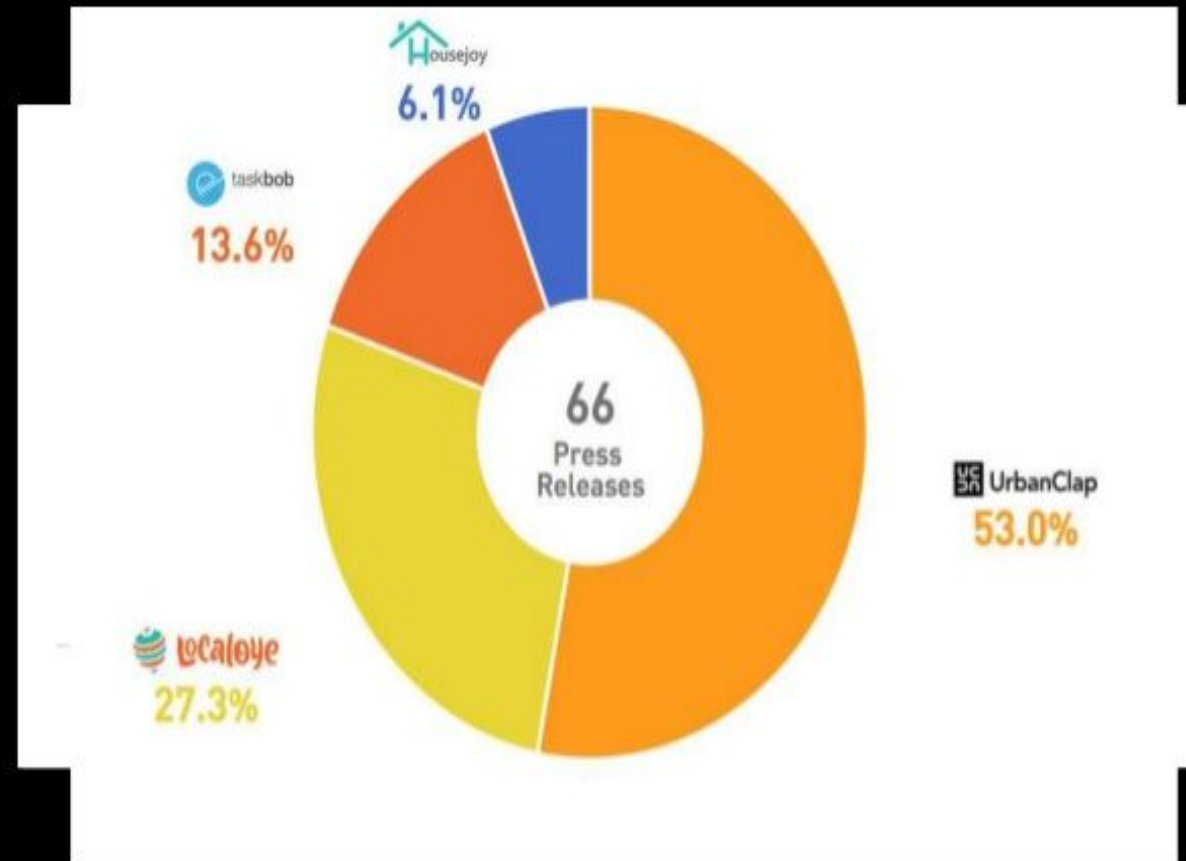
After this funding, Gurugram-based startup is now going to be a Unicorn startup. Unicorn startups are startups with valuations exceeding \$ 1 billion. Currently, Urbanclap is valued at around \$ 933 million. Transactions worth more than 1 thousand crore are also being done every year on the Urbanclap platform.

Currently, the company operates in 10 cities of the country - Ahmedabad, Bangalore, Chennai, Chandigarh, Delhi-NCR, Hyderabad, Jaipur, Kolkata, Mumbai, Pune and UAE, Dubai & Abu Dhabi. In Dubai, this company has been working since 2018.

The startup has also done a tie up with the Indian Government. Through this tie up, it will now train 30 thousand people across the country under the National Skill Development Corporation (NSDC). The special thing is that this agreement was signed on World Youth Skills Day. According to a report, the Indian hyperlocal market will reach 2,306 crore by 2020

By the way, more hyperlocal apps are in the market at the moment like- Doormint, TimeSaverz, Mr. Right, Justdial, Near.in., Housejoy, Taskbob, LocalOye, Helping, Mutlubiev and HeyBryan

Competitors



Introduction

Service

Application

Competitors

Finances

Finances and Revenue Generated

Finances

Company	Funding Raised	Partners	Estimated Revenue
UrbanClap	\$11.6M (Series A)	Accel Partners SAIF Partners	~\$1M*
LocalOye	\$5M (Series A)	Lightspeed Venture Partners	<\$1M
Housejoy	\$4M (Series A)	Matrix Partners	<\$1M
Taskbob	\$1.2M (Seed)	Orios Venture Partners Mayfield	<\$1M

* Figures courtesy of Owler.com

Introduction

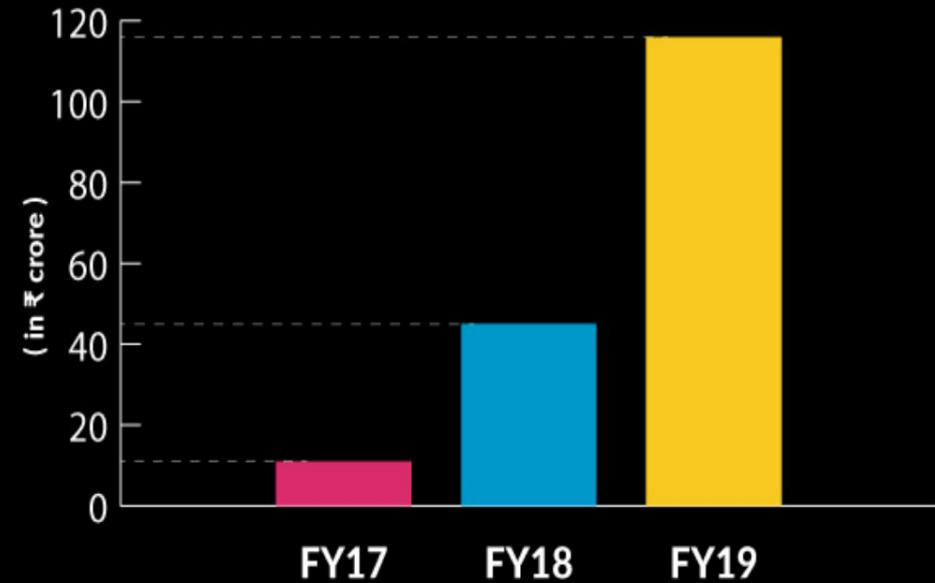
Service

Application

Competitors

Finances

Revenue of UrbanClap Per Year



Marketing Techniques

The most important factor of marketing technique for companies like Urbanclap is Word Of Mouth. So the most part of promotion involves people talking about it. Other than that they use social media for their promotion by the mode of advertisement.

At first, they divided the target market into different segments say students , working people for example,

For most of the students group there used to be a link in the top right corner of their facebook screens with cooked food images saying 'Missing Home Cooked Food' which created a curiosity among the people living away from their houses and the fuss having been created they acquired a large share of market in most of the student areas!

Initially, when this Delhi based company began spreading its market area in Mumbai, they chose one girl to carry out this little technique.

- On the 1st day they sent her a chocolate without any name or address.
- On the 2nd day they sent her a cake with the mere name of the cake shop
- On the 3rd day they sent her a bouquet
- And then on the 4th day they sent her an email telling her that it was them sending her all those things.

With this what happened was that in the span of those 4 days, the girl called every person including her relatives, friends and colleagues being disturbed with who it was that had been sending her all those items. So when these guys came clean they had already acquired an entire circle of 1 person which in itself happened to be a great achievement and a brilliant idea of marketing.

Then they came up with the advertisements of special occasions like mother's day, different festivals, etc

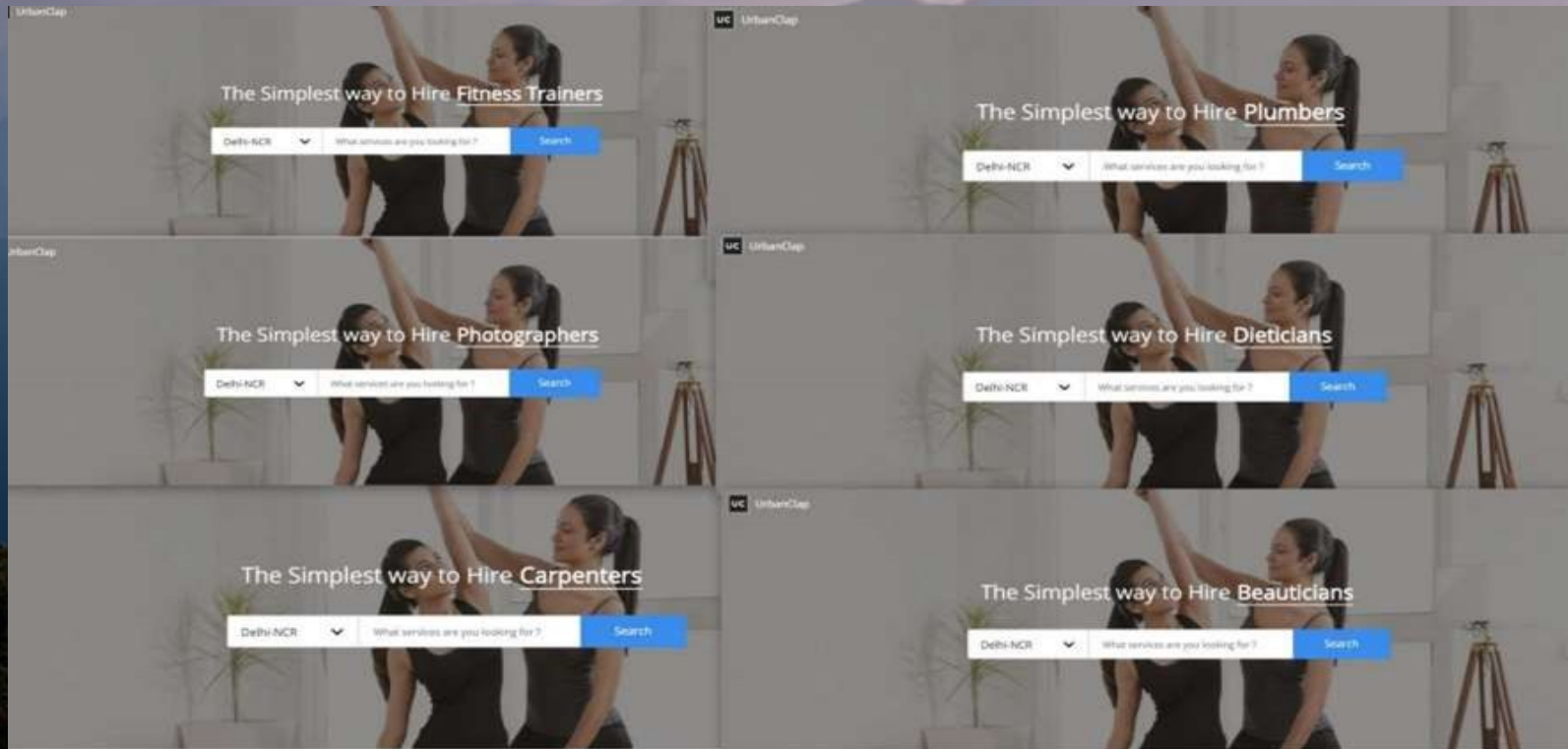


The image displays two digital marketing assets for UrbanClap. On the left is a full-page advertisement with a white background. At the top center is the UrbanClap logo, consisting of a black square with the white letters 'UC'. Below the logo, the text 'UrbanClap' is written in a black, sans-serif font. Further down, the text 'We can never be as incredible as your mom. But we're happy to be the next best thing.' is centered in a smaller, black, sans-serif font. On the right is a screenshot of a social media post from the account 'UrbanClap'. The post header shows the 'UC' logo and the text 'UrbanClap added 5 new photos to the album: 5 Festive Decor Ideas for a Beautiful Eid Celebration at Home. July 5 at 5:05pm'. The main body of the post contains a paragraph: 'Eid is a time for prayer, giving, celebration and reflection with family and friends. That's why we've put together 5 easy home decor ideas to welcome loved ones into your home for the holiday!'. Below the text is a large image of a decorative lantern and a red cushion with the text 'Light up your Home'. At the bottom of the post are three smaller image thumbnails: one showing paper lanterns with the text 'Hang creative paper lanterns', one showing a vase of flowers with the text 'Decorate with flowers', and one showing a tray of sweets with the text 'Serve sweets'. A '+2' icon indicates more photos in the album.

Similarly when they designed their project for Pune, they made advertisements in a way that it looked like moving to Pune is the simplest thing that can be done but there's something left to do and they came up with what you should do before doing that













The bottom-line of their strategy even according to its co-founders is that everything a person can possibly think of having to do or get it done be it because of the weather, or because of the traffic, or pollution all it is required for them is to can clap their hands and urbanclap will be there to fix that.



Services

- Wide range of choices

Trending Services

 YOGA TRAINER AT HOME	 SALON AT HOME	 DIETICIAN	 INTERIOR DESIGNER	 CARPENTER
 AC SERVICE AND REPAIR	 MATHEMATICS HOME TUTOR	 GUITAR AT HOME	 PACKERS & MOVERS	 ZUMBA FITNESS DANCE

- Budget fits the choices
- Trusted professionals
- Healthy Customer Relations
- Guaranteed Service
- Ideal for last moment requirements
- Direct Interaction between the professionals and customers
- The services are mostly provided at the residence, office or chosen venue of the consumer.
- It is helping consumers locate multiple professional services for fitness, beauty, coaching classes, etc.
- Service is available on android app as well as through website.
- Its core team of 25 members is doubling every month.
- It has over 10,000 customers on their platforms and connections worth 5 crores of business value.
- Moderated market place since the vendors are verified
- All requirements are processed according to personal choices
- No spam



Guaranteed Service

We ensure a hassle free process from booking to delivery of the service



Chat with Professionals

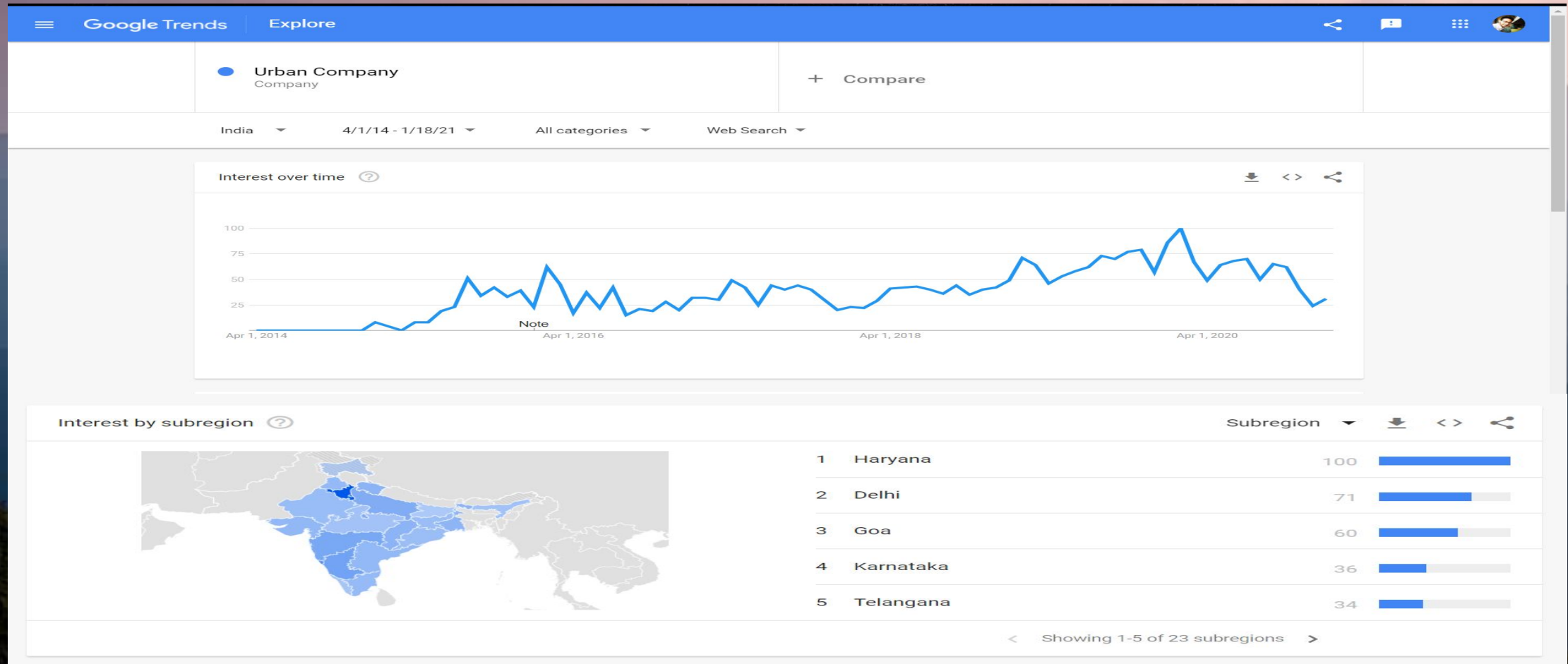
Real time messaging feature gets your queries answered promptly



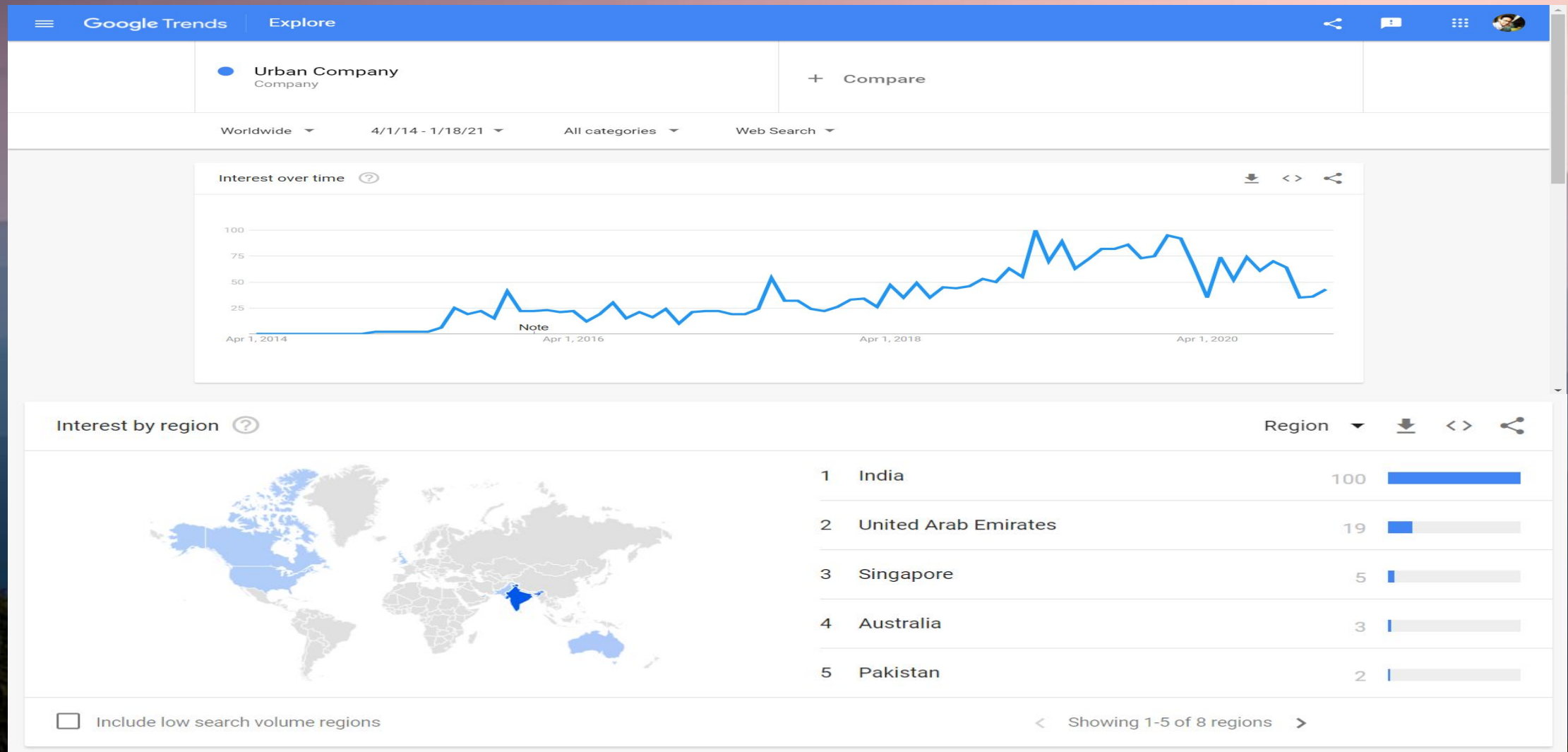
Trusted Professionals

We partner with trusted professionals who meet our high quality standard

Trends - In India



Trends - Out of India



But there is still yet more to achieve

As of December 17, 2019, this company has more than 1 lakh professionals and 30 lakh customers. And every month more than 10 thousand people are also joining the app. And right now their aim is to establish the brand name in the brains of every local person.

At January 30th, 2020 in an interview: while addressing the media, co-founder Raghav Chandra said, “It is still day one for us... so much to do... so much to learn and accomplish.”



THANK YOU