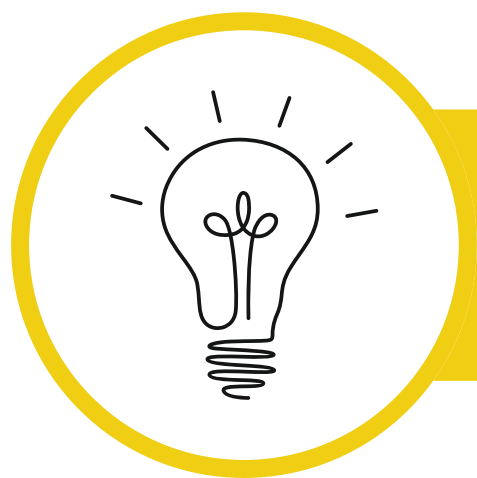


Needs no service  
for 2 years

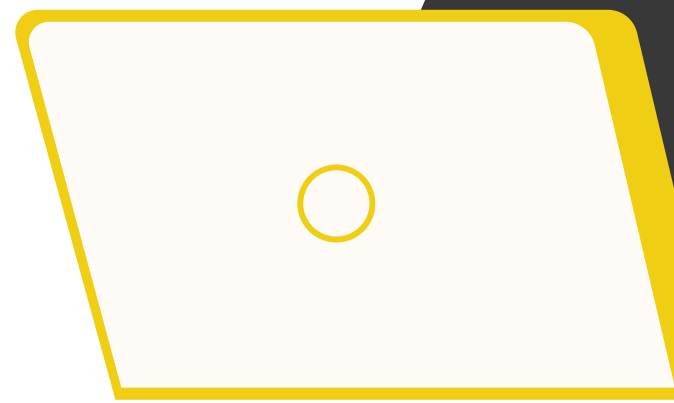
HOW

# URBAN COMPANY IS ENTERING YOUR KITCHEN

CASE REPOSITORY SERIES |  
RITUJA BAKSHI | MAY 2025



A CASE STUDY ON NATIVE —  
UC'S BOLDEST PRODUCT BET YET





# WHAT IS **NATIVE**?

**Native** is Urban Company's smart RO water purifier — launched in Oct 2023.

It's designed to fix what frustrates most users:

- Frequent servicing
- Filter anxiety
- No transparency on performance

There are 2 models:

- M1: Basic RO with a 2-year no-service filter
- M2: IoT-enabled, app-connected, live water tracking

Both are backed by UC's service network — install, maintain, replace — all covered.





# WHY THIS MOVE MATTERS?

India's water purifier market is growing fast - from ₹1.2B today to ₹5.7B by 2032.

But the category hasn't changed in years. High maintenance. Poor service. Zero delight.

💬 UC is betting on a different edge: **ownership without friction.**





# URBAN COMPANY'S REAL ADVANTAGE

Here's what most miss 📌  
**UC owns the service layer — and the data behind it.**

Years of appliance repairs = insights on:

- Failures
- Pain points
- Replacement timing

Native uses this intelligence to build smarter products.





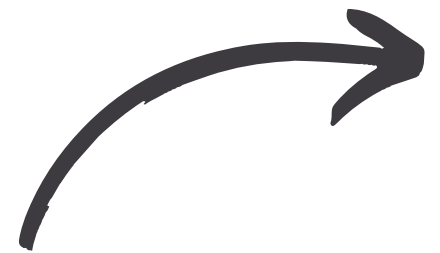
# STRATEGIC POSITIONING

Native isn't trying to out-spec the competition.

It reframes the category:

- **Not just 'cleaner water' → but less effort**
- **Not just 'better tech' → but zero maintenance**

It's what happens when a service company builds hardware.





# SO IS IT **WORKING?**

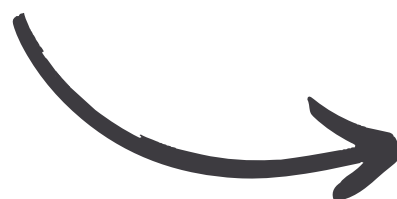
Since Native's launch, Urban Company's financials have strengthened:

- **Revenue grew 30% YoY** — from ₹637 Cr (FY23) to ₹827 Cr (FY24)
- **Loss before tax reduced 70%** — from ₹308 Cr to ₹93 Cr

In Q1 FY25:

- Revenue reached ₹281 Cr
- Profit before tax recorded at ₹12 Cr

Native's standalone impact isn't isolated — but **UC's numbers show clear financial upside, even amid product expansion.**





# WHAT THIS UNLOCKS

**Native isn't a one-off.**

UC has already expanded further — with smart locks now listed on its platform.

Not just installation, but end-to-end service integration.



The playbook is clear:

- Combine physical products + service delivery
- Sell trust, not just hardware
- Turn one-time installs into long-term relationships



With every launch, UC is redefining what a **service platform** can be.



# KEY TAKEAWAY

Native isn't about home appliances.

It's about trust — and whether UC can turn it into a competitive edge.

 Full case study here → [Github](#)

