



HOME SERVICES ON DEMAND





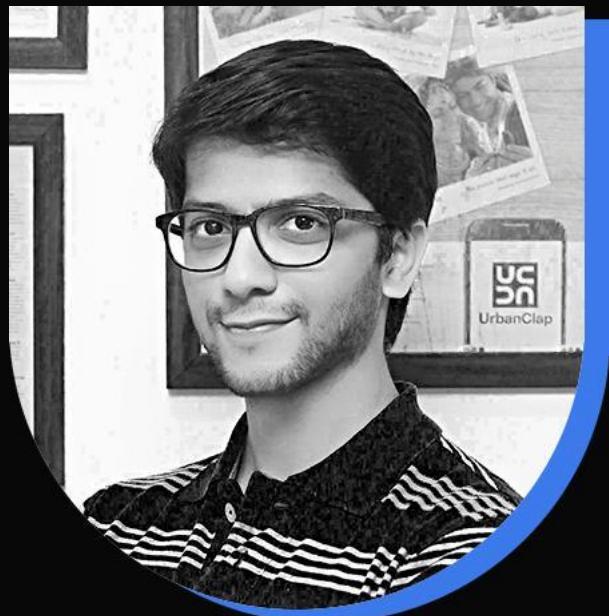
ABHIRAJ SINGH BHAL
Co-Founder

ALUMNI: IIM-A, IIT-K
EXPERIENCE: BCG



VARUN KHAITAN
Co-Founder

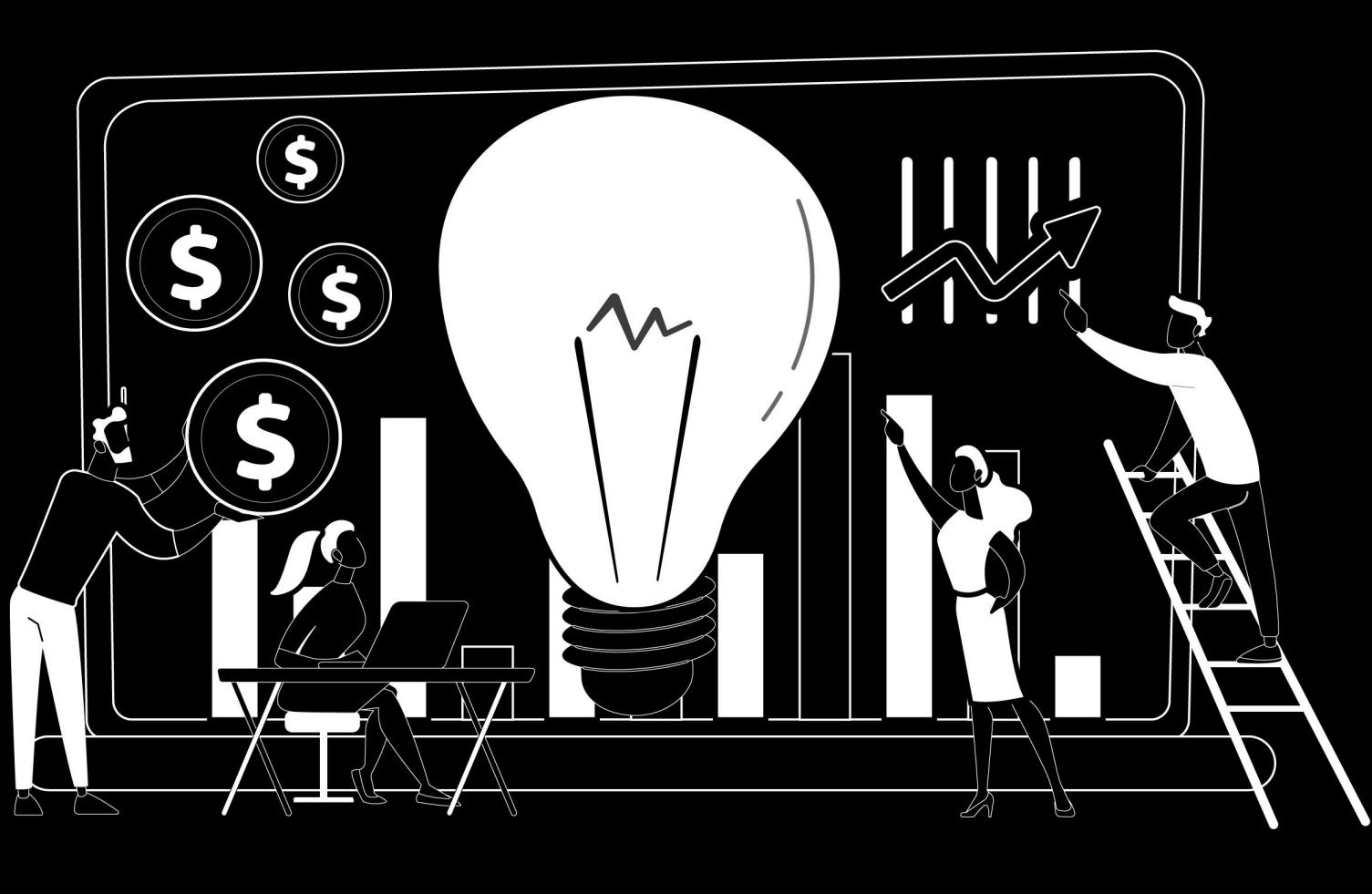
ALUMNI: IIT-K
EXPERIENCE: BCG, Qualcomm



RAGHAV CHANDRA
Co-Founder

ALUMNI: UC Berkeley
EXPERIENCE: Twitter, Yelp

The
Founding Team



Founded:
Year 2014

Headquarters:
Gurugram, India

Company Stage:
Series F

Valuation:
\$2.1 Billion

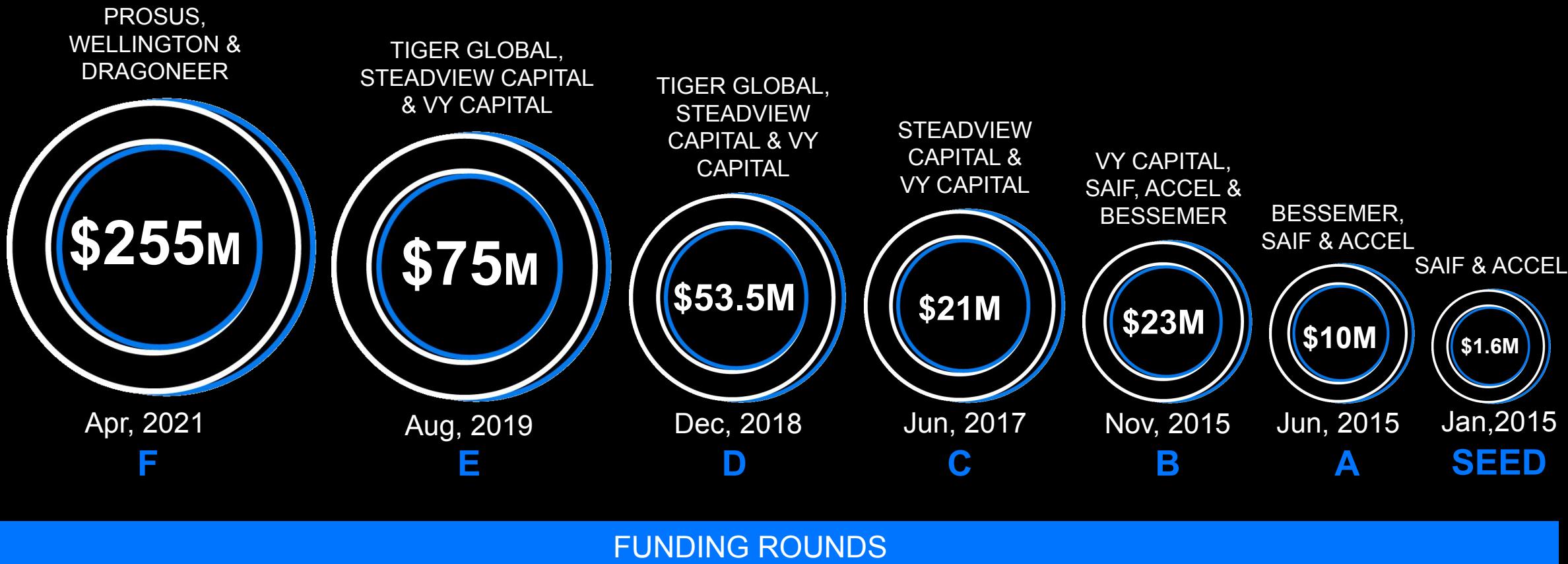
Total Funding Raised:
\$334 Million (Primary)

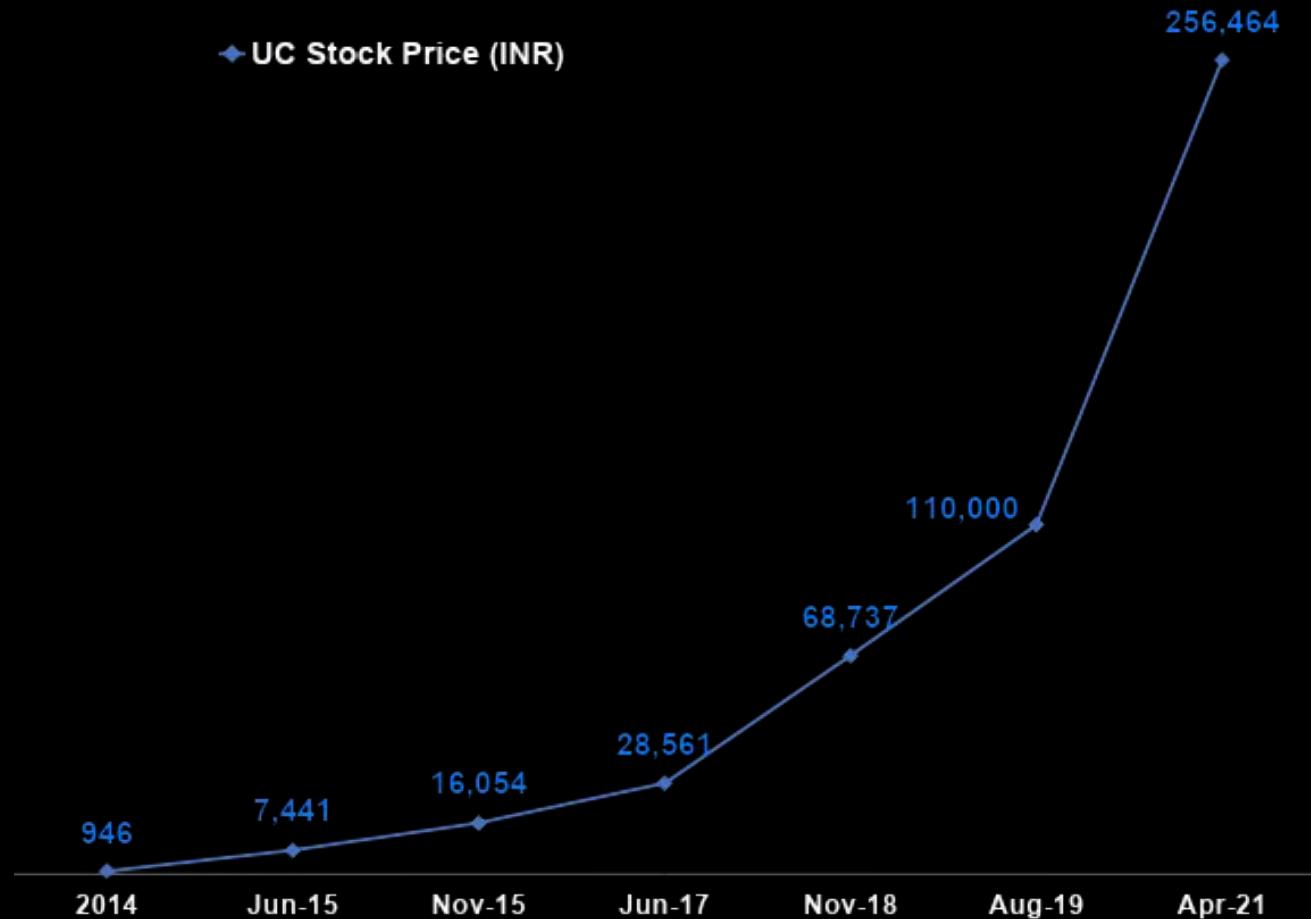
Size of Last Funding:
\$255 Million, Series F
April, 2021

Employee Count:
1,200 (February, 2021)

The Company Information

SIZE OF THE ROUND





Exponential Growth

Infinite Hold Period

Strike Price: INR 1

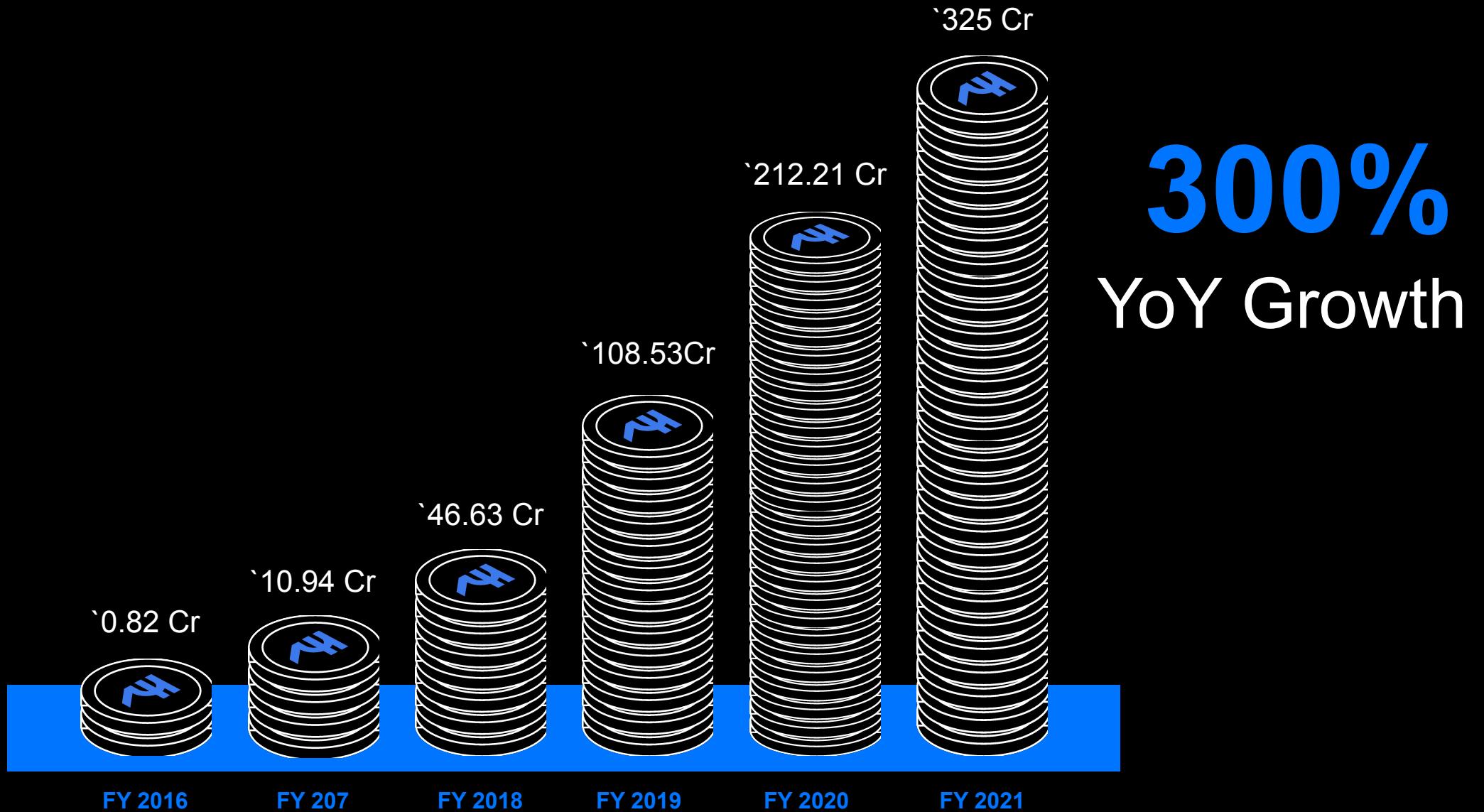
Flat 4 Year Vesting Cycle

Buy-Back & Sale Events

Stock Trade-Up Program

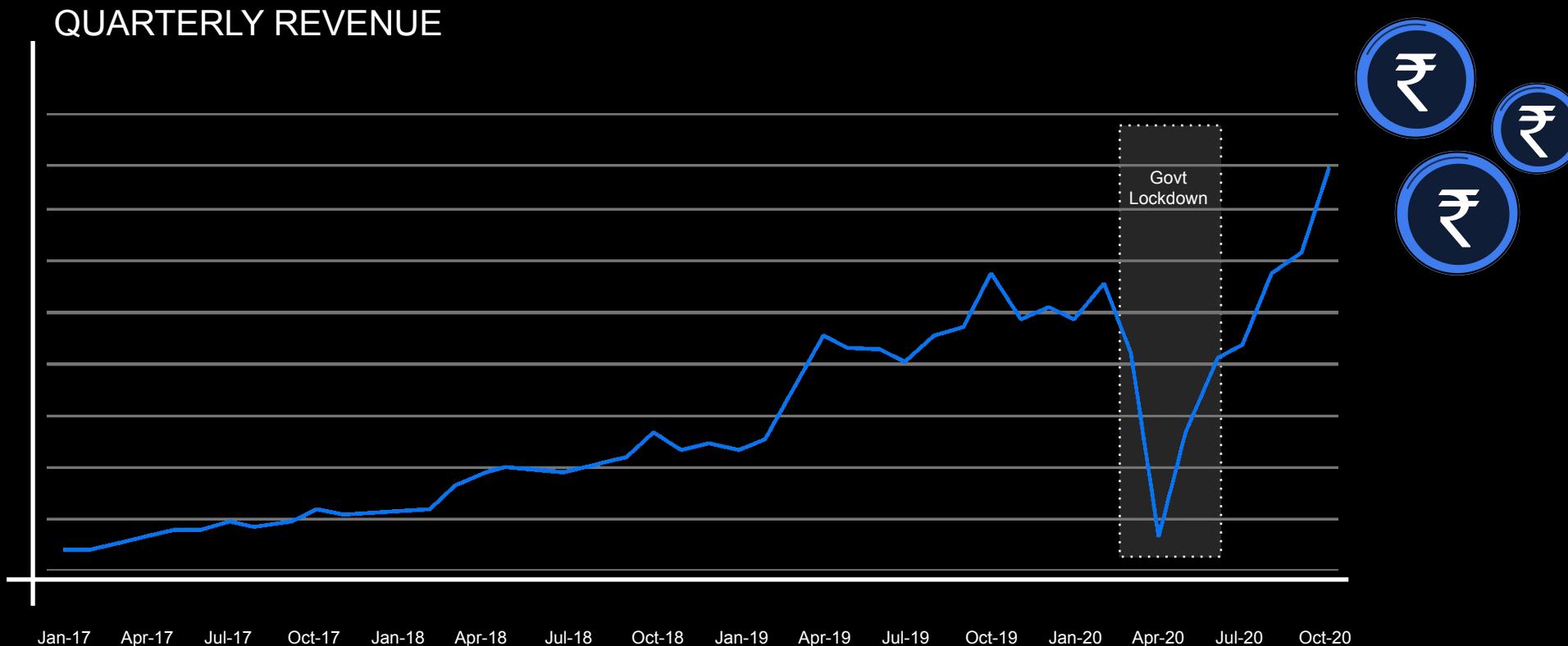
[Click Here](#)

To know why you should go long on
Urban Company's ESOPs



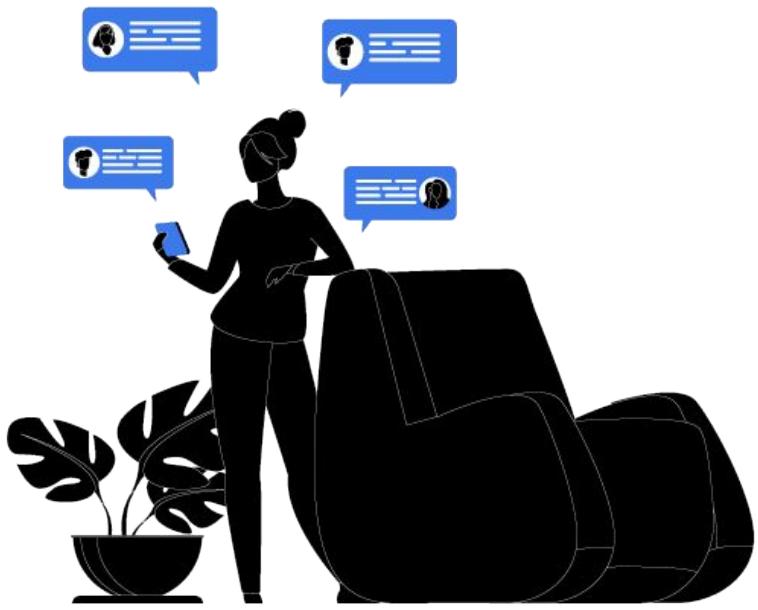
The
Revenue Growth

2020 HAS TESTED US AND WE'VE COME THROUGH EVEN STRONGER THAN BEFORE



The
Bounce Back from Covid

uc Urban
Company



The Urban Company platform allows skilled and experienced professionals to connect with users looking for specific services.

All the professionals, undergo intensive training modules before being allowed to list their services on the platform. Only 1 in 10 service providers who sign up, clear our screening & training process.

Once on the platform, the matchmaking algorithm identifies professionals who are closest to the users and available at the requested time and date.



30,000
**Trained
Professionals**



5,000,000
**Happy
Customers**



34
Cities

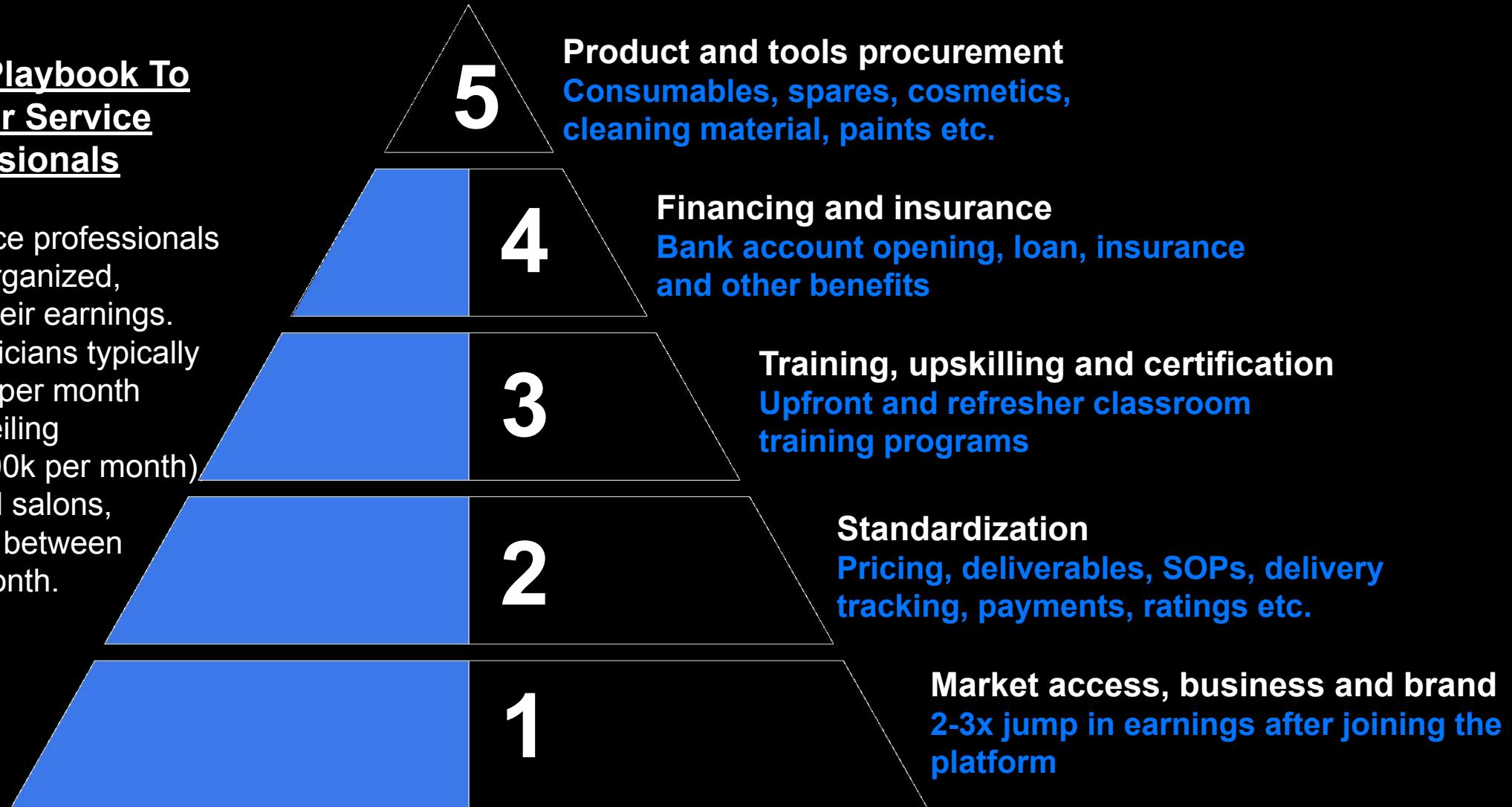


5
Countries

Fullstack Playbook To Empower Service Professionals

This helps service professionals become more organized, and multiplies their earnings.

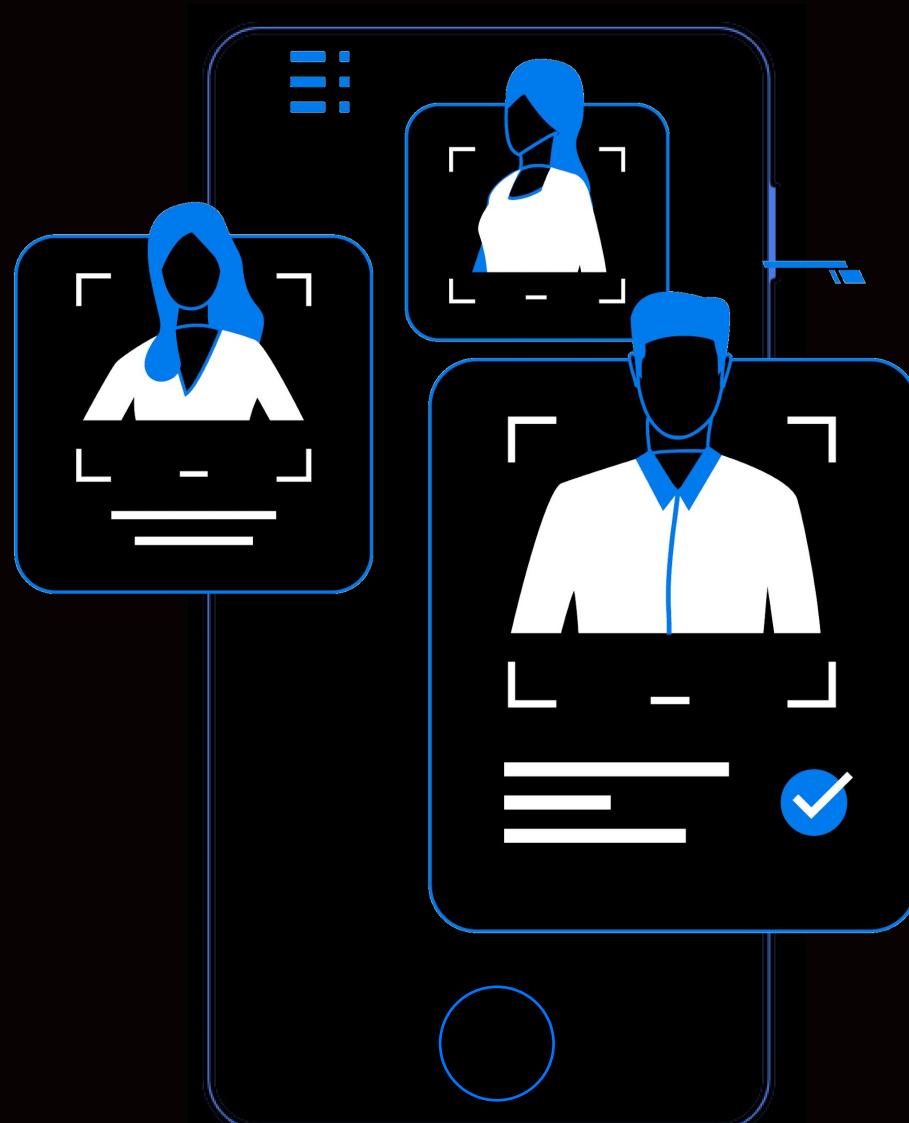
E.g. - The beauticians typically earn 40k to 50k per month with no upper ceiling (Many earn > 100k per month), while in the local salons, they would earn between 8k to 15k per month.



To Empower 1 Million+
Professionals Worldwide To
Deliver Services At Home
Like Never Experienced
Before.

And we're on our way to it

Partner Stories on our blog
[Humans of Urban Company](#)



Became a unicorn
with a valuation of
over \$2B

International
Expansion-
Kingdom of Saudi
Arabia

International
Expansion-
Australia

2020

2018

Expanded the
“full-stack model” to
other categories like
Spa, Appliance
Repair, Electricians,
Plumbers and
Carpenters

2016

Launched in New Delhi,
Mumbai, Bangalore and
Chennai

Moved beyond lead generation
to a “transaction closure”
model for select services

2014



Launched on 10
Nov as a lead
generation
marketplace

2015

Launched a “full-stack
model”
In beauty

Scaled up to Pune,
Ahmedabad, Kolkata,
Hyderabad, etc.

Scaled monetization from
0 to \$2 Million ARR in < 10
months

2017

International Expansion-
Dubai & Abu Dhabi

Re-organized the
business
into 3 large units - beauty
& wellness, home repairs
& maintenance, and
large home projects

2019

International
Expansion-
Singapore

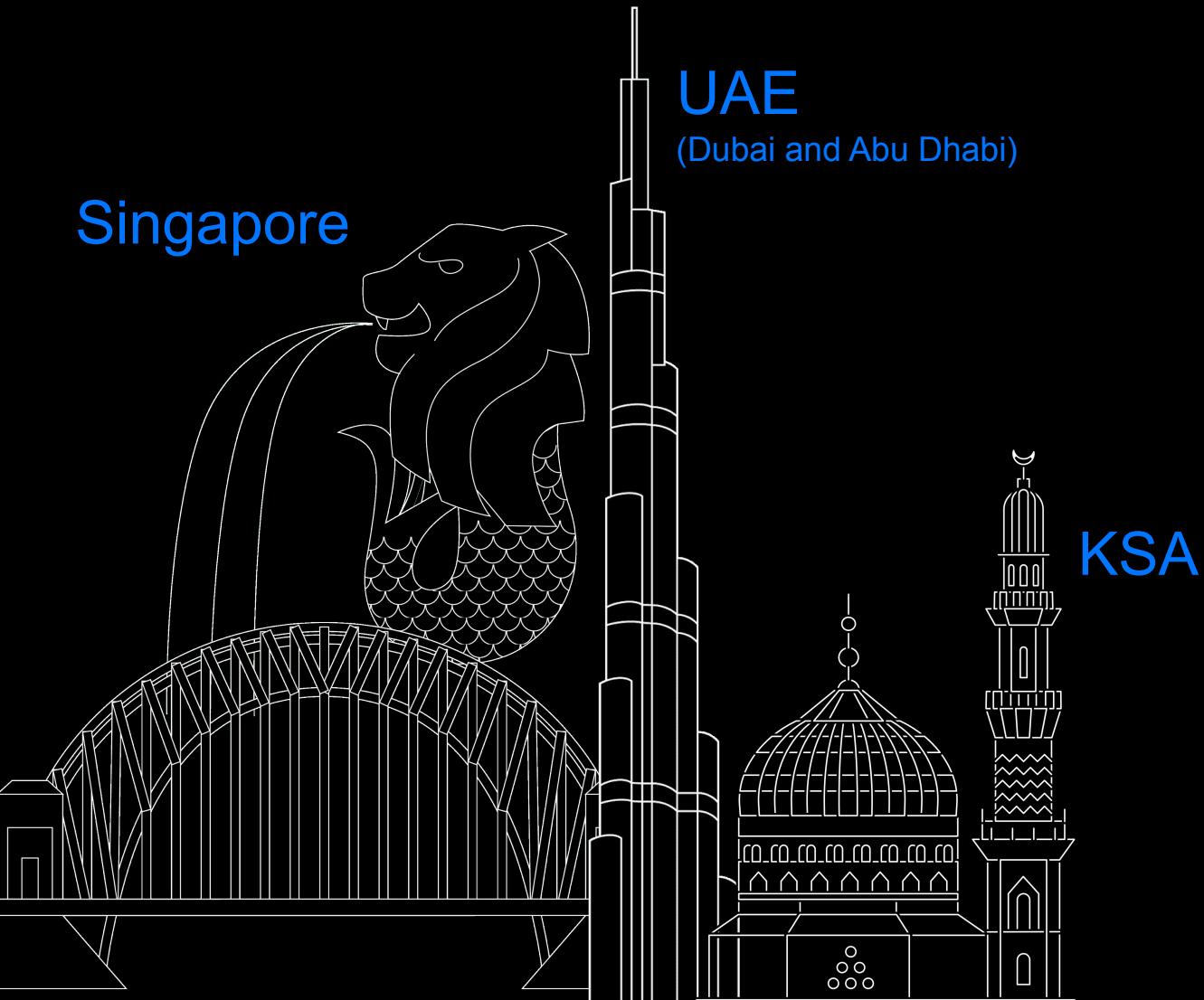
Acquired
Sydney-based
on-demand beauty
startup Glamazon

2021

The
Milestones

Australia

The
International Expansion



Singapore

UAE
(Dubai and Abu Dhabi)

KSA



Mukund Kulasekaran
SVP- Business (Beauty)

ALUMNI: Dartmouth, NIT
EXPERIENCE: Zomato, BCG, ITC Group



Aditya Varma
SVP- Business (Home)

ALUMNI: IIT-B, INSEAD
EXPERIENCE: Uber, EYP,
Tower Research Capital



Abhay Mathur
SVP- Finance & Legal

ALUMNI: ICAI, SRCC
EXPERIENCE: Unilever,
Kimberly-Clark



Abhinav Tyagi
SVP- Marketing

ALUMNI: IIM-A, DCE
EXPERIENCE: Unilever



Neha Mathur
SVP - Human Resources

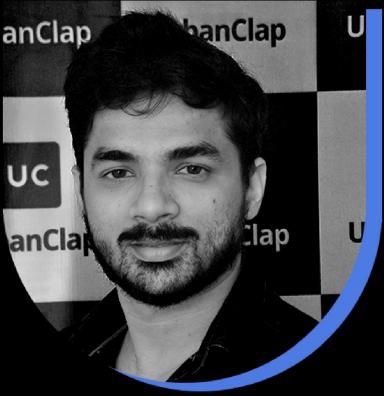
ALUMNI: DU, TISS
EXPERIENCE: Uber, GE,
Accenture

The Business Leadership Team



Kirat Singh Chhina
SVP- Product

ALUMNI: IIM-A, NSIT
EXPERIENCE: Mynta, BCG,
Adobe



Kanav Arora
SVP- Engineering

ALUMNI: UC Berkeley
EXPERIENCE: Stuph, Pocket
Gems, Microsoft



Dheeraj Kumar
VP- Engineering

ALUMNI: Dartmouth, NIT
EXPERIENCE: Zomato, ITC
Group, BCG



Amit Das
VP - Product Design

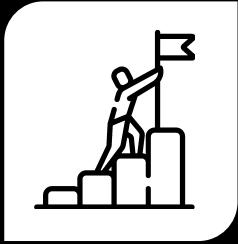
EXPERIENCE: Cuddle AI,
Housing.com, Fab.com

The Tech Leadership Team

A Tech Org champions a future where steady state requires zero people in the org, where all processes are autonomous via code, where tech is embedded into every way of decision making, and where tech allows a higher power of compounding.

Our Tech team is split into 4 cross functional verticals aligned to smaller pods

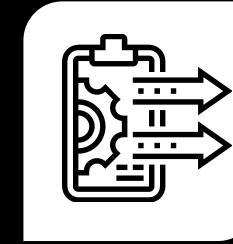
Growth



Responsible for the customer side journey aimed at getting as many requests into the system.

- Catalog & Pricing
- Customer Journeys & Conversion
- Customer Acquisition & Lockin

Marketplace



Handles the journey of a request in the system to ensure perfect fulfilment.

- Capacity & Matchmaking
- Delivery Experience
- Support

Supply



Empowers the professionals to be onboarded and trained, and ensure they see success on the platform.

- Supply Acquisition, Onboarding & Training
- FinTech
- Supply Success & Improvement
- Inventory

Platform

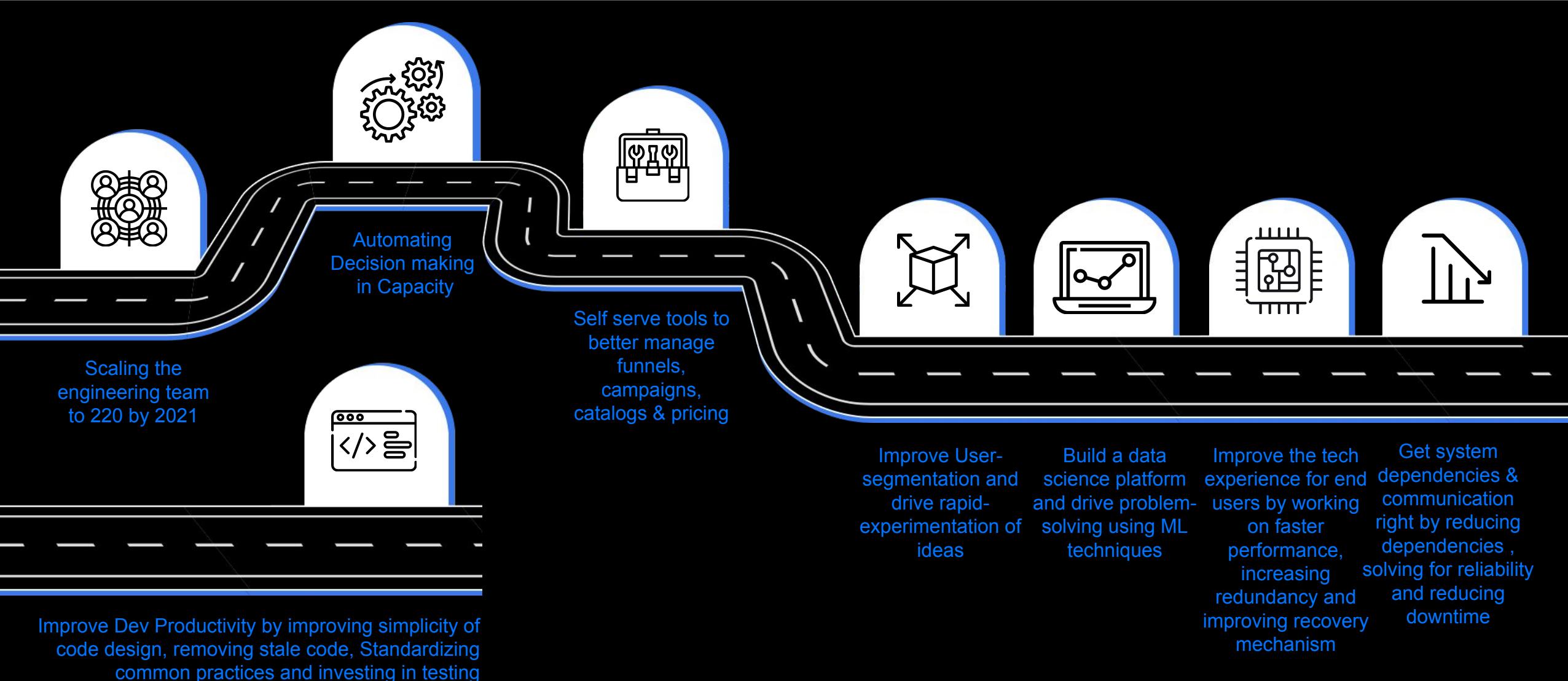


Hosts the Dev, Data, Infra & Security Teams, with a lens to build a platform to solve and own business problems directly.

- Data Platform
- Developer & Infrastructure Platform
- Core Biz-Platform & Libraries

Technology Platform is state of the art. All microservices run on a common inhouse platform which handles all common pain points out of the box: Deployment, Scaling, Config Management, API Schemas, Logging, Alerting & Monitoring, Testing, Scripting.





The Tech Roadmap

Business & Product Knowledge

Work extensively with business/product teams to channelise holistic growth



Location Flexibility

Choose to work out of either of our offices in India- Gurgaon & Bangalore

Mentorship

Solve exciting engineering challenges with some of the sharpest people in the industry



Ownership and Visibility

Opportunity to be driven, fast, and focussed

Customer First

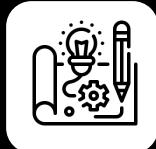
Be consumer centric. Build products and strategies pivotal to consumer and professional journey

Pod Structure

Work on impactful problem statements in small full stack pods



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[Urban Company Engineering Blog](#)



[Urban Company Culture Blog](#)



[Urban Company Careers](#)



[Fair Work India 2020 Rating: UC Tops List in Working Conditions](#)



[Urban Company's Rewards Philosophy](#)



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