



Urban Ladder

Let's Create

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Agenda

Company Overview	3
Our Management Team	4
Journey	5
Financials	6
Industry Overview and market analysis	7-8

Company Overview



- Urban Ladder is omnichannel furniture and home décor retailers , established with a vision to make a million homes beautiful through thoughtfully designed products and personalized living solutions.
- The Company operates across product & service categories offering:–
 - Living Room & Bedroom Furniture: Sofa sets, recliners, beds, wardrobes, mattresses, and storage solutions.
 - Business Support & Job Work: Manpower supply, product sourcing, quality control, and job work operations for the Reliance Group's furniture business.
- The Company's clientele comprises two primary verticals – retail consumers including urban residents, young professionals, and home designers for its furniture and décor products. Reliance Retail Limited as its sole corporate client for technology, design, and operational support services, representing entirety of its service-based revenue in FY2026.



Retail stores
50+ metro cities



Revenue – ₹95+
cr as on FY-26

Founded in	2012
Founders	Ashish Goel & Rajiv Srivatsa
Headquarter	Bengaluru, Karnataka
Parent	Reliance Retail

News Updates

- Nov 2025** — Ashish Goel leaves board; final exit of original founders
- Apr 2024** — Vivek Mehta becomes CEO under Reliance-era management
- Early 2021** — CEO Ashish Goel exits; original founders leave active management
- Oct 2019** — CTPO Rajiv Srivatsa and board member, Kalaari Capital's Vani Kola resign

Our Management Team



Vivek Mehta

Chief Executive Officer

Feb 2024 – Present · 2 yrs 5 mo

21 years of global leadership experience in consumer goods, fashion & retail Industry.



Rakesh Sharma

Chief Finance Officer

Jan 2021 – Present · 5 yrs 6 mo

18+ years of experience | Retail & Ecommerce Leader |
Driving Profitability through Financial Strategy,
Automation & AI-Driven Software Development



Sanjay Kawle

Chief Operating Officer

Feb 2022 – Present · 4 yrs 5 mo

25+ years of experience driving business growth across Retail, E-commerce, Manufacturing, and IT sectors.



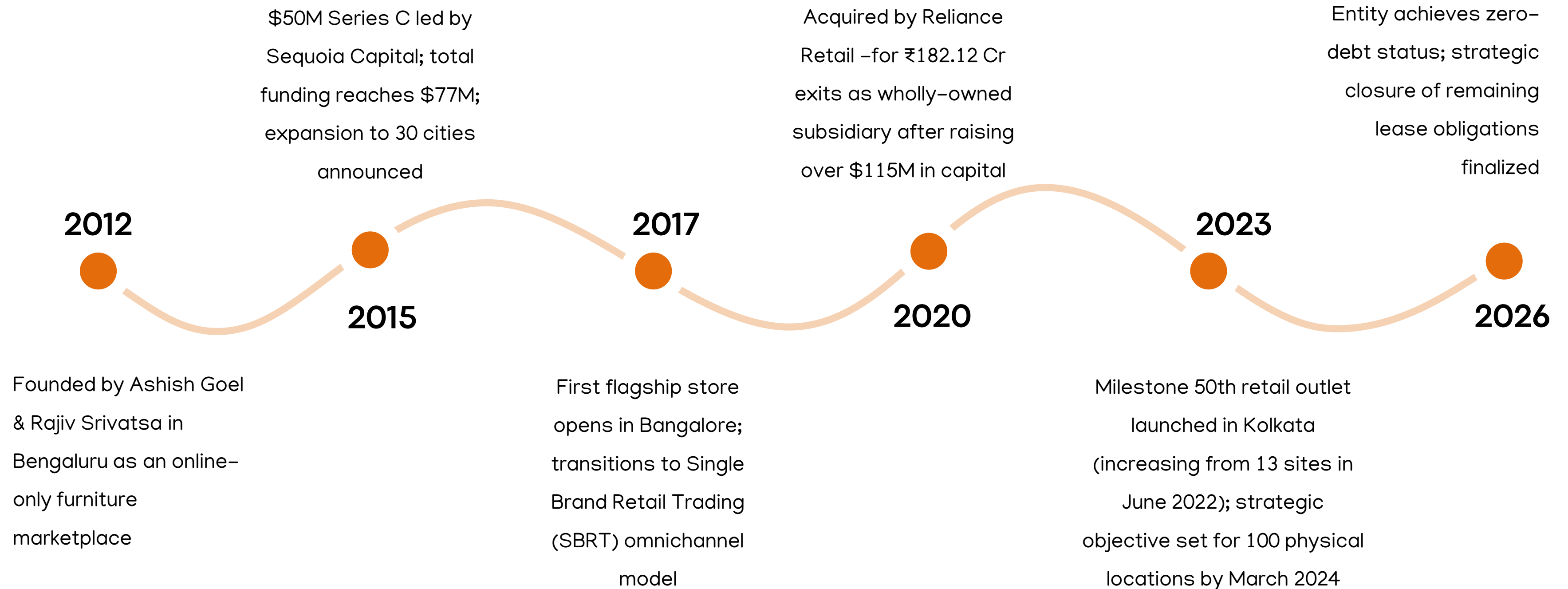
Ravi Teja Palla

Chief Business Officer

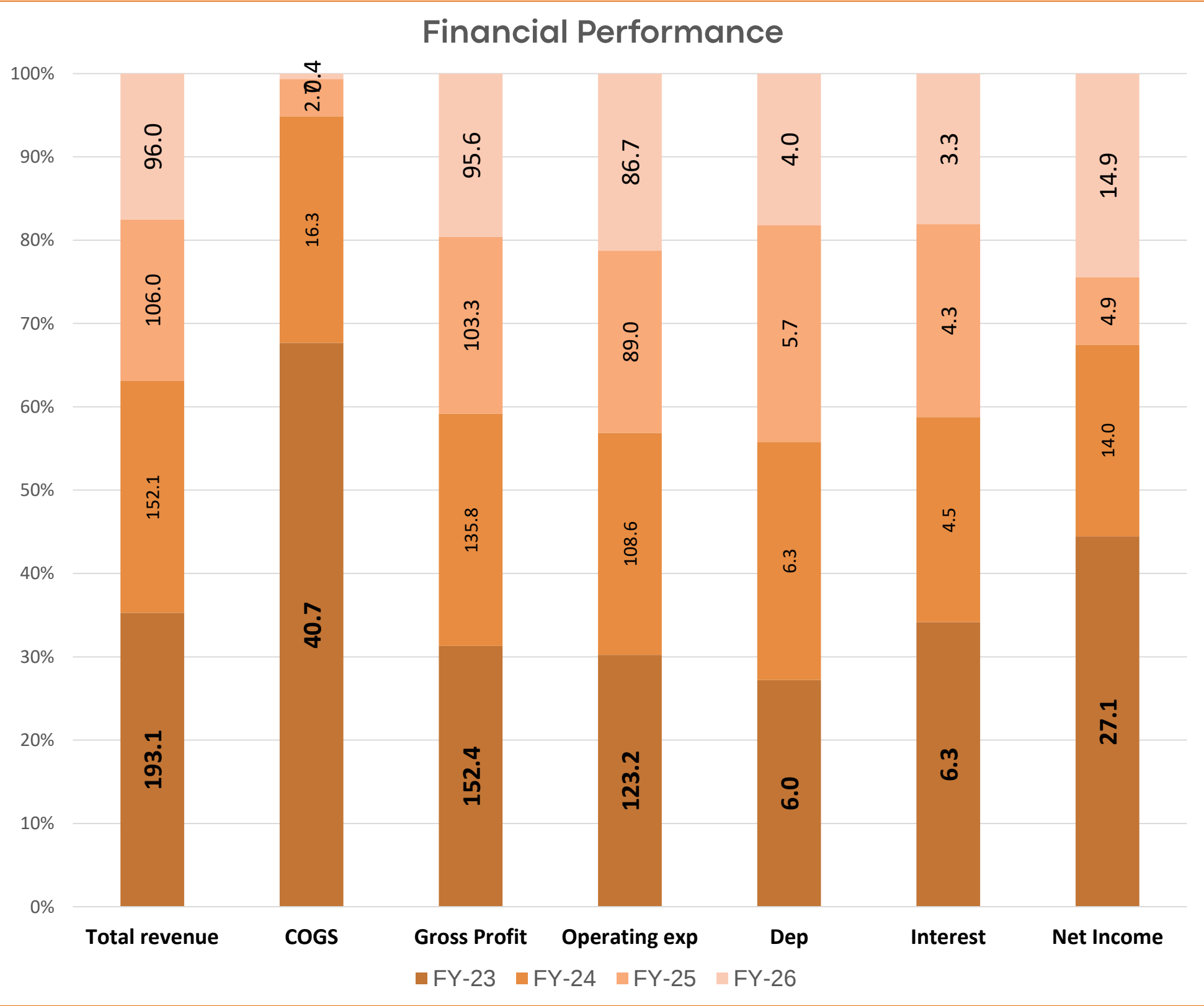
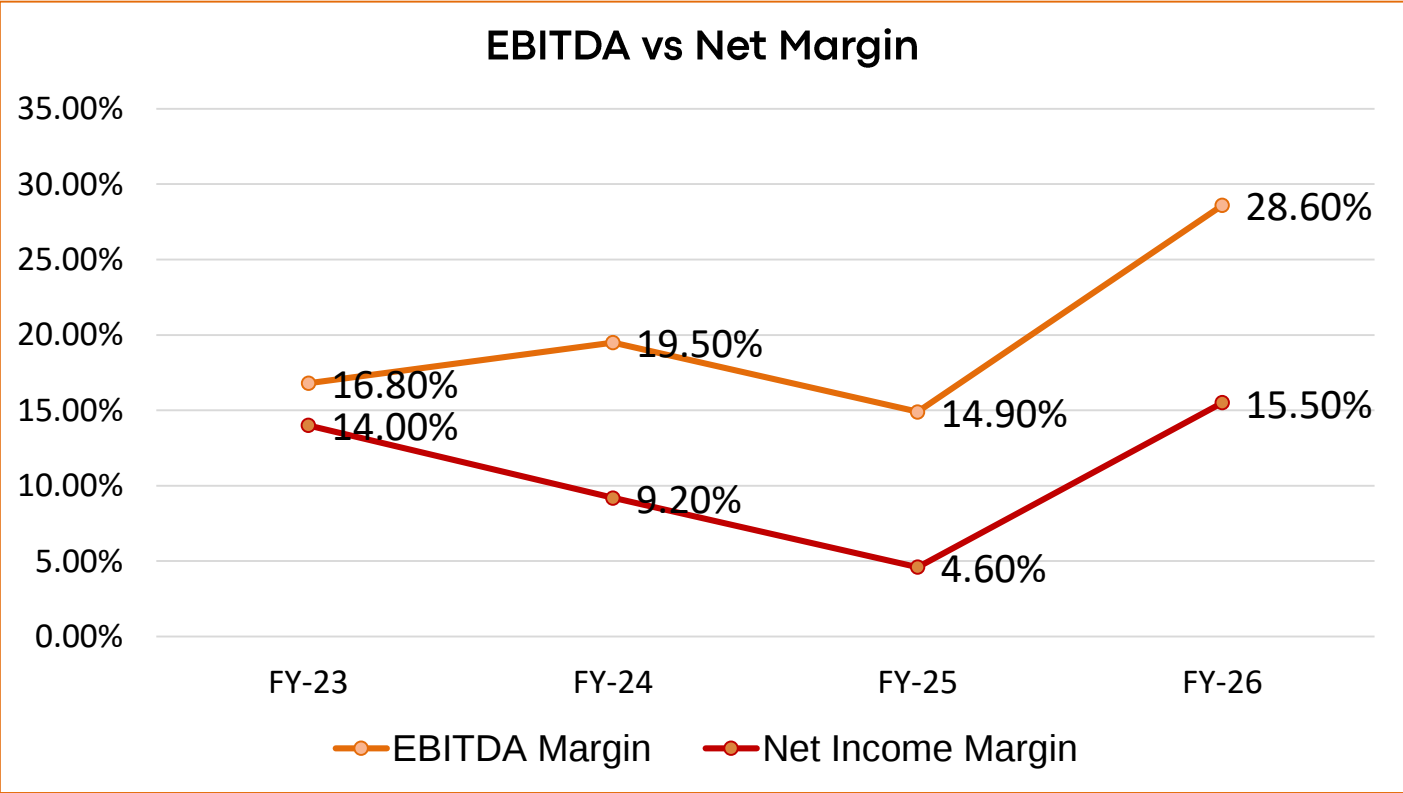
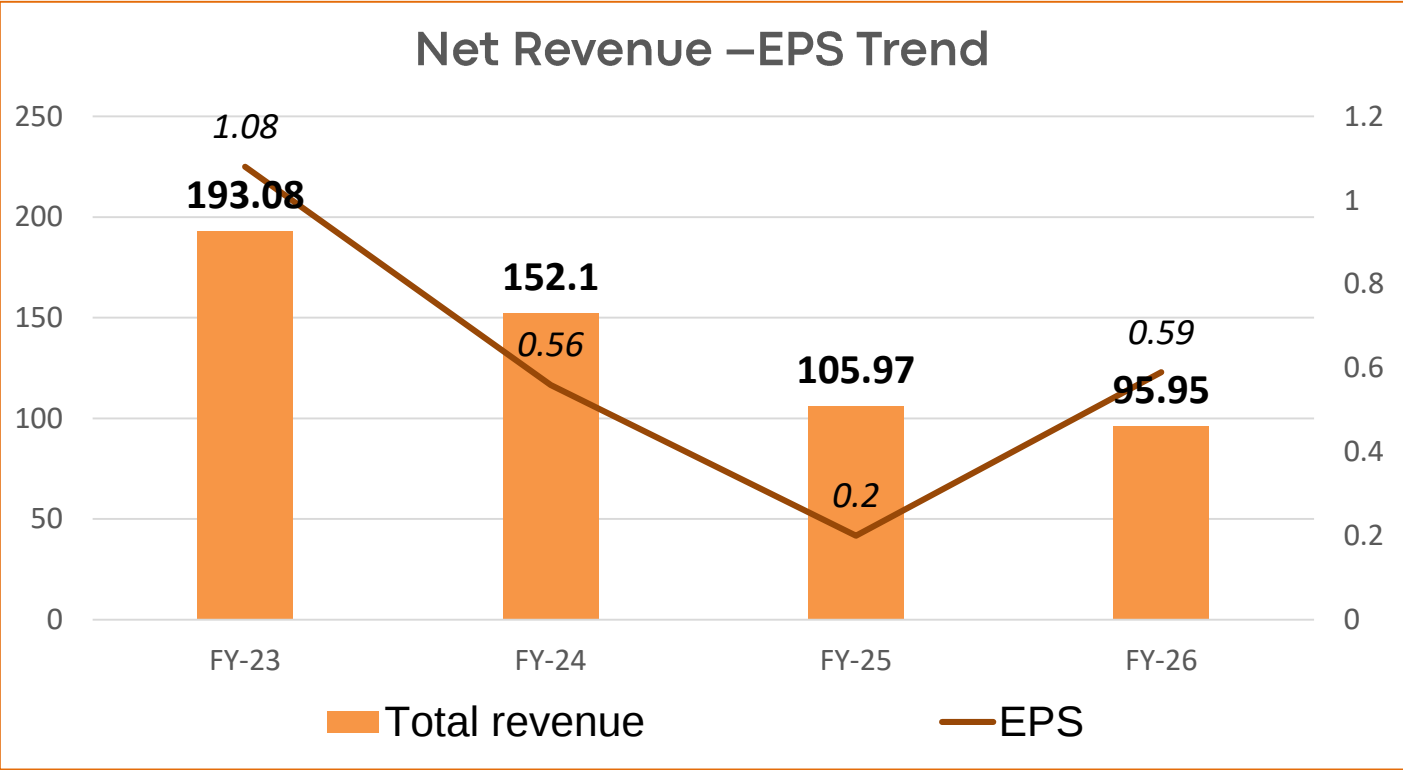
Jan 2024 – Present · 2 yrs 6 mo

Experienced business leader managing a ₹300 crore business with expertise in e-commerce, retail operations, omnichannel growth.

Timeline



Key Financials



Sources: company Financial report

Industry Overview — India Furniture Market

- The Furniture Industry encompasses operators that design, manufacture, and retail home and lifestyle products including furniture, home décor, and interior solutions, catering to a wide consumer base ranging from individual homeowners to institutional and commercial clients
- India's furniture market remains highly fragmented with organized players accounting for only 10–20% of market share; the remaining 80–90% dominated by the unorganized sector
- India’s home décor market was valued at Rs. 2,26,415 crore (US\$ 25.50 billion) in 2024 and is expected to reach Rs. 3,62,263 crore (US\$ 40.80 billion) by 2033, expanding at a CAGR of 5.40% between 2025 and 2033.
- India is the second-largest furniture market in Asia-Pacific after China and among the fastest-growing markets in the region
- Online furniture sub-segment growing significantly faster — market reached USD 1.62 billion in 2024, projected to reach USD 5.56 billion by 2033 at a CAGR of 14.70%
- Online growth driven by rising internet penetration, smartphone adoption, AR/VR visualization tools, and value-added services including free delivery and assembly
- By distribution channel, B2C retail held 79.49% of the furniture market share in 2025, and B2B/project is projected to grow at an 8.16% CAGR through 2031

Strengths

- Leading online furniture brand in India.
- Wide range of stylish and modern furniture.
- Good customer experience through website and app.

Weaknesses

- High logistics and delivery costs.
- Furniture purchases are less frequent than daily-use products.
- Dependence on urban markets and online sales.

Opportunities

- Growing demand for home furniture due to urbanisation.
- Expansion into smaller cities and offline stores.
- Scope to introduce more home décor and customised products

Threats

- Growing rental furniture business
- Supply chain disruptions and rising raw material costs.
- Changing customer preferences and market trends.

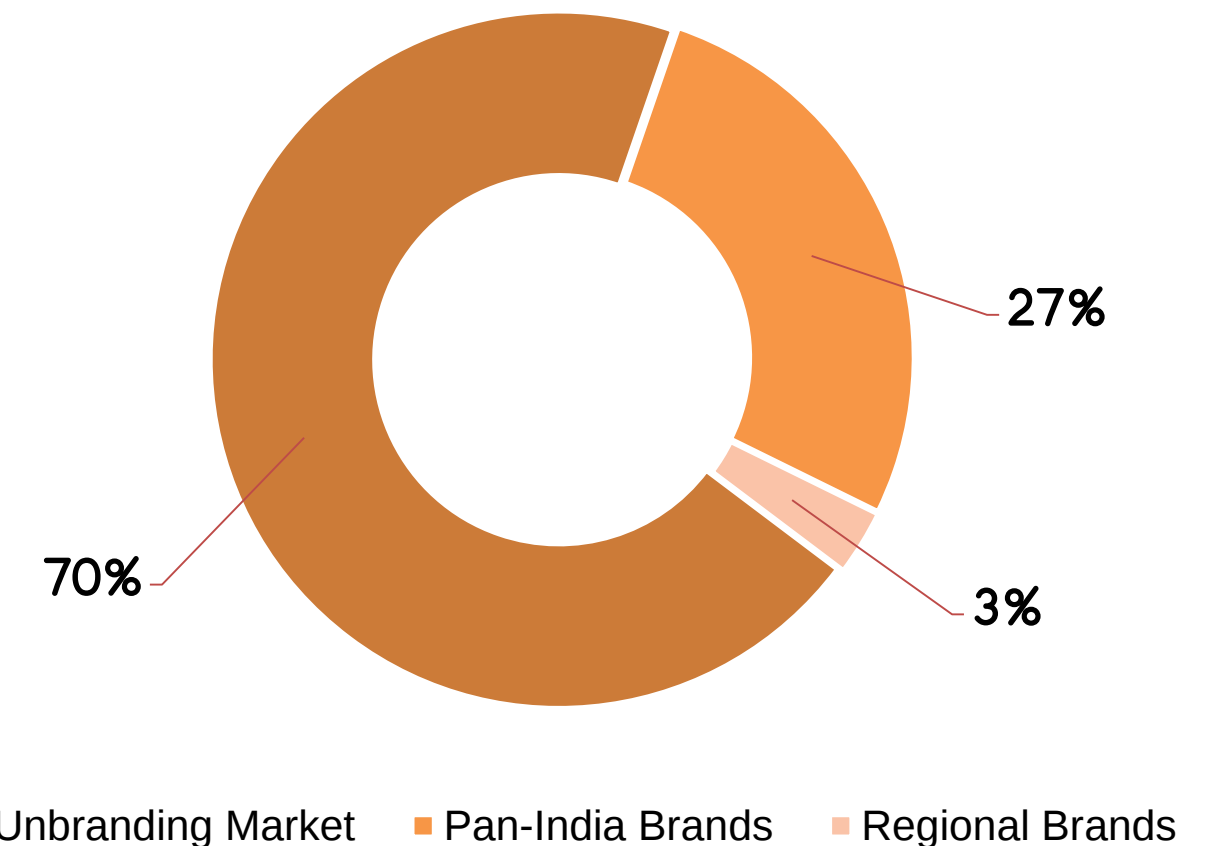
Market Analysis



Key Market Drivers

- **Rapid Urbanization:** India's urban population was 36.87% in 2024 (World Bank). New household formation in metros and Tier-2 cities drives continuous demand for furniture and home décor.
- **Rising Disposable Incomes:** Expanding middle class upgrading from carpenter-made to branded furniture. Premiumization trend accelerating across home furnishings categories.
- **E-Commerce Penetration:** Online channel holds 32% of home décor market (2025). AR/VR room visualization tools and easy EMI options driving conversion online for high-ticket furniture purchases.
- **North India Dominates:** North India accounts for 33% of home décor market (2025) driven by Delhi-NCR concentration. North India expected to hold 42.1% of furniture market in 2025. Urban Ladder's tier-2 expansion targets emerging demand beyond metros.

Domestic market dynamics



Thank you

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Sources:
Company website, Report form Reliance
IBEF, IMARC, India business Strade and Google