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The Offer

- **Issue date :** Sept 09, 2026 to Sept 11, 2026
- **Tentative allotment Date:** Tue, Sept 15, 2026
- **Tentative Listing Date:** Thu, Sept 17, 2026
- **Issue Type:** Bookbuilding IPO
- **Sale Type :** Fresh capital cum OFS
- **Total Issue Size:** ₹1256 cr

- **Fresh Issue:** 37,15,449 shares (agg. up to ₹150 Cr)
- **Offer for Sale :** 2,73,65,529 shares of ₹1 (agg. up to ₹1,106 Cr)

- **Face Value**: ₹ 1 Per Equity Share
- **Issue Price**: ₹384- ₹404 Per Equity Share
- **Market Lot**: 37 Shares
- **Listing At:** BSE, NSE

Capital Structure

The share capital of Company is set forth below:-

Authorized Share Capital	Aggregate value at face value of the Shares (₹)
Equity Shares comprising 123,320,200 Equity Shares of face value of ₹1 each	123,320,200
Preference Shares comprising 66,798 CCPS of face value of ₹100 each	6,679,800
Issued, subscribed and paid up capital before the Offer	
100,400,342 Equity Shares of face value of ₹1 each	100,400,342

- **Fresh Issue:** 37,15,449 shares (agg. up to ₹150 Cr)
- **Offer for Sale :** 2,73,65,529 shares of ₹1 (agg. up to ₹1,106 Cr)

Objects Of The Offer

The Company proposes to utilise the Net Proceeds from the Issue towards the following objects:

1. Repayment/ prepayment, in full or in part, of certain outstanding borrowings and accrued interest thereon availed by Company
2. Payment of lease rental/ license fee for our warehouses and experience stores
3. General corporate purposes

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Requirement of funds and utilisation of Net Proceeds

S. No.	Particulars	Estimated Amount (in ₹ million)
1.	Repayment/ prepayment, in full or in part, of certain outstanding borrowings and accrued interest thereon availed by our Company	700.00
2.	Payment of lease rental/ license fee for our warehouses and experience stores	425.00
3.	General corporate purposes	[•][1]
Total		[•]

(1) To be finalised upon determination of the Offer Price and updated in the Prospectus prior to filing with the RoC. The amount to be utilised for general

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Proposed schedule of implementation and deployment of Net Proceeds

- -

(in ₹ million)

S. No.	Particulars	Amount proposed to be funded from the Net Proceeds	Estimated utilisation of the Net Proceeds		
			Fiscal 2027	Fiscal 2028	Fiscal 2029
1.	Repayment/ prepayment, in full or in part, of certain outstanding borrowings and accrued interest thereon availed by our Company	700.00	700.00	-	-
2.	Payment of lease rental/ license fee for our Premises	425.00	168.10	177.60	79.30
3.	General corporate purposes[(1)]	[•]	[•]	[•]	[•]
	Total	[•]	[•]	[•]	[•]

(1) *The amount to be utilised for general corporate purposes shall not exceed 25% of the Gross Proceeds. To be finalised upon determination of the Offer*

Company Overview

Incorporated in April 2012, Rentomojo Limited is a technology-driven, full-stack direct-to-consumer (D2C) online rental and subscription platform for furniture and appliances in India.

The Company provides consumers with affordable, flexible and long-term subscription plans for home furniture and appliances, enabling them to rent, return, upgrade and relocate products without the need for large upfront purchases or long-term ownership commitments.

Its product portfolio includes essential home products such as beds, mattresses, washing machines, refrigerators, wardrobes, sofas, televisions and water purifiers. As of 31 March 2026, RentoMojo **had 253,825 live subscribers across 29 cities and a portfolio of 851,184 live items**. Its integrated asset-lifecycle model covers category management, procurement, refurbishment, servicing, reverse logistics and multi-cycle redeployment, enabling the company to reuse assets across multiple customer cycles.

Company Overview

This full-stack approach enables the Company to manage its assets across multiple deployment cycles, improve occupancy and capital efficiency, and provide consistent service throughout the subscription lifecycle. The Company operates through an omni-channel model, combining its online ordering platform with 82 experience stores across India as of March 31, 2026.

Company offers a **diverse portfolio of furniture and appliances** across leading brands such as **Haier, Wakefit, Livpure and Duroflex,** along with its own private-label products. In FY2025, the company expanded its portfolio by launching **private-label refrigerators and washing machines manufactured in partnership with Dixon Technologies (India) Limited,** as well as its own **branded water purifiers**. This expansion strengthens RentoMojo's product range and enables greater control over its private-label offerings.

Company Overview

Institutional Backing

RentoMojo is backed by a strong base of marquee institutional investors that have supported the company through multiple stages of its growth. Key investors include **Accel India IV (Mauritius) Limited, ValueQuest S.C.A.L.E. Fund, Edelweiss Discovery Fund – Series I, Chiratae Growth Fund – I, Chiratae Trust, IDG Ventures India Fund III LLC and Madison India Opportunities V VCC**. This institutional investor base provides the company with strong financial backing and credibility to support its continued growth and expansion.

As of March 31, 2026, the Company had **253,825 live subscribers across 29 cities** in India. It operates **20 warehouses** with an aggregate warehousing area of 538,933 sq. ft. and has a network of trained service professionals and logistics partners supporting delivery, installation, maintenance, repairs, relocation and reverse logistics. The Company **recorded an average delivery turnaround time of 2.35 days in Fiscal 2026 and maintained an occupancy rate of 83.34% during Fiscal 2026.**

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Consistently improving collections, as reflected in the steady enhancement of revenue realisation efficiency

Particulars	Fiscal 2026	Fiscal 2025	Fiscal 2024
	(₹ million)		
Trade receivables, unsecured (A = B + C)	664.65	488.78	370.03
Trade receivables – considered good (B)	445.71	308.68	239.87
Trade receivables – credit impaired (i.e. due more than 180 days) (C)	218.94	180.10	130.16
Incremental trade receivables – credit impaired (D)[1]	38.84	49.94	37.66
Revenue from Operations (E)	3,869.88	2,659.59	1,927.01
Incremental trade receivables – credit impaired as a percentage of Revenue from Operations (%) (F = D / E)	1.00%	1.88%	1.95%
Revenue realisation efficiency (G = 1 - F)	99.00%	98.12%	98.05%

Note:

Most Favourable for consumers
Moderately favourable for consumers
Least favourable for consumers

	Water Purifier Purchase (Full payment)	Water Purifier Purchase (2-year EMI)	Water Purifier Rental	Bottled Water Subscription
Tangible Factors:				
Total cost² over 2 years for purified water	~₹ 12,544 (~US$ 147)	~₹ 14,110 (~US$ 166)	~₹ 9,384 (~US$ 110)	~₹ 25,530 (~US$ 300)
o Upfront funds requirement	High	Low	Low	Medium
o AMC and repairs cost	OEM warranty (1year), then customer-borne at ~40% of product cost	OEM warranty (1 year), then customer-borne at ~40% of product cost	Managed by vendor	Not applicable
o Upgradation cost	Requires repurchase	Requires repurchase	Easy upgrade or swap option	Not applicable
Intangible Factors:				
o Sense of ownership	High	High (delayed ownership)	Low	Low
o Perception of quality	High	High	Perceived as refurbished products	High
o Risk of obsolescence	High	High	Minimal	Not applicable

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Financial and operational information

Particulars	Unit	As of/ For the year ended March 31, 2026	As of/ For the year ended March 31, 2025	As of/ For the year ended March 31, 2024
Financial				
GAAP Measures				
Revenue from Operations [1]	₹ million	3,869.88	2,659.59	1,927.01
Restated Profit After Tax [2]	₹ million	1,042.99	431.06	224.12
Non-GAAP Measures				
Revenue from Operations Growth (%) [3]	%	45.51%	38.02%	60.45%
EBITDA [4]	₹ million	1,634.62	1,184.39	781.52
EBITDA Margin (%) [5]	%	41.48%	43.55%	39.92%
Profit After Tax Margin (%)[6]	%	26.95%	16.21%	11.63%
Return on Equity (“**RoE**”) (%) [7]	%	43.51%	26.67%	27.70%
Adjusted Return on Capital Employed (“**RoCE**”) (%) [8]	%	25.34%	25.14%	31.47%
Cash Profit [9]	₹ million	1,381.27	919.16	525.42
Operational				
Gross Items Ordered [10]	Numbers	989,931	694,785	524,949
Occupancy Rate [11]	%	83.34%	82.82%	86.43%

LISTED PEERS

Company operates a technology-driven, full-stack direct-to-consumer online rental and subscription platform for furniture and appliances in India. Currently, there are no listed companies in India or globally that operate under a comparable business model and accordingly, there are no directly comparable industry peers for KPI benchmarking. Therefore, no industry comparison has been provided in relation to the Company.

Strategies Ahead

- Leveraging micro-market intelligence to drive omni-channel expansion and strengthen consumer trust
- Capital-light expansion to capture urbanization driven growth
- Invest in technology stack to enhance customer experience, strengthen operational efficiency, and drive cost optimization
- Strengthen and scale platform solutions to provide a wider breadth of services

Source: Company’s RHP

Strengths

- Consistently profitable D2C player since Fiscal 2023, driven by predictable recurring revenues, acyclical performance and high return on capital employed
- Leading furniture and appliance rental platform, where scale enables higher subscriber engagements – creating organic demand
- Integrated multi-stack business model driving a self-reinforcing flywheel at the intersection of e-commerce, subscription, and re-commerce
- Proven track record of extended reuse during asset life cycle and consistent cohort returns
- Proprietary technology stack seamlessly facilitating end-to-end operational integration
- Founder-led company supported by a professional management team and marquee shareholders

Source: Company's RHP

Risk Factors

- **High dependence on furniture & appliance rentals:** 97.90% of revenue from operations in FY2026 came from renting furniture and appliances, making the company highly dependent on this single business segment.
- **Subscriber payment/default risk:** Delays or defaults by subscribers can affect collections and cash flows, while the company continues to bear costs related to its rental assets.
- Revenue is concentrated in key tier-1 and metropolitan markets in India. Adverse local developments could disproportionately impact our business, results of operations, financial condition and cash flows.
- **Cybersecurity risk:** Cyberattacks or breaches could result in loss or unauthorized disclosure of confidential information and adversely affect business and reputation..

Risk Factors

- **Brand & reputation risk:** The Rentomojo brand is important for attracting subscribers. Product defects, service issues, complaints, negative publicity or operational lapses could damage the brand and reduce demand.
- Business depends on maintaining high occupancy rates. A decline in Occupancy Rates may materially reduce return on capital employed and operating cash flows.
- **High borrowings:** As of June 30, 2026, outstanding secured borrowings were ₹258.33 crore. Any difficulty in servicing debt or obtaining financing on acceptable terms could adversely affect financial condition and cash flows.
- Rental assets are subject to depreciation where we may be required to recognize impairment losses, which could adversely affect our business, results of operations, financial condition and cash flow.

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THANK YOU

RUDRA SHARES & STOCK BROKERS LIMITED

Registered & Corporate Office :

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REGIONAL OFFICES

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