

August 05, 2026

National Stock Exchange of India Limited
The Listing Department,
Exchange Plaza,
Bandra Kurla Complex
Mumbai - 400 051

BSE Limited
Department of Corporate Services,
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400 001

Symbol: URBANCO

Scrip Code: 544515

Sub.: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release

Dear Sir/ Ma'am,

In accordance with SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, please find enclosed herewith the press release titled **"Urban Company launches Native M3 Pro with 3-year unconditional warranty and long-life filtration"**.

The above disclosure will also be hosted on the Company's website viz. <https://investorrelations.urbancompany.com/>

This is for your information and records.

Thanking you,

For Urban Company Limited
*(Formerly UrbanClap Technologies India Limited and
UrbanClap Technologies India Private Limited)*

Sonali Singh
Company Secretary and Compliance Officer
Membership No.: A26585

Encl.: As above

Urban Company Limited

(Formerly known as UrbanClap Technologies India Limited & UrbanClap Technologies India Private Limited)

REGISTERED OFFICE:

Unit No. 8, Ground Floor,
Rectangle 1, D4, Saket District Centre,
New Delhi, 110017, Delhi, India

CORPORATE OFFICE:

7th & 8th Floor, Go Works,
Plot 183, Rajiv Nagar, Udyog Vihar
Phase 1, Sector 20,
Gurgaon - 122016, Haryana, India

Urban Company launches Native M3 Pro with 3-year unconditional warranty and long-life filtration

- *New premium water purifier features filters designed to last up to three years, app-enabled health monitoring and advanced mineralization*
- *Available now on the Urban Company app and website at ₹22,000 onwards*



Gurugram, August 5, 2026: Urban Company Limited (NSE: URBANCO) announced the launch of the Native M3 & M3 Pro Water Purifier, the latest addition to its Native portfolio of smart home products. Designed to make water purification more reliable and hassle-free, the Native M3 Pro combines premium design, technology-enabled monitoring and filters designed to last for three years, backed by an unconditional three-year warranty.

Building on the success of the first Native water purifier, the Native M3 series raises the bar on durability, experience and long-term ownership value. Unlike conventional RO systems that require frequent servicing and filter changes, Native M3 series is designed to minimise maintenance while reducing the total cost of ownership. Customers can save over ₹26,000 over nine years through its long-life filters and reduced maintenance requirements.

"For years, the water purifier industry has normalised frequent servicing, filter replacements and high maintenance costs. We believe customers deserve a better ownership experience. Native M3 Pro is designed to solve these pain points through long-life filtration, connected monitoring and dependable after-sales support, all backed by an unconditional three-year warranty. This launch reflects our philosophy of building products that are durable, thoughtfully designed, easy to use and smart," said Varun Khaitan, Co-Founder and COO, Urban Company.

Engineered for premium performance and smart living

Building on the success of Native's flagship purifiers, the M3 Pro combines elevated aesthetics with advanced technology:

- **3-Year No Service Required:** Engineered with long-life filtration technology that operates seamlessly for three full years without needing filter changes or routine servicing.
- **100% RO Purified Water:** Ensures that 100% of the water passes through the RO membrane to eliminate heavy metals, chemicals, and impurities.
- **Premium Build:** Equipped with a durable, food-grade stainless-steel storage tank.
- **Smart App Integration:** Allows real-time monitoring of filter health, water quality, and key performance parameters directly via the Urban Company app.
- **Advanced Mineralisation & pH Balancing:** Enhances water taste while restoring essential nutrients and maintaining optimal pH levels.
- **Dot-Matrix Smart Display:** Provides sleek, intuitive on-device updates.

The launch comes as Urban Company's Native business continues to witness strong growth. In FY26, Native recorded ₹267 crore in revenue from operations, representing 130% year-on-year growth, while Net Transaction Value (NTV) grew 122% year-on-year to ₹345 crore. The company also maintains an average 4.5-star customer rating across platforms and a 75% customer renewal rate, reflecting strong customer trust in Native's lifecycle service model.

Native combines thoughtfully designed hardware with professional installation, technology-enabled monitoring and Urban Company's trusted after-sales service network. By integrating products with services, the company aims to redefine home appliance ownership around reliability, transparency and lifecycle value rather than one-time product sales.

The Native M3 & M3 Pro, priced at ₹22,000 onwards, are available for purchase immediately across India on the Urban Company app and official website.

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About Urban Company Limited

Urban Company Limited (NSE: URBANCO) is a technology-driven platform that connects customers with trusted professionals for home and beauty needs — from cleaning and repairs to salon and spa services. As per Urban Company's 9M FY26 Earnings Index, average monthly net earnings in-hand reached INR 28,322 for all active service professionals (ex. InstaHelp), while the top 5% of service professionals earned INR 51,673. In addition, all active service professionals are covered under group life and accidental insurance, which includes life insurance cover of up to INR 10 lacs, disability cover of up to INR 6 lacs, as well as accidental hospitalisation and OPD treatment coverage, among other benefits.