

THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY. THIS IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION DIRECTLY OR INDIRECTLY OUTSIDE INDIA. Initial public offer of equity shares will get listed on the main board of BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE", and together with BSE, the "Stock Exchanges") in compliance with Chapter II of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations").



(Please scan this QR code to view the Red Herring Prospectus and the Abridged Prospectus)



RENTOMOJO LIMITED

(formerly known as Rentomojo Private Limited and Edunetwork Private Limited)

(TO BE LISTED ON THE MAIN BOARD OF BSE AND NSE)

Our Company was originally incorporated in the name of 'Edunetwork Private Limited' as a private limited company under the Companies Act, 1956, pursuant to a certificate of incorporation dated April 16, 2012 issued by the Registrar of Companies, Karnataka at Bangalore ("RoC"). Thereafter, our Company changed its name to 'Rentomojo Private Limited' to align the corporate identity with its current line of business pursuant to the Board resolution dated July 24, 2025, and the special resolution passed in the extraordinary general meeting held on August 25, 2025, further to which a fresh certificate of incorporation pursuant to change of name dated October 8, 2025 was issued by the Registrar of Companies, Central Processing Centre. Subsequently, our Company was converted from a private limited company into a public limited company pursuant to the Board resolution dated January 2, 2026 and the special resolution passed in the extraordinary general meeting of our Shareholders held on January 13, 2026 and consequently the name of our Company was changed to 'Rentomojo Limited' and a fresh certificate of incorporation dated February 3, 2026 was issued by the Registrar of Companies, Central Processing Centre. For details of changes in the name and registered office address of our Company, see "*History and Certain Corporate Matters*" on page 231 of the red herring prospectus dated September 03, 2026 ("RHP" or "Red Herring Prospectus").

Registered Office: Second Floor, B Block, BHIVE Workspace no. 112, AKR Tech Park 'A' and 7th Mile, Hosur Road, Krishna Reddy Industrial Area, Bommanahalli, Bangalore - 560 068, Karnataka
Corporate Office: B Wing- 4th Floor, BHIVE Workspace, WJ88+69V BMTC Complex, Old Madiwala, Kuvempu Nagar, Stage 2, BTM Layout, Bengaluru, Karnataka - 560068, **Telephone:** 9591874499 / 9731814023; **Contact person:** Deepika N Bhandiwad, Company Secretary and Compliance Officer
E-mail: secretarial@rentomojo.com; **Website:** www.rentomojo.com, **Corporate Identity Number:** U72200KA2012PLC063551

THE PROMOTER OF OUR COMPANY IS GEETANSH BAMANIA

INITIAL PUBLIC OFFER OF UP TO [●] EQUITY SHARES OF FACE VALUE OF ₹1 EACH ("EQUITY SHARES") OF RENTOMOJO LIMITED (FORMERLY KNOWN AS RENTOMOJO PRIVATE LIMITED AND EDUNETWORK PRIVATE LIMITED) (OUR "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) (THE "OFFER PRICE") AGGREGATING UP TO ₹ [●] MILLION COMPRISING A FRESH ISSUE OF UP TO [●] EQUITY SHARES AGGREGATING UP TO ₹ 1,500.00 MILLION BY OUR COMPANY ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 27,365,529 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION ("OFFERED SHARES") BY THE SELLING SHAREHOLDERS, COMPRISING UP TO 849,175 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY GEETANSH BAMANIA ("PROMOTER SELLING SHAREHOLDER"), UP TO 7,846,951 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY ACCEL INDIA IV (MAURITIUS) LIMITED, UP TO 2,882,794 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY EDELWEISS DISCOVERY FUND - SERIES I, UP TO 2,803,431 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY IDG VENTURES INDIA FUND III LLC, UP TO 2,713,418 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY VALUEQUEST S.C.A.L.E. FUND, UP TO 2,398,550 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY MADISON INDIA OPPORTUNITIES V VCC, UP TO 2,002,019 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY CHIRATAE TRUST REPRESENTED BY ITS TRUSTEE VISTRA ITCL (INDIA) LIMITED AND ACTING THROUGH ITS INVESTMENT MANAGER, NAIGAMA INVESTMENT MANAGER LLP, UP TO 1,512,800 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY GMO PAYMENT GATEWAY INC, UP TO 842,174 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY GMO GFF LIMITED PARTNERSHIP, UP TO 753,647 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY MSVC 2018V VENTURE CAPITAL INVESTMENT LIMITED PARTNERSHIP, UP TO 719,315 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY PRATITHI INVESTMENT TRUST, ACTING THROUGH ITS TRUSTEE S. GOPALAKRISHNAN, UP TO 307,000 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY RAJEEV CHITRABHANU HUF, AND UP TO 76,260 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY VCATS MANAGEMENT SERVICES TRUST - II ("INVESTOR SELLING SHAREHOLDERS"), UP TO 755,405 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY RENAUD LAPLANCHE, UP TO 400,000 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY GAURAV BAMANIA, UP TO 254,130 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY GAUTAM DALMIA, UP TO 148,460 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY NITISH MITTERSAIN AND UP TO 100,000 EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION BY SUBODH SHINKAR (COLLECTIVELY THE "INDIVIDUAL SELLING SHAREHOLDERS" AND TOGETHER WITH THE PROMOTER SELLING SHAREHOLDER AND INVESTOR SELLING SHAREHOLDERS, THE "SELLING SHAREHOLDERS" AND SUCH OFFER FOR SALE, THE "OFFER FOR SALE", AND TOGETHER WITH THE FRESH ISSUE, THE "OFFER").

THE OFFER MAY INCLUDE A RESERVATION OF UP TO [●] EQUITY SHARES OF FACE VALUE OF ₹1 EACH, AGGREGATING UP TO ₹20.00 MILLION (CONSTITUTING UP TO [●]% OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY), FOR SUBSCRIPTION BY ELIGIBLE EMPLOYEES ("EMPLOYEE RESERVATION PORTION"). OUR COMPANY, IN CONSULTATION WITH THE BRLMS MAY OFFER A DISCOUNT OF ₹20 PER EQUITY SHARE OF FACE VALUE OF ₹1 EACH, TO ELIGIBLE EMPLOYEES BIDDING IN THE EMPLOYEE RESERVATION PORTION ("EMPLOYEE DISCOUNT"), SUBJECT TO NECESSARY APPROVALS AS MAY BE REQUIRED. THE OFFER LESS THE EMPLOYEE RESERVATION PORTION IS HEREINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER SHALL CONSTITUTE [●]% AND [●]% OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY, RESPECTIVELY.

DETAILS OF THE TOP 10 SELLING SHAREHOLDERS, OFFER FOR SALE AND WEIGHTED AVERAGE COST OF ACQUISITION PER EQUITY SHARE

NAME OF THE SELLING SHAREHOLDER**	TYPE OF SELLING SHAREHOLDER	MAXIMUM NUMBER OF EQUITY SHARES OF FACE VALUE OF ₹1 EACH OFFERED/ AMOUNT (₹ IN MILLION)	WEIGHTED AVERAGE COST OF ACQUISITION PER EQUITY SHARE OF FACE VALUE OF ₹1 EACH (IN ₹)*
Accel India IV (Mauritius) Limited	Investor Selling Shareholder	Up to 7,846,951 Equity Shares of face value of ₹1 each aggregating up to ₹ [●] million	46.79
Edelweiss Discovery Fund - Series I	Investor Selling Shareholder	Up to 2,882,794 Equity Shares of face value of ₹1 each aggregating up to ₹ [●] million	74.91
IDG Ventures India Fund III LLC	Investor Selling Shareholder	Up to 2,803,431 Equity Shares of face value of ₹1 each aggregating up to ₹ [●] million	81.57
ValueQuest S.C.A.L.E. Fund	Investor Selling Shareholder	Up to 2,713,418 Equity Shares of face value of ₹1 each aggregating up to ₹ [●] million	75.36
Madison India Opportunities V VCC	Investor Selling Shareholder	Up to 2,398,550 Equity Shares of face value of ₹1 each aggregating up to ₹ [●] million	55.99
Chiratae Trust represented by its trustee Vistra ITCL (India) Limited and acting through its investment manager, Naigama Investment Manager LLP	Investor Selling Shareholder	Up to 2,002,019 Equity Shares of face value of ₹1 each aggregating up to ₹ [●] million	82.36
GMO Payment Gateway Inc	Investor Selling Shareholder	Up to 1,512,800 Equity Shares of face value of ₹1 each aggregating up to ₹ [●] million	94.74
Geetansh Bamania	Promoter Selling Shareholder	Up to 849,175 Equity Shares of face value of ₹1 each aggregating up to ₹ [●] million	Negligible
GMO GFF Limited Partnership	Investor Selling Shareholder	Up to 842,174 Equity Shares of face value of ₹1 each aggregating up to ₹ [●] million	96.18
Renaud Laplanche	Individual Selling Shareholder	Up to 755,405 Equity Shares of face value of ₹1 each aggregating up to ₹ [●] million	75.10

* As certified by N B T and Co, Chartered Accountants by way of their certificate dated September 03, 2026.
** For remaining Selling Shareholders and further details, see "*Other Regulatory and Statutory Disclosures*" beginning on page 352 of the RHP

PRICE BAND: ₹ 384 TO ₹ 404 PER EQUITY SHARE OF FACE VALUE OF ₹ 1 EACH.

THE FLOOR PRICE AND THE CAP PRICE ARE 384 TIMES AND 404 TIMES THE FACE VALUE OF THE EQUITY SHARES, RESPECTIVELY.

BIDS CAN BE MADE FOR A MINIMUM OF 37 EQUITY SHARES OF FACE VALUE OF ₹ 1 EACH AND IN MULTIPLES OF 37 EQUITY SHARES OF FACE VALUE OF ₹1 EACH THEREAFTER.

THE PRICE TO EARNINGS RATIO ("P/E") BASED ON DILUTED EPS FOR FISCAL 2026 OF OUR COMPANY AT THE LOWER END OF THE PRICE BAND (I.E. FLOOR PRICE) IS 38.02 TIMES AND AT THE UPPER END OF THE PRICE BAND (I.E. CAP PRICE) IS 40.00 TIMES.

WEIGHTED AVERAGE RETURN ON NET WORTH FOR LAST THREE FINANCIAL YEARS IS 35.26%.

DISCOUNT OF ₹20 PER EQUITY SHARE OF FACE VALUE OF ₹1 IS BEING OFFERED TO ELIGIBLE EMPLOYEES BIDDING IN THE EMPLOYEE RESERVATION PORTION.

The details of the Fresh Issue, Offer for Sale, Total Offer Size and the post Offer market capitalization of our Company, each at the Floor Price and the Cap Price, are given below:

Particulars	At Floor Price of ₹384 per equity share		At Cap Price of ₹404 per equity share	
	Up to No. of Equity Shares of face value of ₹ 1 each	Up to Amount (₹ in million)	Up to No. of Equity Shares of face value of ₹ 1 each	Up to Amount (₹ in million)
Fresh Issue	3,909,111	1,500.00	3,715,449	1,500.00
Offer for Sale	27,365,529	10,508.36	27,365,529	11,055.67
Total Offer Size	31,274,640	12,008.36	31,080,978	12,555.67
Post-Offer market capitalization of the Company	104,309,453	40,054.83	104,115,791	40,062.78

BID/ OFFER PROGRAMME	ANCHOR INVESTOR BID/ OFFER PERIOD : TUESDAY, SEPTEMBER 08, 2026
	BID/ OFFER OPENS ON : WEDNESDAY, SEPTEMBER 09, 2026
	BID/ OFFER CLOSSES ON : FRIDAY, SEPTEMBER 11, 2026*

*The UPI mandate end time and date shall be at 5:00 p.m. on Bid/Offer Closing Date.

We operate a technology-driven, full-stack direct-to-consumer ("D2C") online rental and subscription platform for furniture and appliances in India. As of March 31, 2026, we had 253,825 live subscribers spread across 29 cities in India, enabling subscribers to access home essentials through affordable, long-term and flexible subscription plans backed by a reliable and a full-stack asset-lifecycle model.

THE OFFER IS BEING MADE THROUGH THE BOOK BUILDING PROCESS IN ACCORDANCE WITH REGULATION 6(1) OF THE SEBI ICDR REGULATIONS.
THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON THE MAIN BOARD OF BSE AND NSE. NSE SHALL BE THE DESIGNATED STOCK EXCHANGE.
QIB PORTION: NOT MORE THAN 50% OF THE NET OFFER | NON-INSTITUTIONAL PORTION: NOT LESS THAN 15% OF THE NET OFFER | RETAIL PORTION: NOT LESS THAN 35% OF THE NET OFFER
EMPLOYEE RESERVATION PORTION: UP TO [●] EQUITY SHARES AGGREGATING UP TO ₹20.00 MILLION

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE OFFER, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE OFFER AVAILABLE IN ANY MANNER. IN RELATION TO PRICE BAND, POTENTIAL INVESTORS SHOULD ONLY REFER TO THIS PRE-OFFER AND PRICE BAND ADVERTISEMENT FOR THE OFFER AND SHOULD NOT RELY ON ANY MEDIA ARTICLES / REPORTS IN RELATION TO THE VALUATION OF OUR COMPANY AS THESE ARE NOT ENDORSED, PUBLISHED OR CONFIRMED EITHER BY THE COMPANY OR THE THE BOOK RUNNING LEAD MANAGERS TO THE OFFER ("BRLMs").

IN ACCORDANCE WITH THE RECOMMENDATION OF THE COMMITTEE OF INDEPENDENT DIRECTORS OF OUR COMPANY, PURSUANT TO THEIR RESOLUTION DATED SEPTEMBER 03, 2026, THE ABOVE PROVIDED PRICE BAND IS JUSTIFIED BASED ON QUANTITATIVE FACTORS/ KEY PERFORMANCE INDICATORS ("KPI") DISCLOSED IN THE '*BASIS FOR OFFER PRICE*' SECTION ON PAGE 152 OF THE RHP VIS-A-VIS THE WEIGHTED AVERAGE COST OF ACQUISITION ("WACA") OF PRIMARY AND SECONDARY TRANSACTION(S), AS APPLICABLE, DISCLOSED IN '*BASIS FOR OFFER PRICE*' SECTION ON PAGE 152 OF THE RHP AND PROVIDED BELOW IN THE ADVERTISEMENT.

RISK TO INVESTORS

For details refer to section titled "Risk Factors" beginning on page 23 of the RHP

1) **Revenue concentration risk:** We derive most of our revenues by renting furniture and appliances (along with other recurring subscription revenue) (97.90%, 98.20% and 98.19% of our revenue from operations for Fiscals 2026, 2025 and 2024, respectively). The following table sets forth details of revenues generated from recurring subscription revenue for the years indicated:

Particulars	Fiscal 2026		Fiscal 2025		Fiscal 2024	
	Amount (₹ million)	Percentage of revenue from operations	Amount (₹ million)	Percentage of revenue from operations	Amount (₹ million)	Percentage of revenue from operations
Revenue from furniture and appliances (along with other recurring subscription revenue)**	3,788.73	97.90%	2,611.81	98.20%	1,892.09	98.19%
- Furniture rentals	1,957.88	50.59%	1,371.05	51.55%	982.22	50.97%
- Appliance rentals	1,824.48	47.15%	1,231.49	46.30%	894.27	46.41%
- Other rentals*	6.37	0.16%	9.27	0.35%	15.60	0.81%
Others***	81.15	2.10%	47.78	1.80%	34.92	1.81%
Revenue from operations (₹ million)	3,869.88	100.00%	2,659.59	100.00%	1,927.01	100.00%

*Other rentals include revenue from electronics, bikes and others.
**Revenue from furniture and appliances (along with other recurring subscription revenue) refers to revenue from services transferred over the period of time.
***Others refers to services transferred at a point in time, such as delivery charges, installation charges, quality check charges, next-day delivery and Mojo Mover.

Our inability to diversify our revenue streams or adapt to evolving market conditions may have an adverse effect on our business, results of operations and financial condition. Any decline in the demand for renting such products may adversely affect our business, results of operations, financial condition and cash flows.

Continued on next page...

...continued from previous page.

- 2) **Dependence on vendors and third-party manufacturers:** We depend on our vendors to offer high quality products for rental to our subscribers. We also engage third-party contract manufacturers for the manufacture of furniture and appliances that we rent to our subscribers. Set forth below are details of the contribution of our top five asset suppliers to our total capital and operational expenses in the corresponding years:

Particulars	Fiscal 2026		Fiscal 2025		Fiscal 2024	
	Amount (₹ million)	Percentage of total capital and operational expenses	Amount (₹ million)	Percentage of total capital and operational expenses	Amount (₹ million)	Percentage of total capital and operational expenses
Top five asset suppliers	629.23	12.18%	533.28	13.70%	433.24	15.21%

Note: Our top five suppliers differed across years.

For third-party contract manufacturers, we rely on a limited number of suppliers, and in the event we are unable to find a suitable replacement of such manufacturers who will manufacture products according to our requirements and commercial terms, we may not be able to supply our branded products to subscribers, it could adversely affect our business and operations. If we are unable to procure products on commercially acceptable terms or if third-party manufacturers fail to maintain quality standards or if our margins are impacted by higher supply costs or raw material price increases or delay in supply of the products our business and reputation may be adversely affected.

- 3) **Subscriber Growth and Retention Risk:** The growth of our business is dependent on our ability to continue to grow the number of subscribers that utilize our rental platform and rental products. The following table sets forth certain details of our live subscribers and percentage of orders coming from repeat subscribers for the years indicated:

Particulars	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
Number of live subscribers ⁽¹⁾	253,825	194,262	149,498
Repeat Order (%) ⁽²⁾	50.41%	46.55%	47.31%

⁽¹⁾Live subscribers refers to the count of unique subscribers who have at least one product rented as at the end of year.
⁽²⁾Repeat Order refers to total orders placed during the period/ year by subscribers who have placed more than one order till date divided by total orders placed by all subscribers during the year.

The number of our subscribers may decline or fluctuate as a result of several factors including increase in competition, unsatisfactory customer-friendliness of our platform, dissatisfaction with the quality of our products, inadequate fulfilment of orders placed, lack of satisfactory range and the pricing of our products or unsatisfactory customer service experience. If we are unable to retain our existing subscribers and attract new subscribers, our business, results of operations, financial condition and cash flows may be adversely affected.

- 4) **Negative retained earnings:** We had negative retained earnings in the last three Fiscals, despite reporting profitability, as follows:

Particulars	Fiscal 2026	Fiscal 2025	Fiscal 2024
Retained earnings (₹ million)	(1,217.01)	(2,263.62)	(2,694.33)

Our negative retained earnings are attributable to cumulative historical losses incurred in connection with scaling our business, including investments in customer acquisition and operating expenses to cater to the growing subscriber and asset base. There can be no assurance that we will be able to sustain or effectively manage this growth going forward or our future earnings will be sufficient to offset accumulated losses and thus result in positive retained earnings.

- 5) **Geographic concentration risk:** A significant portion of our revenue is derived from certain tier-1 cities of India such as Bengaluru (Karnataka), Mumbai (Maharashtra) and Hyderabad, among others. The following table sets forth our revenue from our top 10 cities in the years indicated:

Fiscal 2026		Fiscal 2025		Fiscal 2024	
Amount (₹ million)	Percentage of revenue from operations (%)	Amount (₹ million)	Percentage of revenue from operations (%)	Amount (₹ million)	Percentage of revenue from operations (%)
3,463.82	89.51	2,512.09	94.45	1,685.70	87.48

Demand slowdowns, regulatory changes, infrastructure constraints, or heightened local competition in these markets may disproportionately affect our performance.

- 6) **Operational risks:** Our operations involve the storage, refurbishment, and movement of assets through and within warehouses. We have experienced a fire at one of our warehouses in June 2026 located in Dhoom Manikpur, Dadri, Noida, Gautam Buddha Nagar, Uttar Pradesh, and any incident such as fire, natural calamity or operational disruption at these locations could result in asset damage, temporary suspension of operations, increased costs, or delays in service delivery, which may adversely affect our business, results of operations, financial condition and cash flows.
- 7) **Pending NCLT proceedings:** Our Company, Promoter and certain Directors are involved in certain legal and regulatory proceedings. A company petition has been filed by Ajay Nain, erstwhile director of our Company before the National Company Law Tribunal, Bengaluru Branch. Any adverse decision in such proceedings may have an adverse effect on our business, results of operations, financial condition, cash flows, and reputation.

- 8) **Risk of Subscriber payment defaults and premature contract cancellations:** Our rental agreements and subscription contracts may be subject to premature cancellations by subscribers for various reasons, including relocation, dissatisfaction with products, changes in financial circumstances or availability of competitive alternatives.
- The following table sets forth our revenue realisation efficiency:

Particulars	Fiscal 2026	Fiscal 2025	Fiscal 2024
	(₹ million)		
Trade receivables, unsecured (A)	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 = A - B)	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: Incremental trade receivables - credit impaired is calculated as trade receivables credit impaired at the end of the year less trade receivables credit impaired at the beginning of the year.

Delays or defaults in payments by subscribers, or premature cancellation of contracts, may adversely affect our business, results of operations, financial condition and cash flows.

- 9) **Dependence on leased and membership properties:** Our Registered Office and Corporate Office each are not located on land owned by us and we have only membership rights. We also operate warehouses and experience stores across India as of March 31, 2026, which we hold on a leasehold basis. In the event we lose or are unable to renew such leasehold or membership rights, our business, results of operations, financial condition and cash flows may be adversely affected.
- 10) **Risks of inability to expand our of experience stores:** In the last three Fiscals, we have shut five experience stores due to such stores not meeting our performance expectations and have relocated them. Further, we have received a stoppage notice from the Municipal Corporation of Delhi dated August 3, 2026, in respect of our experience store in New Ashok Nagar, Delhi. Any inability to effectively expand and operate our experience store network may adversely impact our business, results of operations, financial condition and cash flows.
- 11) **Historical FEMA and RBI filing non-compliances:** Our Company has in the past experienced certain non-compliances under FEMA, including delays in filing Form FC-GPR, receipt of investment consideration through an impermissible account and delay in refund of excess amount to investors. Our Company has filed compounding applications with the RBI, pursuant to which the relevant contraventions were compounded and the prescribed compounding amounts were paid. Our Company has also paid late submission fees for delays in reporting certain allotments and secondary transactions to the RBI. There can be no assurance that similar lapses will not occur in the future, and any resulting penalties or regulatory actions could adversely affect our reputation.
- 12) **Risk of Cyber security attacks:** Cyber security breaches and attacks against our systems, and any potentially resulting breach or failure to otherwise protect confidential information, could adversely impact our business and reputation. In April 2023, we suffered a cyber-attack and our team identified a security breach that involved unauthorised access to one of our databases. The breach resulted in theft of personally identifiable information of certain subscribers. However, this attack did not have any impact on any financial information like credit cards, debit cards or UPI as we did not store them in our database.
- 13) **Risk of declining Occupancy Rate:** We rely on maintaining high Occupancy Rates to sustain realisation per asset and overall unit economics. Occupancy Rates refer to the percentage of rentable items, such as furniture or appliances, that are currently on rent versus those that are sitting idle. Set forth below are our occupancy rates in the corresponding years:

Particulars	For the year ended March 31, 2026	For the year ended March 31, 2025	For the year ended March 31, 2024
Occupancy Rate ⁽¹⁾ (%)	83.34	82.82	86.43

⁽¹⁾Occupancy Rate is calculated as a percentage of the average of the opening and closing number of items deployed with subscribers divided by the average of the opening and closing number of live items for the relevant year. Live items means total items procured since inception, less items scrapped/to be scrapped, non-recoverable items, items for display in our Company's experience stores, items in transit, items with vendors for repair and items for photoshoot.

A decline in Occupancy Rates may materially reduce return on capital employed and operating cash flows.

- 14) Weighted Average Return on Net Worth for Fiscal 2026, 2025 and 2024 is 35.26%.
- 15) Price/Earning (“P/E”) ratio based on diluted EPS for Fiscal 2026 for the company at the upper price band is 40.00.

...continued from previous page.

16) The weighted average cost of acquisition at which the Equity Shares were acquired by our Promoter and Selling Shareholders, as on date of the Red Herring Prospectus, is as follows:

Name of Promoter	Number of Equity Shares held(***)	WACA per Equity Share (in ₹)(***)
Geetansh Bamania*	14,897,732	Negligible [§]
Name of the Selling Shareholder (other than the Promoter Selling Shareholder)	Number of Equity Shares held(***)	WACA per Equity Share (in ₹)(**)
Gaurav Bamania**	2,843,320	0.01
Rajeev Chitrabhanu HUF	3,380,240	15.19
Nitish Mittersain	226,920	2.65
Accel India IV (Mauritius) Limited	21,207,975	46.79
IDG Ventures India Fund III LLC	2,803,431	81.57
Chiratae Trust ^{†&&}	2,253,819	82.36
Pratithi Investment Trust ^{§§}	866,901	86.20
Renaud Laplanche	755,405	75.10
GMO GFF Limited Partnership	842,174	96.18
MSIVC 2018V Venture Capital Investment Limited Partnership	753,647	95.99
Gautam Dalmia	338,830	90.42
VCATs Management Services Trust – II ^{†&&&}	76,260	56.45
GMO Payment Gateway Inc	1,512,800	94.74
Madison India Opportunities V VCC	6,737,501	55.99
Edelweiss Discovery Fund – Series I	10,677,014	74.91
Subodh Damodar Shinkar	332,320	83.89
ValueQuest S.C.A.L.E Fund	9,044,726	75.36

* Also, a Selling Shareholder

** Also, a member of the Promoter Group

*** Adjusted for split pursuant to a resolution passed by the Shareholders at the extraordinary general meeting on August 25, 2025, each fully paid-up equity share of the Company of face value of ₹10 each was split into 10 Equity Shares of ₹1 each. Accordingly, the cumulative number of issued, subscribed and paid-up equity shares of the Company was subdivided from 27,836 equity shares of face value of ₹10 each to 278,360 Equity Shares of face value of ₹1 each.

^ For the purposes of WACA calculations, CCPS have been assumed to be converted on the date of original allotment of such CCPS (i.e., when the cash consideration was paid on original allotment of such CCPS). Therefore, equity shares allotted on conversion of CCPS, in the last one year and/ or three years (as applicable) have not been taken into account for calculating equity shares acquired in last one year and last three years.

[§] Negligible denotes less than 0.01.

^{&&} Chiratae Trust represented by its trustee Vistra ITCL (India) Limited and acting through its investment manager, Naigama Investment Manager LLP.

^{§§} Pratithi Investment Trust, acting through its trustee S. Gopalakrishnan.

^{&&&} Rishabh Golchha acting as the Trustee for VCATs Management Services Trust – II.

As certified by N B T and Co, Chartered Accountants, pursuant to their certificate dated September 03, 2026.

17) Weighted average cost of acquisition of all Equity Shares and CCPS transacted in the last one year, 18 months and three years preceding the date of the Red Herring Prospectus.

Equity Shares

Period	Weighted average cost of acquisition per Equity Share (in ₹) ^{(#)(^)}	Cap Price is 'x' times the weighted average cost of acquisition	Range of acquisition price per Equity Share: lowest price – highest price (in ₹) ^{(#)(^)}	
Last 1 year	292.08	1.38	55.93	26,235.00
Last 18 Months	280.11	1.44	1.00	26,235.00
Last 3 years	87.21	4.63	1.00	26,235.00

[#] Excluding transactions involving gifts, settlement as a corpus of trust and Bonus issuances

[#] Weighted average cost of acquisition per Equity Share has been adjusted for split (split pursuant to a resolution passed by the Shareholders at the extraordinary general meeting on August 25, 2025, each fully paid-up equity shares of the Company of face value of ₹10 each was split into 10 Equity Shares of ₹1 each).

[^] For the purposes of WACA calculations, CCPS have been assumed to be converted on the date of original allotment of such CCPS (i.e., when the cash consideration was paid on original allotment of such CCPS). Therefore, equity shares allotted on conversion of CCPS, in the last one year, and/or eighteen months and/ or three years (as applicable) have not been taken into account for calculating equity shares acquired in last one year, eighteen months and last three years.

As certified by N B T and Co, Chartered Accountants, pursuant to their certificate dated September 03, 2026.

18) The 3 BRLMs associated with the Offer have handled 109 public issues in the past three years, out of which 28 Issues closed below the issue price on the listing date:

Name of the BRLMs	Total Issue	Issues closed below the issue price on listing date
Motilal Oswal Investment Advisors Limited	22	8
Axis Capital Limited	30	5
IIFL Capital Services Limited (formerly known as IIFL Securities Limited)	27	9
Common Issues handled by the BRLMs	30	6
Total	109	28

ADDITIONAL INFORMATION FOR INVESTORS

- Our Company has not undertaken Pre-IPO Placement from the DRHP till date.
- The Promoters or members of the Promoter Group have not undertaken any transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the Company from the DRHP till date.
- The aggregate pre-Offer and post-Offer shareholding, of our Promoter, members of our Promoter Group and additional top 10 Shareholders is set forth below.

S. No.	Name of the Shareholder	Pre-Offer equity share capital as on the date of this Price Band advertisement		Post-Offer shareholding as at the date of Allotment**A			
				At the Floor Price (₹384)		At the Cap Price (₹404)	
		Number of Equity Shares of face value ₹1 each on a fully diluted basis ^a	Percentage of total pre-Offer paid-up Equity Share capital on a fully diluted basis (in %) ^a	Number of Equity Shares of face value ₹1 each on a fully diluted basis ^B	Percentage of total post-Offer paid-up Equity Share capital on a fully diluted basis ^B (in %)	Number of Equity Shares of face value ₹1 each on a fully diluted basis ^B	Percentage of total post-Offer paid-up Equity Share capital on a fully diluted basis ^B (in %)
Promoter							
1.	Geetansh Bamania	14,897,732	14.69	1,40,48,557	13.34	1,40,48,557	13.37
Members of Promoter Group (who hold shares)							
1.	Gaurav Bamania	2,843,320	2.80	24,43,320	2.32	24,43,320	2.32
2.	Tulika Shukla	23,459	0.02	23,459	0.02	23,459	0.02
3.	Meera Bamania	73,309	0.07	73,309	0.07	73,309	0.07
4.	Jagdish Bamania	51,316	0.05	51,316	0.05	51,316	0.05
5.	MVP Family Trust	3,915,548	3.86	39,15,548	3.72	39,15,548	3.73
Public Shareholders (top 10 Shareholders)							
1.	Accel India IV (Mauritius) Limited	21,207,975	20.92	1,33,61,024	12.69	1,33,61,024	12.71
2.	Edelweiss Discovery Fund - Series I	10,677,014	10.53	77,94,220	7.40	77,94,220	7.42
3.	ValueQuest S.C.A.L.E. Fund	9,044,726	8.92	63,31,308	6.01	63,31,308	6.02
4.	Chiratae Growth Fund – I represented by its trustee Vistra ITCL (India) Limited and acting through its investment manager, Chiratae India Investment Manager LLP	7,823,676	7.72	78,23,676	7.43	78,23,676	7.44
5.	Madison India Opportunities V VCC	6,737,501	6.65	43,38,951	4.12	43,38,951	4.13
6.	RM Employee Benefit Trust	4,893,040	4.83	48,93,040	4.65	48,93,040	4.66
7.	Rajeev Chitrabhanu HUF	3,380,240	3.33	30,73,240	2.92	30,73,240	2.92
8.	IDG Ventures India Fund III LLC	2,803,431	2.76	-	N.A.	-	N.A.
9.	Chiratae Trust represented by its trustee Vistra ITCL (India) Limited and acting through its investment manager, Naigama Investment Manager LLP	2,253,819	2.22	2,51,800	0.24	2,51,800	0.24
10.	GMO Payment Gateway Inc	1,512,800	1.49	-	N.A.	-	N.A.
Other public Shareholders^B							
11.	Other public shareholders	9,252,190	9.13	3,68,77,439	35.02	3,66,83,777	34.90
Total (aggregate)		101,391,096	100.00	10,53,00,207	100.00	10,51,06,545	100.00

^{**} To be updated in the Prospectus.

[^] Assuming full subscription in the Offer. The post-Offer shareholding details as at Allotment will be based on the actual subscription and the Offer Price and updated in the Prospectus, subject to finalization of the Basis of Allotment. Further, this table assumes there is no transfer of shares by the Shareholders between the date of the price band advertisement and Allotment, and if any such transfers occur prior to the date of Prospectus, it will be updated in the shareholding pattern in the Prospectus.

[†] The percentage of the Equity Share capital on a fully diluted basis will be calculated assuming the exercise of all vested options under the ESOP Schemes as on the date of the Prospectus and considering any transfers of Equity Shares by existing shareholders after the date of Price Band advertisement until date of Prospectus.

^{††} As on the date of this pre-Offer and Price Band advertisement, our Company has 46 public Shareholders.

[§] Calculated on the basis of total Equity Shares held and such number of Equity Shares which will result upon exercise of vested options under the ESOP Schemes, as on the date of this Price Band advertisement.

BASIS FOR OFFER PRICE

	(you may scan the QR code for accessing the website of Motilal Oswal Investment Advisors Limited)	(The “ Basis for Offer Price ” section on page 152 of the RHP will be updated with the above price band. Please refer to the websites of the BRLMs: www.motilaloswal.com , www.axiscapital.co.in and www.iiflcapital.com respectively, for the “Basis for Offer Price” updated with the above price band)
---	---	--

The Price Band and the Offer Price will be determined by our Company, in consultation with the Book Running Lead Managers, on the basis of assessment of market demand for the Equity Shares offered through the Book Building Process and on the basis of quantitative, operational and qualitative factors as described below. The face value of the Equity Shares is ₹1 each and the Floor Price is 384 times the face value and the Cap Price is 404 times the face value. The financial information included herein is derived from our Restated Financial Information. Bidders should also see “Risk Factors”, “Summary of Restated Financial Information”, “Our Business”, “Restated Financial Information”, and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” beginning on pages 23, 68, 187, 260, and 303 of the RHP, respectively, to have an informed view before making an investment decision.

Qualitative Factors: Some of the qualitative factors and our strengths which form the basis for computing the Offer Price are beginning on page 152 of the RHP.

Quantitative Factors: Some of the information presented below relating to our Company is derived from the Restated Financial Information. For details, see “Restated Financial Information” beginning on page 260 of the RHP, respectively.

Some of the quantitative factors which may form the basis for computing the Offer Price are as follows:

A. Basic and Diluted Earnings Per Equity Share (“EPS”):

Fiscal Ended	Basic EPS (in ₹)	Diluted EPS (in ₹)	Weight
March 31, 2026	10.42	10.10	3
March 31, 2025	4.31	4.18	2
March 31, 2024	2.52	2.45	1
Weighted Average EPS (for the above Fiscals)	7.07	6.85	-

Notes:

1. EPS calculations are in accordance with Ind AS 33 (Earnings per share).

2. Basic earnings per Equity Share (₹) = Restated profit after tax for the year attributable to equity holders of the group for the year divided by weighted average number of Equity Shares during the year.

3. Diluted earnings per Equity Share (₹) = Restated profit for the year attributable to equity shareholders divided by weighted average number of dilutive Equity Shares during the year.

4. The weighted average basic and diluted EPS is a product of basic and diluted EPS for the Fiscals 2026, 2025 and 2024 and respective assigned weight, dividing the result by total aggregate weight.

B. Price/Earning (“P/E”) ratio in relation to Price Band of ₹ 384 to ₹404 per Equity Share:

Particulars	P/E at the Floor Price (number of times)	P/E at the Cap Price (number of times)
Based on basic EPS for year ended March 31, 2026	36.85	38.77
Based on diluted EPS for year ended March 31, 2026	38.02	40.00

C. Industry Peer Group P/E ratio

There are no listed companies in India or globally whose business model is comparable with that of our Company’s business and comparable to our Company’s scale of operations.

D. Return on Net Worth (“RoNW”)

Fiscal ended	RoNW (%)	Weight
March 31, 2026	43.51	3
March 31, 2025	26.67	2
March 31, 2024	27.70	1
Weighted Average for the above Fiscals	35.26	-

Notes:

1. Return on Net Worth (RoNW) (%) is calculated as restated profit after tax for the year attributable to total equity divided by average of opening and closing net worth for the year.

2. Net Worth means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account and debit or credit balance of restated consolidated statement of profit and loss, after deducting the aggregate value of the accumulated losses, deferred expenditure and miscellaneous expenditure not written off, as per the restated consolidated statement of assets and liabilities, but does not include reserves created out of revaluation of assets, write-back of depreciation and amalgamation.

3. The weighted average return on Net Worth is a product of Return on Net Worth of the Company and respective assigned weight, dividing the resultant by total aggregate weight

E. Net Asset Value (“NAV”) per Equity Share

Particulars	Amount (₹)
As on March 31, 2026	28.65
After the completion of the Offer	
- At the Floor Price	42.74
- At the Cap Price	42.82
Offer Price	■

[^]Offer Price per Equity Share will be determined on conclusion of the Book Building Process.

Continued on next page...

...continued from previous page.

BASIS FOR OFFER PRICE

Notes:

1. Net asset value per Equity Share (in ₹) is calculated as Net Worth as of the end of the relevant year divided by the weighted average number of dilutive Equity Shares during the year.
2. Net Worth means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account and debit or credit balance of restated consolidated statement of profit and loss, after deducting the aggregate value of the accumulated losses, deferred expenditure and miscellaneous expenditure not written off, as per the restated consolidated statement of assets and liabilities, but does not include reserves created out of revaluation of assets, write-back of depreciation and amalgamation.

F. Comparison of accounting ratios and key performance indicators with listed industry peers

Our 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.

G. Comparison of KPIs based on additions or dispositions to our business:

Our Company has not undertaken a material acquisition or disposition of assets/ business during the years that are covered by the KPIs. Accordingly, no comparison of KPIs over time, based on material acquisition or disposition of assets/ business have been provided.

H. Description on the historic use of the KPIs by our Company to analyze, track or monitor the operational and/or financial performance of our Company

In evaluating our business, we consider and use certain KPIs, as presented above, as a supplemental measure to review and assess our financial and operating performance. The presentation of these KPIs are not intended to be considered in isolation or as a substitute for the Restated Financial Information. We use these KPIs to evaluate our financial and operating performance. Some of these KPIs are not defined under Ind AS and are not presented in accordance with Ind AS. These KPIs have limitations as analytical tools. Further, these KPIs may differ from the similar information used by other companies and hence their comparability may be limited. Therefore, these metrics should not be considered in isolation or construed as an alternative to Ind AS measures of performance or as an indicator of our operating performance, liquidity, profitability or results of operation. Although these KPIs are not a measure of performance calculated in accordance with applicable accounting standards, our Company's management believes that it provides an additional tool for investors to use in evaluating our ongoing operating results and trends and in comparing our financial results with other companies in our industry because it provides consistency and comparability with past financial performance, when taken collectively with financial measures prepared in accordance with Ind AS.

Investors are encouraged to review the Ind AS financial measures and not to rely on any single financial or operational metric to evaluate our business. See "Risk Factors – Internal Risks – Certain non-GAAP financial measures relating to our operations and financial performance have been included in the Red Herring Prospectus. These non-GAAP financial measures are not measures of operating performance or liquidity defined by Ind AS and may not be comparable" on page 53 of the RHP.

Weighted average cost of acquisition ("WACA"), floor price and cap price

I. Price per share of our Company (as adjusted for corporate actions, including split, bonus issuances) based on primary issuances of Equity Shares or convertible securities (excluding Equity Shares issued under the ESOP Schemes and issuance of Equity Shares pursuant to a bonus issue) during the 18 months preceding the date of the Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of our Company (calculated based on the pre-Offer capital before such transaction(s) and excluding employee stock options granted but not vested under the ESOP Schemes) in a single transaction or multiple transactions combined together over a span of rolling 30 days ("Primary Issuances") based on primary/new issue of shares (equity/convertible securities)

Other than disclosed below, our Company has not issued any Equity Shares or convertible securities, excluding shares issued under the ESOP Schemes and issuance of bonus shares, as applicable, during the 18 months preceding the date of the Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of our Company (calculated based on the pre-Offer capital before such transaction(s) and excluding employee stock options granted but not vested under the ESOP Scheme), in a single transaction or multiple transactions combined together over a span of rolling 30 days, as certified by N B T & Co, Chartered Accountants, by way of their certificate dated August 22, 2026.

Date of allotment	Number of Equity Shares*	Face value per Equity Share (₹)	Issue/Transfer price per Equity Share (₹)*	Nature of allotment	Nature of consideration	Total Consideration (in ₹ Million)
Primary Issuances						
July 24, 2025	5,221,640	1.00	0.01	Rights Issue	Cash	0.04
Weighted average cost of acquisition (primary Issuances) (₹ per Equity Share)						0.01

*Adjusted for split and bonus issuances.

As certified by N B T & Co, Chartered Accountants, by way of their certificate dated August 22, 2026

J. Price per share of our Company (as adjusted for corporate actions, including split, bonus issuances) based on secondary sale or acquisition of equity shares or convertible securities (excluding gifts) involving any of the Promoter, members of the Promoter Group, Selling Shareholders or other Shareholders with rights to nominate directors on our Board during the 18 months preceding the date of filing of the Red Herring Prospectus, where the acquisition or sale is equal to or more than 5% of the fully diluted paid-up share capital of our Company (calculated based on the pre-Offer capital before such transaction(s) and excluding employee stock options granted but not vested under the ESOP Schemes), in a single transaction or multiple transactions combined together over a span of rolling 30 days ("Secondary Transactions")

There have been no secondary sale/acquisitions of Equity Shares or any convertible securities, where the Promoter, members of the Promoter Group, Selling Shareholders, or shareholder(s) having the right to nominate director(s) on the Board of Directors of our Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of the Red Herring Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid-up share capital of our Company (calculated based on the pre-Offer capital before such transaction(s) and excluding employee stock options granted but not vested under the ESOP Schemes), in a single transaction or multiple transactions combined together over a span of rolling 30 days, as certified by N B T & Co, Chartered Accountants, by way of their certificate dated September 03, 2026.

K. Price per share based on the last five primary or secondary transactions

Since there are such transactions to report to under (I), therefore the information on the last five primary or secondary transactions (secondary transactions where the Promoter, members of the Promoter Group, Selling Shareholders or Shareholders having the right to nominate director(s) on the Board of Directors of our Company are a party to the transaction) not older than 3 years prior to the date of the Red Herring Prospectus, irrespective of the size of the transaction, are not applicable.

L. The Floor Price is 38,400 times and the Cap Price is 40,400 times the weighted average cost of acquisition at which the equity shares were issued by our Company, or acquired or sold by the Selling Shareholders or other shareholders with rights to nominate directors are disclosed below:

Types of transactions	Weighted average cost of acquisition (₹ per Equity Share)	Floor Price (i.e. ₹ 384)	Cap Price (i.e. ₹ 404)
WACA of Primary Issuances	0.01	38,400 times	40,400 times
WACA of Secondary Transactions	NA	NA	NA

*As certified by N B T and Co, Chartered Accountants, by way of their certificate dated September 03, 2026.

M. Justification for Basis of Offer price

Explanation to the Cap Price being 40,400 times of weighted average cost of acquisition of equity shares that were issued by our Company or acquired or sold by the Promoter, members of the Promoter Group, Selling Shareholders or other Shareholders with rights to nominate directors on our Board by way of Primary Issuances during the 18 months preceding the date of the Red Herring Prospectus compared to our Company's KPIs for the Fiscals 2026, 2025 and 2024

- We are one of the few Indian D2C product commerce brands and platforms to have demonstrated consistent profitability, over the last three Fiscals (Source: Redseer Report) supported by efficient unit economics, high asset utilization, efficient capital allocation and a multi-cycle asset-lifecycle model that extends product life and enhances margins
- We are the largest online rental and subscription platform for home furniture and appliances based on live subscribers as of March 31, 2025 and as of September 30, 2025, and subscription revenue during Fiscal 2025, amongst leading home furniture and appliance rental platforms in India. (Source: Redseer Report)
- We are a market leader in the organized home furniture and appliances rental market (excluding water purifiers), commanding approximately 42% - 47% share in terms of subscription revenue in Fiscal 2025 and accounting for more than half (50% - 55%) of the live subscribers in the overall home furniture and appliances rental market (excluding water purifiers) as of March 31, 2025 and as of September 30, 2025 (Source: Redseer Report).
- Our business model is uniquely positioned at the intersection of e-commerce, subscription, and re-commerce, creating a self-reinforcing flywheel that simultaneously enhances consumer value and drives structural efficiency and capital productivity for our platform.
- As a result of our refurbishment capabilities and end-to-end ownership of the asset lifecycle, we are at a stage where we are positioned to deliver structurally attractive economics over time, with older asset cohorts able to generate higher cumulative returns as they progress through multiple cycles of redeployment - an advantage that is uniquely enabled by our end-to-end ownership of the asset lifecycle and one that we have already realized across multiple asset vintage.
- Our proprietary ticketing technology within our subscription stack is purpose-built to enable and integrate a business model that is unique and first-of-its-kind among leading home furniture and appliance rental platforms in India (Source: Redseer Report).
- We operate an execution-intensive and high-engagement business model, comprising 11 distinct consumer touchpoints across a subscription transaction - far higher than the 3 - 5 touchpoints typical of most D2C product commerce brands and platforms - reflecting the operational depth, service intensity, and full-stack execution capability inherent in our model, making it difficult to replicate. (Source: Redseer Report) We have the largest base of in-house and contractual technicians, carpenters, painters, and unskilled workers, amongst leading home furniture and appliance rental platforms in India comprising 1,688 personnel as of September 30, 2025, making our manpower-led refurbishment infrastructure among the largest such units in India. (Source: Redseer Report)

The Offer Price of ₹ [●] has been determined by our Company, in consultation with the Book Running Lead Managers, in accordance with the SEBI ICDR Regulations, and on the basis of the demand from investors for the Equity Shares as determined through the Book Building process, and is justified in view of the above qualitative and quantitative parameters. Bidders should read the abovementioned information along with "Risk Factors", "Our Business" and "Restated Financial Information" beginning on pages 23, 187 and 260, of the RHP, respectively, to have a more informed view. The trading price of the Equity Shares could decline due to factors mentioned in the section "Risk Factors" on page 23 of the RHP and you may lose all or part of your investments.

ASBA # Simple, Safe, Smart way of Application!!!

*Applications supported by blocked amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, For further details, check section on ASBA.

Mandatory in public issues. No cheque will be accepted.



UPI-Now available in ASBA for Retail Individual Investors and Non - Institutional Investor applying for amount upto ₹ 5,00,000*, applying through Registered Brokers, DPs and RTAs. UPI Bidder also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account. Investors are required to ensure that the bank account used for bidding is linked to their PAN. Bidders must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification dated February 13, 2020, issued by the Central Board of Direct Taxes and the subsequent press releases, including press releases dated June 25, 2021 and September 17, 2021 and CBDT circular no.7 of 2022, dated March 30, 2022 read with press release dated March 28, 2023 and any subsequent press releases in this regard.

ASBA has to be availed by all the investors except Anchor Investors. UPI may be availed by (i) Retail Individual Investors in the Retail Portion; (ii) Non-Institutional Investors with an application size of up to ₹ 0.50 million in the Non-Institutional Portion. For details on the ASBA and UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" on page 376 of the RHP. The process is also available on the website of Association of Investment Bankers of India ("AIBI") and Stock Exchanges and in the General Information Document. ASBA bid-cum-application forms can be downloaded from the websites of the Stock Exchanges and can be obtained from the list of banks that is displayed on the website of SEBI at www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFPI=yes&intmid=35 and <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFPI=yes&intmid=43>, respectively as updated from time to time. For the list of UPI apps and banks live on IPO, please refer to the link: www.sebi.gov.in. UPI Bidders Bidding using the UPI mechanism may apply through the SCSBs and mobile applications whose names appear on the website of SEBI, as updated from time to time. Axis Bank Limited and ICICI Bank Limited have been appointed as Sponsor Banks for the Offer, in accordance with the requirements of the SEBI Circular dated November 1, 2018 as amended. For Offer related queries, please contact the BRLMs on their respective email IDs as mentioned below. For UPI related queries, investors can contact NPCI at the toll free number: 18001201740 and mail id: ipo:upci@npci.org.in.

An indicative timetable in respect of the Offer is set out below:
Submission of Bids (other than Bids from Anchor Investors):

Bid/Offer Period (except the Bid/Offer Closing Date)	
Submission and Revision in Bids	Only between 10.00 a.m. and 5.00 p.m. IST
Bid/Offer Closing Date	
Submission of electronic applications (online ASBA through 3-in-1 accounts) for UPI Bidders, and Eligible Employees Bidding in the Employee Reservation Portion	Only between 10.00 a.m. and up to 5.00 p.m. IST
Submission of electronic application (bank ASBA through online channels like internet banking, mobile banking and syndicate ASBA applications through UPI as a payment mechanism where Bid Amount is up to ₹0.50 million)	Only between 10.00 a.m. and up to 4.00 p.m. IST
Submission of electronic applications (syndicate non-retail, non-individual applications of QIBs and NIIIs)	Only between 10.00 a.m. and up to 3.00 p.m. IST
Submission of Physical Applications (Bank ASBA)	Only between 10.00 a.m. and up to 1.00 p.m. IST
Submission of physical applications (syndicate non-retail, non-individual applications where Bid Amount is more than ₹0.50 million)	Only between 10.00 a.m. and up to 12.00 p.m. IST
Modification/Revision/cancelled of Bids	
Upward Revision of Bids by QIBs and Non-Institutional Bidders categories*	Only between 10.00 a.m. and up to 4.00 p.m. IST on Bid/ Offer Closing Date
Upward or downward Revision of Bids or cancellation of Bids by UPI Bidders, and Eligible Employees Bidding in the Employee Reservation Portion	Only between 10.00 a.m. and up to 5.00 p.m. IST

Our Company in consultation with the BRLMs, may decide to close the Bid/ Offer Closing Period for QIBs one Working Day prior to the Bid/ Offer Closing Date, in accordance with the SEBI ICDR Regulations.

*UPI mandate end time shall be 5:00 p.m. on the Bid/ Offer Closing Date

*QIBs and Non-Institutional Bidders can neither revise their bids downwards nor cancel/withdraw their bids

THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON MAIN BOARD PLATFORM OF BSE AND NSE

In case of any revision to the Price Band, the Bid/ Offer Period will be extended by at least three additional Working Days following such revision of the Price Band, subject to the Bid/ Offer Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar unforeseen circumstances, our Company, in consultation with the Book Running Lead Managers, for reasons to be recorded in writing, extend the Bid/ Offer Period for a minimum of one Working Day, subject to the Bid/ Offer Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/ Offer Period, if applicable, will be widely disseminated by notification to the Stock Exchanges, by issuing a public notice, and also by indicating the change on the respective websites of the Book Running Lead Managers and at the terminals of the Syndicate Member and by intimation to Self-Certified Syndicate Banks ("SCSBs"), other Designated Intermediaries and the Sponsor Banks, as applicable.

The Offer is being made in terms of Rule 19(2)(b) of the SCRR read with Regulation 32(1) of the SEBI ICDR Regulations. This Offer is being made through the Book Building Process in accordance with Regulation 6(1) of the SEBI ICDR Regulations wherein not more than 50% of the Net Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs" and such portion the "QIB Portion") provided that our Company in consultation with the BRLMs, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis, in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which, up to 40% of the Anchor Investor Portion shall be reserved in the following manner: (a) up to 33.33% shall be reserved for domestic Mutual Funds; and (b) up to 6.67% shall be reserved for Life Insurance Companies and Pension Funds, subject to valid Bids being received from domestic Mutual Funds, Life Insurance Companies and Pension Funds at or above the price at which Equity Shares will be allocated to Anchor Investors ("Anchor Investor Allocation Price"), in accordance with the SEBI ICDR Regulations. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the QIB Portion (excluding the Anchor Investor Portion) ("Net QIB Portion"). Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs including Mutual Funds, subject to valid Bids being received at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Offer shall be available for allocation to NIIBs of which (a) one third portion shall be reserved for Bidders with application size of more than ₹0.20 million and up to ₹1.00 million; and (b) two-thirds of the portion shall be reserved for Bidders with application size of more than ₹1.00 million, provided that the unsubscribed portion in either of such sub-categories may be allocated to Bidders in other sub-category of the NIIBs in accordance with SEBI ICDR Regulations, subject to valid Bids being received at or above the Offer Price. Further, not less than 35% of the Net Offer shall be available for allocation to Retail Individual Bidders ("RII") in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. Further, Equity Shares will be allocated on a proportionate basis to Eligible Employees applying under the Employee Reservation Portion, subject to valid Bids received from them at or above the Offer Price. All Bidders (except Anchor Investors) shall mandatorily participate in this Offer only through the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA accounts (including UPI ID (defined hereinafter) in case of UPI Bidders (defined hereinafter) using the UPI Mechanism (defined hereinafter)), in which case the corresponding Bid Amounts will be blocked by the SCSBs or under the UPI Mechanism, as applicable to participate in the Offer. Anchor Investors are not permitted to participate in the Anchor Investor Portion of the Offer through the ASBA process. For details, see "Offer Procedure" on page 376 of the RHP.

Bidders/ Applicants should ensure that DP ID, PAN, Client ID and UPI ID (for UPI Bidders bidding through the UPI Mechanism) are correctly filled in the Bid cum Application Form. The DP ID, PAN and Client ID provided in the Bid cum Application Form should match with the DP ID, PAN, Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/ Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Bidders/Applicants should note that on the basis of the PAN, DP ID, Client ID and UPI ID (for UPI Bidders bidding through the UPI Mechanism) as provided in the Bid cum Application Form, the Bidder/Applicant may be deemed to have authorised the Depositories to provide to the Registrar to the Offer, any requested Demographic Details of the Bidder/Applicant as available on the records of the depositories. These Demographic Details may be used, among other things, for giving Allotment Advice or unblocking of ASBA Account or for other correspondence(s) related to the Offer. Bidders/Applicants are advised to

update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Bidders/Applicants' sole risk. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with Section 262 of the Income Tax Act, 2025.

Contents of the Memorandum of Association of our Company as regards its objects: For information on the main objects of our Company, please see the section "History and Certain Corporate Matters - Main Objects of our Company" on page 231 of the RHP. The Memorandum of Association of our Company is a material document for inspection in relation to the Offer. For further details, please see the section titled "Material Contracts and Documents for Inspection" on page 402 of the RHP.

Liability of the members of our Company: Limited by shares

Amount of share capital of our Company and capital structure: As on the date of the RHP, the authorised share capital of the Company is ₹ 130,000,000 comprising 123,320,200 Equity Shares of face value of ₹ 1 each and 66,798 CCPS of face value of ₹100 each. The issued, subscribed and paid-up share capital of the Company is ₹ 100,400,342 divided into 100,400,342 Equity Shares of face value of ₹ 1 each. For details, please see the section titled "Capital Structure" beginning on page 85 of the RHP.

Names of signatories to the Memorandum of Association of our Company and the number of Equity Shares subscribed by them: The names of the initial signatories of the Memorandum of Association of our Company are: Geetansh Bamania and Jagdish Bamania. For details of the share capital history of our Company, please see the section titled "Capital Structure" beginning on page 85 of the RHP.

Listing: The Equity Shares that will be offered through the Red Herring Prospectus are proposed to be listed on the Stock Exchanges. Our Company has received 'in-principle' approvals from BSE and NSE for the listing of the Equity Shares pursuant to their letters, each dated June 1, 2026. For the purposes of the Offer, the Designated Stock Exchange shall be NSE. A signed copy of the Red Herring Prospectus has been filed and a signed copy of the Prospectus shall be delivered to the RoC for filing in accordance with Section 26(4) and Section 32 of the Companies Act, respectively. For details of the material contracts and documents that will be available for inspection from the date of the Red Herring Prospectus up to the Bid/ Offer Closing Date, see "Material Contracts and Documents for Inspection" on page 402 of the RHP.

Disclaimer Clause of the Securities and Exchange Board of India ("SEBI"): SEBI only gives its observations on the Draft Red Herring Prospectus and this does not constitute approval of either the Offer or the specified securities stated in the Offer Documents. The investors are advised to refer to page 354 of the RHP for the full text of the disclaimer clause of SEBI.

Disclaimer Clause of NSE (Designated Stock Exchange): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the DRHP. The investors are advised to refer to page 357 of the RHP for the full text of the disclaimer clause of NSE.

Disclaimer Clause of BSE: It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the RHP has been cleared or approved by BSE nor does it certify the correctness or completeness of any of the contents of the DRHP. The investors are advised to refer to page 356 of the RHP for the full text of the disclaimer clause of BSE.

General Risk: Investments in equity and equity-related securities involve a degree of risk and Bidders should not invest any funds in the Offer unless they can afford to take the risk of losing their investment. Bidders are advised to read the risk factors carefully before taking an investment decision in the Offer. For taking an investment decision, Bidders must rely on their own examination of our Company and the Offer, including the risks involved. The Equity Shares in the Offer have neither been recommended, nor approved by the SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the Bidders is invited to "Risk Factors" on page 23 of the RHP.

BOOK RUNNING LEAD MANAGERS			REGISTRAR TO THE OFFER	COMPANY SECRETARY AND COMPLIANCE OFFICER
				Deepika N Bhandiwad B Wing - 4 th Floor, BHIVE Workspace, WJ88+69V BMTX Complex, Old Madivala, Kuvempu Nagar, Stage 2, BTM Layout, Bengaluru, Karnataka - 560 068 Tel: +91 97318 14023 E-mail: secretarial@rentomojo.com
Motilal Oswal Investment Advisors Limited Motilal Oswal Tower, Rahimullah Sayani Road Opposite Parel ST Depot, Prabhadevi Mumbai - 400 025 Maharashtra, India Tel: +91 22 7193 4380 E-mail: rentomojo ipo@motilaloswal.com Investor grievance e-mail: moaipe@redressal@motilaloswal.com Website: www.motilaloswal.com Contact Person: Disha Doshi/Shashank Pisat SEBI Registration No.: INM000011005	Axis Capital Limited Axis House, 1st Floor Pandurang Budhkar Marg, Worli Mumbai - 400 025, Maharashtra, India Tel: +91 22 4325 2183 E-mail: rentomojo ipo@axiscap.in Investor grievance e-mail: complaints@axiscap.in Website: www.axiscapital.co.in Contact Person: Devika Kanani SEBI Registration No.: INM000012029	IIFL Capital Services Limited (formerly known as IIFL Securities Limited) 24th Floor, One Lodha Place, Senapati Bapat Marg, Lower Parel (W), Mumbai - 400 013, Maharashtra, India Tel: +91 22 4646 4728 E-mail: rentomojo ipo@iiflcap.com Investor grievance e-mail: igib@iiflcap.com Website: www.iiflcapital.com Contact Person: Yogesh Malpani / Pawan Kumar Jain SEBI Registration No.: INM000010940	KFin Technologies Limited Selenium Tower B, Plot No. 31 and 32 Financial District, Nanakramguda, Serilingampally, Hyderabad - 500032, Telangana India Tel: +91 40 6716 2222/18003094001 E-mail: rentomojo ipo@kfintech.com Investor grievance e-mail: einward.rs@kfintech.com Website: www.kfintech.com Contact Person: M. Murali Krishna SEBI Registration No.: INR0000000221	Investors may contact the Company Secretary and Compliance Officer or the Registrar to the Offer in case of any pre-Offer or post-Offer related grievances including non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders or non-receipt of funds by electronic mode, etc. For all Offer related queries and for redressal of complaints, investors may also write to the BRLMs.

AVAILABILITY OF THE RHP: Investors are advised to refer to the RHP and the section titled "Risk Factors" on page 23 of the RHP, before applying in the Offer. A copy of the RHP shall be available on website of SEBI at www.sebi.gov.in, websites of the Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com, respectively, and on the website of the Company at www.rentomojo.com and on the websites of the BRLMs, i.e. Motilal Oswal Investment Advisors Limited, Axis Capital Limited and IIFL Capital Services Limited (formerly known as IIFL Securities Limited) at www.motilaloswal.com, www.axiscapital.co.in and www.iiflcapital.com, respectively.

AVAILABILITY OF THE ABRIDGED PROSPECTUS: A copy of the abridged prospectus shall be available on the website of the Company, the BRLMs and the Registrar to the Offer at www.rentomojo.com, www.motilaloswal.com, www.axiscapital.co.in, www.iiflcapital.com, www.kfintech.com, respectively.

AVAILABILITY OF BID CUM APPLICATION FORMS: Bid cum Application Forms can be obtained from the Registered and Corporate Office of our Company, **Telephone:** 9591874499/9731814023; **BRLMs : Motilal Oswal Investment Advisors Limited, Tel: +91 22 7193 4380, Axis Capital Limited, Tel: +91 22 4325 2183 and IIFL Capital Services Limited (formerly known as IIFL Securities Limited), Tel: +91 22 4646 4728** and at the select locations of the Sub-syndicate Members (as given below), SCSBs, Registered Brokers, RTAs and CDPs participating in the Offer. Bid cum Application Forms will also be available on the websites of BSE and NSE and the Designated Branches of SCSBs, the list of which is available at websites of the Stock Exchanges and SEBI.

Syndicate Members: Motilal Oswal Financial Services Limited, Tel: +91 22 7193 4200/ +91 22 7193 4263 at the select locations of the Sub-syndicate Members (as given below), SCSBs, Registered Brokers, RTAs and CDPs participating in the Issue. Bid cum Application Forms will also be available on the websites of BSE and NSE and the Designated Branches of SCSBs, the list of which is available at websites of the Stock Exchanges and SEBI.

Sub-Syndicate Members: Spaisa Capital Limited, Alankrit Imaginations Limited, Almondz Global Securities Limited, Amrapali Capital & Finance Services Limited, Anand Rathi Share & Stock Brokers Limited, Anand Share Consultancy, ANS Pvt Limited, Arihant Capital Markets Limited, Asit C. Mehta Investment Intermediates Limited, Centrum Finverse Limited, Dalal & Broacha Stock Broking Pvt Limited, Eureka Stock & Share Brokers Services Limited, G Raj & Co. (Consultants) Limited, Globe Capital Limited, HDFC Securities Limited, ICICI Securities Limited, Innovate Securities Pvt Limited, Jhaveri Securities, JM Financial Services Limited, Kapatnaru Multiplier Limited, Kantilal Chhaganlal Securities Pvt Limited, Keynote Capitals Limited, KJM Capital Market Services Limited, Kotak Securities Limited, Lakshminthre Investment & Securities Pvt Ltd, LKP Securities Limited, Madwadi Shares & Finance, Nirmal Bang Securities Pvt Limited, Navuma Wealth and Investment Limited, Patel Wealth Advisors Pvt Limited, Prabhudas Lilladher Pvt Limited, Pravin Ratilal Share & Stock Brokers Limited, RRE Equity Brokers Pvt Limited, SBCAP Securities Limited, Sharekhan Limited, SMC Global Securities Limited, SSC Corporate Securities Limited, Sushil Financial Services Private Limited, Tanna Financial Services, TradeBulls Securities (P) Limited, Upstox Securities Private Limited and YES Securities (India) Limited.

Escrow Collection Bank, Refund Bank : ICICI Bank Limited

• Public Offer Account Bank : Axis Bank Limited

• Sponsor Banks : ICICI Bank Limited and Axis Bank Limited

UPI: UPI Bidders can also bid through UPI mechanism

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP.

Place: Bengaluru, Karnataka
Date: September 03, 2026

RENTOMOJO LIMITED (formerly known as Rentomojo Private Limited and Edunetwork Private Limited) is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its Equity Shares ("Offer") and has filed the RHP with Registrar of Companies, Karnataka at Bengaluru, the Securities and Exchange Board of India ("SEBI") and the Stock Exchanges on September 3, 2026. The RHP shall be available on the website of the SEBI at www.sebi.gov.in, the websites of the Stock Exchanges at www.bseindia.com and www.nseindia.com, respectively, the website of the Company at www.rentomojo.com and on the website of the Book Running Lead Managers ("BRLMs"), i.e. Motilal Oswal Investment Advisors Limited, Axis Capital Limited and IIFL Capital Services Limited (formerly known as IIFL Securities Limited) at www.motilaloswal.com, www.axiscapital.co.in and www.iiflcapital.com, respectively. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see "Risk Factors" beginning on page 23 of the RHP. Potential investors should not rely on the DRHP filed with SEBI and the Stock Exchanges, and should rely on their own examination of our Company and the Offer, including the risks involved, for making any investment decision.

The Equity Shares described in this announcement have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended ("U.S. Securities Act") or any state securities laws in the United States, as defined, so registered, may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold only outside the United States, in "offshore transactions", as defined in and in reliance on Regulation S under the U.S. Securities Act and the applicable laws of the jurisdictions in which such offers and sales are made. There will be no public offering in the United States.

For **RENTOMOJO LIMITED**
(formerly known as Rentomojo Private Limited and Edunetwork Private Limited)
On behalf of the Board of Directors
Sd/-
Deepika N Bhandiwad
Company Secretary and Compliance Officer