

TEAR HERE

PLEASE FILL IN BLOCK LETTERS

COMMON BID CUM APPLICATION FORM

URBAN COMPANY LIMITED - INITIAL PUBLIC OFFER - NR

Corporate Identity Number: U74140DL2014PLC274413

Registered Office: Unit No. 8, Ground Floor, Rectangle 1, D-4 Saket District Centre, New Delhi 110 017, Delhi, India

Corporate Office: 7<sup>th</sup> and 8<sup>th</sup> Floor, Plot No. 183, Rajiv Nagar, Udyog Vihar Phase 1, Sector 20, Gurugram 122 016, Haryana, India

Contact Person: Sonali Singh, Company Secretary and Compliance Officer; Tel: +91 124 405 8254; E-mail: cs@urbancompany.com; Website: www.urbancompany.com

FOR NON-RESIDENTS, INCLUDING ELIGIBLE NRIS, FVCIS, FPIS AND REGISTERED BILATERAL AND MULTILATERAL INSTITUTIONS ETC., APPLYING ON A REPATRIATION BASIS

uc Urban Company

To,  
The Board of Directors  
URBAN COMPANY LIMITED

100% BOOK BUILT OFFER

ISIN: INE0CAZ01013

LEI No.: 335800F2XYN9CUK52X54

Bid cum Application Form No.

MEMBERS OF THE SYNDICATE STAMP & CODE	SUB-SYNDICATE MEMBER/ REGISTERED BROKER SCSB/CDP/RTA STAMP & CODE	1. NAME & CONTACT DETAILS OF SOLE / FIRST BIDDER  Mr./Ms./M/s. _____  Address _____  Email _____  Tel. No. (with STD code) / Mobile _____
SUB-BROKER'S / SUB-AGENT'S STAMP & CODE	SCSB BRANCH STAMP & CODE	
BANK BRANCH SERIAL NO.	SCSB SERIAL NO.	
		2. PAN OF SOLE / FIRST BIDDER _____

3. BIDDER'S DEPOSITORY ACCOUNT DETAILS    ☐ NSDL    ☐ CDSL

For NSDL enter 8 digit DP ID followed by 8 digit Client ID / For CDSL enter 16 digit Client ID

4. BID OPTIONS (ONLY RETAIL INDIVIDUAL BIDDERS CAN BID AT "CUT-OFF")																5. CATEGORY		6. INVESTOR STATUS					
Bid Options	No. of Equity Shares Bid (In Figures) (Bids must be in multiples of Bid Lot as advertised)								Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1 only) (In Figures only)								"Cut-off" (Please ✓/tick)	<input type="checkbox"/> Retail Individual Bidder  <input type="checkbox"/> Non-Institutional Bidder  <input type="checkbox"/> QIB	<input type="checkbox"/> Non-Resident Indian(s) (Repatriation basis) - NRI  <input type="checkbox"/> Registered Bilateral and Multilateral Development Financial Institutions - RBM  <input type="checkbox"/> Foreign Portfolio Investor - FPI  <input type="checkbox"/> Foreign Venture Capital Investor - FVCI  <input type="checkbox"/> All entities other than QIBs, Bodies Corporate and Individuals - NOH  <input type="checkbox"/> Other QIBs - OTH				
									Bid Price				Retail Discount							Net Price			
	8	7	6	5	4	3	2	1	3	2	1	3	2	1	3	2				1			
Option 1																							
(OR) Option 2																							
(OR) Option 3																							

7. PAYMENT DETAILS [IN CAPITAL LETTERS]

PAYMENT OPTION: FULL PAYMENT ☒

Amount blocked (₹ in figures) \_\_\_\_\_ (₹ in words) \_\_\_\_\_

ASBA \_\_\_\_\_

Bank A/c No. \_\_\_\_\_

Bank Name & Branch \_\_\_\_\_

OR

UPI ID (Maximum 45 characters) \_\_\_\_\_

I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF COMMON BID CUM APPLICATION FORM, THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC OFFERS ("GID") AND HEREBY AGREE AND CONFIRM THE "BIDDER'S UNDERTAKING" AS GIVEN OVERLEAF. I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THIS BID CUM APPLICATION FORM GIVEN OVERLEAF.

8A. SIGNATURE OF SOLE/ FIRST BIDDER    Date : _____, 2025	8B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS)		8C. MEMBERS OF THE SYNDICATE / SUB-SYNDICATE MEMBER / REGISTERED BROKER / SCSB / CDP / RTA / AGENTS STAMP (Acknowledging upload of Bid in Stock Exchange system)
	I/We authorise the SCSB to do all acts as are necessary to make the application in the Offer.		
	1) _____		
	2) _____		
	3) _____		

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URBAN COMPANY LIMITED

INITIAL PUBLIC OFFER - NR

Acknowledgement Slip for members of the Syndicate / Sub-Syndicate Member / Registered Broker / SCSB / CDP / RTA / Agents

Bid cum Application Form No.

DPID / CL. ID		PAN of Sole / First Bidder	
Amount blocked (₹ in figures)	ASBA Bank A/c No./UPI ID	Stamp and Signature of SCSB Branch / members of the Syndicate / Sub-Syndicate Member / Registered Broker / CDP / RTA / Agent	
Bank Name & Branch			
Received from Mr./Ms./M/s. _____			
Telephone / Mobile	Email		

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URBAN COMPANY LIMITED - INITIAL PUBLIC OFFER - NR	Option 1	Option 2	Option 3	Stamp & Signature of members of the Syndicate / Sub-Syndicate Member / Registered Broker / SCSB / CDP / RTA / Agents	Name of Sole / First Bidder _____ _____
	No. of Equity Shares				
	Bid Price (₹)				
	Amount Blocked (₹ in figures)				Acknowledgement Slip for Bidder
	ASBA Bank A/c No./UPI ID				
Bank Name & Branch					
Important Note : Application made using third party UPI ID or ASBA Bank Account are liable to be rejected.				Bid cum Application Form No.	

URBAN COMPANY LIMITED 1

### BIDDER'S UNDERTAKING AND CONFIRMATION FOR BID CUM APPLICATION FORM

**Further:** In accordance with ASBA process provided in the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICR Regulations") and as disclosed in the RHP or the Preliminary Offering Memorandum, as applicable, we/each of us (a) the members of the Syndicate (in Specified Locations only) or the Registered Broker (at Broker Centres) or the SCBs (at Designated SCBs Branches) or the RTAs (at the Designated RTA Locations) or the CDPs (at Designated CDP Locations), as the case may be, to do all acts as are necessary to make the application in the Offer, including uploading of Bid, blocking/unblocking of funds in the bank account of the applicant maintained with the SCBS as specified in the Bid cum Application Form or in the bank account of the Applicant linked with the UPI ID provided in the Bid cum Application Form, as the case may be, transfer of funds to the Public Offer Account on receipt of instruction from Registrar to the Offer or the Sponsor Banks, as the case may be, after finalisation of the Bid; and (b) the Registrar to the Offer or Sponsor Banks, as the case may be, to issue instruction to the SCBS to unblock the funds in the specified bank account upon finalisation of the Basis of Allotment. In case the amount available in the specified bank account is insufficient as per the highest Bid option, the SCBS Registrar to the Offer shall reject the application. 3) We hereby authorize the members of the Syndicate (in Specified Locations only) or the Registered Broker (at Broker Centres) or the SCBs (at Designated SCBs Branches) or the RTAs (at Designated RTA locations) or the CDPs (at Designated CDP locations) or the RTAs (at Designated RTA locations), as the case may be, to make relevant reservations as may be required to be done in the Bid, in the event of a revision of the Price Band.

**Further:** We/each of us acknowledge that we/each of us are not eligible to participate in the Offer, and we/each of us are not an OCB. For further details, see "Offer Procedure" and "Restrictions on Participation of Indian Citizens" hereinabove on pages 486 and 507 of the RHP, respectively.

I/We acknowledge that we/each of us are not existing policy holder of the Government of India OCBs cannot participate in the Offer. I/We are not an OCB. For further details, see "Offer Procedure" and "Restrictions on Participation of Indian Citizens" hereinabove on pages 486 and 507 of the RHP, respectively.

# IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS (RHP)

## BIDDER'S UNDERTAKING AND CONFIRMATION FOR BID REVISION FORM

I/We (on behalf of joint Bidders, if any) confirm that the Acknowledgement Slip for my/our Bids is enclosed for the revisions which are being requested. I/We agree to be bound by all the terms & conditions mentioned in the Bid Cum Application Form submitted earlier by me/us. I/We (on behalf of joint Bidders, if any) authorise you to reject this Bid Revision Form, in case any of the details of my/our existing Bids as appearing on the electronic book building system do not tally with the details given in this Bid Revision Form.

## INSTRUCTIONS FOR FILLING UP THE REVISION FORM

- Name of Sole Bidder / First Bidder should be exactly the same as it appears in the depository records. In case of joint Bids, the Bid cum Application Form should contain only the name of the First Bidder whose name should also appear as the first holder of the beneficiary account held in joint names. The Bid means an "indication to make an offer" and not "an offer".
- Please ensure that the Bid options provided are in the same order as that provided in the Bid cum Application Form submitted earlier.
- In case there is no change in the particular Bid option, please write "NO CHANGE". In case you want to cancel the Bid option, please write "CANCELLED".
- Total Bid Amount payable must be calculated for the highest of three options, at Bid Price. Total Bid Amount to be paid must be calculated net of total amount paid at the time of submission of Bid cum Application Form. Bidders, please ensure that your bank has notified an SCSB Branch in the city where the Bid cum Application Form is being submitted.
- Revision of Bids in case of Revision of Price Band:** In case of an upward revision in the Price Band, Retail Individual Bidders who have bid at Cut-off Price could either (i) revise their Bid or (ii) shall make additional payment based on the cap of the revised Price Band (such that the total amount i.e., original Bid Amount plus additional payment does not exceed ₹ 200,000 if the Bidder wants to continue to bid at Cut-off Price), with the SCSBs' members of the Syndicate/Registered Brokers/RTA/CDPs to whom the original Bid was submitted. In case the total amount (i.e., original Bid Amount plus additional payment) exceeds ₹ 200,000, the Bid will be considered for allocation under the Non-Institutional Portion in terms of the RHP or the Preliminary Offering Memorandum as applicable. If, however, the Bidder does not either revise the Bid or make additional payment and the Offer Price is higher than the cap of the Price Band prior to revision, the number of Equity Shares Bid for, shall be adjusted downwards for the purpose of Allotment, such that no additional amount would be required to be blocked and the Bidder is deemed to have approved such revised Bid at Cut-off Price. In case of a downward revision in the Price Band, announced above, Retail Individual Bidders who have bid at Cut-off Price, could either revise their Bid or the excess amount blocked at the time of bidding would be unlocked from the ASBA Account after the Allotment is finalised.
- Only the Sole Bidder / First Bidder is required to sign the Bid cum Application Form/Revision Form. Thumb impressions and signatures other than in the languages specified in the Eighth Schedule to the Constitution of India must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal. Applicants should specify only his/her ASBA bank account or UPI ID linked with his/her own bank account in case of sole Bidder and ASBA bank account or UPI ID linked with the bank account of First Bidder in case of joint Bidder, in the application form. If the First Bidder is not the account holder, ensure that the Bid cum Application Form is signed by the ASBA Account holder. Signature of the ASBA Account holder is mandatory.
- Please note that application made using third party UPI ID or third party ASBA Bank A/c are liable to be rejected.
  - QIB cannot apply through UPI mechanism and Non-Institutional Investors bidding for an amount exceeding ₹ 500,000 cannot use UPI Mechanism to apply. UPI Bidders applying up to ₹ 500,000 can apply through UPI mode as per NPCI vide circular reference no. NPCI/UP/OC No. 127/2021-22 dated December 9, 2021 read with SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated April 5, 2022.
  - For Retail Individual Bidders (RIBs) and Non-Institutional Bidders with Application size up to ₹ 500,000 ("UPI Bidders") bidding through the UPI Mechanism.**
    - Please ensure that your bank is offering UPI facility for public offers.
    - Please mention UPI ID clearly in CAPITAL LETTERS only.
    - Ensure that the (a) bank where the bank account linked to their UPI ID is maintained; and (b) UPI Bidders bidding through the UPI Mechanism may apply through the SCSBs and mobile applications whose names appear on the website of the SEBI (<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmid=40>) and (<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmid=43>) respectively, as updated from time to time.
    - Eligible NRIs applying in the Offer through the UPI Mechanism, are advised to enquire with the relevant bank where their account is UPI linked prior to submitting their Bid cum Application Form.
    - UPI ID cannot exceed 45 characters.
    - Please ensure that you are using your UPI ID only and not the UPI ID of any third party.
    - UPI Bidders bidding through the UPI Mechanism shall ensure that details of the Bid are reviewed and verified by opening the attachment in the UPI Mandate Request and then proceed to authorise the UPI Mandate Request using his/her UPI PIN. For further details, see "Offer Procedure" on page 486 of the RHP.
- Other Instructions:** a. Revision to Bids must be made only in the prescribed Revision Form, as applicable; b. Revision Form must be completed in full, in BLOCK LETTERS in ENGLISH. Bidders should note that the members of the Syndicate/ SCSBs/Registered Brokers/RTA/CDPs will not be liable for errors in data entry due to incomplete or illegible Revision Forms; c. Ensure that Acknowledgement Slip for your Bid and any other applicable documents in support of the revision are attached with the Revision Form; and d. Bidders shall only be required to issue instruction to block the revised amount in excess of their original blocked amount based on the cap of the revised Price Band upon an upward revision of their Bid.
- Revision(s) in the Bid, the Bidders/Applicants will have to use the services of the same Designated Intermediary through which such Bidder/Applicant had placed the original Bid. Bidders/Applicants are advised to retain copies of the blank Revision Form and the Bid(s) must be made only in such Revision Form or copies thereof. Investors must ensure that their PAN is linked with Aadhaar card and are in compliance with the Central Board of Direct Taxes notification dated February 13, 2020 and press release dated June 25, 2021 read with press release dated 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.

### OFFER STRUCTURE

Particulars	Eligible Employees	QIBs <sup>(i)</sup>	NIBs	RIBs
Number of Equity Shares of face value of ₹ 1 each available for Allotment or allocation <sup>(ii)</sup>	Up to [●] Equity Shares of face value of ₹ 1 each	Not less than [●] Equity Shares of face value of ₹ 1 each, aggregating to ₹ [●] million, subject to the allocation/ allotment of not less than 75% of the Net Offer	Not more than [●] Equity Shares of face value of ₹ 1 each, available for allocation or Net Offer less allocation to QIB Bidders and RIBs	Not more than [●] Equity Shares of face value of ₹ 1 each, available for allocation or Net Offer less allocation to QIB Bidders and Non-Institutional Bidders
Percentage of Offer Size available for Allotment or allocation	Up to [●] % of the post Offer paid-up equity share capital of our Company	Not less than 75% of the Net Offer being available for allocation to QIB Bidders. However, up to 5% of the QIB Portion will be available for allocation proportionately to Mutual Funds only. Mutual Funds participating in the Mutual Fund Portion will also be eligible for allocation in the remaining QIB Portion (excluding the Anchor Investor Portion). The unsubscribed portion in the Mutual Fund Portion will be available for allocation to other QIBs	Not more than 15% of the Net Offer less allocation to QIB Bidders and RIBs shall be available for allocation, subject to the following: <ol style="list-style-type: none"> <li>one-third of the portion available to NIBs shall be reserved for applicants with an application size of more than ₹ 200,000 and up to ₹ 1,000,000 million; and</li> <li>two-third of the portion available to NIBs shall be reserved for applicants with application size of more than ₹ 1,000,000 provided that the unsubscribed portion in either of the sub-categories specified above may be allocated to applicants in the other sub-category of NIBs</li> </ol>	Not more than 10% of the Net Offer or the Offer less allocation to QIB Bidders and NIBs will be available for allocation
Basis of Allotment if respective category is oversubscribed <sup>(iii)</sup>	Proportionate, unless the Employee Reservation Portion is undersubscribed, the value of allocation to an Eligible Employee shall not exceed ₹ 200,000 (net of employee discount, if any). In the event of undersubscription in the Employee Reservation Portion, the unsubscribed portion may be allocated, on a proportionate basis, to Eligible Employees Bidding in the Employee Reservation Portion for value exceeding ₹ 200,000 (net of employee discount, if any), subject to total Allotment to an Eligible Employee not exceeding ₹ 500,000 (net of employee discount, if any)	Proportionate as follows (excluding the Anchor Investor Portion): <ol style="list-style-type: none"> <li>up to [●] Equity Shares of face value of ₹ 1 each, shall be available for allocation on a proportionate basis to Mutual Funds only;</li> <li>up to [●] Equity Shares of face value of ₹ 1 each, shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds receiving allocation as per (a) above; and up to [●] Equity Shares of face value of ₹ 1 each, may be allocated on a discretionary basis to Anchor Investors, of which one-third shall be available for allocation to Mutual Funds only, subject to valid Bid received from Mutual Funds at or above the Anchor Investor Allocation Price.</li> </ol>	The Allotment of Equity Shares to each NIBs shall not be less than the minimum application size, subject to availability in the Non-Institutional Portion, and the remainder, if any, shall be allotted on a proportionate basis in accordance with the conditions specified in Schedule XIII to the SEBI ICDR Regulations	The allotment to each RIBs shall not be less than the minimum Bid Lot, subject to availability of Equity Shares in the Retail Portion and the remaining available Equity Shares if any, shall be Allotted on a proportionate basis. See "Offer Procedure" beginning on page 486 of the RHP.
Mode of Bidding	ASBA Process only (including the UPI Mechanism)	Through ASBA process only (except Anchor Investors) (excluding the UPI Mechanism)	Through ASBA process only (including the UPI Mechanism for Bids up to ₹ 500,000)	Through ASBA process only (including the UPI Mechanism)
Minimum Bid	[●] Equity Shares of face value of ₹ 1 each	Such number of Equity Shares in multiples of [●] Equity Shares of face value of ₹ 1 each, such that the Bid Amount exceeds ₹ 200,000	For NIBs applying under one-third of the Non-Institutional Portion (with application size of more than ₹ 200,000 and up to ₹ 1,000,000) such number of Equity Shares in multiples of [●] Equity Shares of face value of ₹ 1 each, such that the Bid Amount exceeds ₹ 200,000. For NIBs applying under two-thirds of the Non-Institutional Portion (with application size of more than ₹ 1,000,000) such number of Equity Shares in multiples of [●] Equity Shares of face value of ₹ 1 each, such that the Bid Amount exceeds ₹ 1,000,000.	[●] Equity Shares of face value of ₹ 1 each
Maximum Bid	Such number of Equity Shares in multiples of [●] Equity Shares of face value of ₹ 1 each, so as to ensure that the Bid Amount by each Eligible Employee does not exceed ₹ 500,000 less employee discount, if any	Such number of Equity Shares in multiples of [●] Equity Shares of face value of ₹ 1 each, not exceeding the size of the Net Offer (excluding the Anchor Investor Portion), subject to applicable limits to each Bidder	For Non-Institutional Bidders applying under one-third of the Non-Institutional Portion (with application size of more than ₹ 200,000 and up to ₹ 1,000,000) such number of Equity Shares in multiples of [●] Equity Shares of face value of ₹ 1 each, such that the Bid Amount does not exceed ₹ 1,000,000. For Non-Institutional Bidders applying under two-thirds of the Non-Institutional Portion (with application size of more than ₹ 1,000,000) such number of Equity Shares in multiples of [●] Equity Shares of face value of ₹ 1 each not exceeding the size of the Net Offer, (excluding the QIB Portion) subject to limits applicable to the Bidder	Such number of Equity Shares of face value of ₹ 1 each in multiples of [●] Equity Shares of face value of ₹ 1 each, so that the Bid Amount does not exceed ₹ 200,000
Mode of Allotment	Compulsory in dematerialized form			
Bid Lot	145 Equity Shares of face value of ₹ 1 each and in multiples of 145 Equity Shares of face value of ₹ 1 each thereafter			
Allotment Lot	[●] Equity Shares of face value of ₹ 1 each, and in multiples of one Equity Share of face value of ₹ 1 each thereafter	[●] Equity Shares of face value of ₹ 1 each, and in multiples of one Equity Share of face value of ₹ 1 each thereafter	For NIBs allotment shall not be less than the Minimum non-institutional application size	[●] Equity Shares of face value of ₹ 1 each, and in multiples of one Equity Share of face value of ₹ 1 each thereafter
Trading Lot	One Equity Share			
Who can apply <sup>(iv)(v)(vi)</sup>	Eligible Employees	Public financial institutions as specified in Section 2(72) of the Companies Act, scheduled commercial banks, multilateral and bilateral development financial institutions, Mutual Funds, FPIs other than individuals, corporate bodies and family offices, VCFs, AIFs, FVCIs, state industrial development corporation, insurance company registered with IRDAI, provident funds with minimum corpus of ₹ 250 million, pension funds with minimum corpus of ₹ 250 million registered with the Pension Fund Regulatory and Development Authority established under the provisions of Pension Fund Regulatory and Development Authority Act, 2013, National Investment Fund set up by the Govt, insurance funds set up and managed by army, navy or air force of the Union of India, insurance funds set up and managed by the Department of Posts, India and systemically important NBFCs.	Resident Indian individuals, Eligible NRIs, HUFs (in the name of the karta), companies, corporate bodies, scientific institutions, societies, and trusts and any individuals, corporate bodies and family offices which are re-categorised as category II FPI (as defined in the SEBI FPI Regulations) and registered with SEBI.	Resident Indian individuals, Eligible NRIs and HUFs (in the name of the karta)
Terms of Payment	<b>In case of Anchor Investors:</b> Full Bid amount shall be payable by the Anchor Investors at the time of submission of their Bids <sup>(vii)</sup> <b>In case of all other Bidders:</b> Full Bid amount shall be blocked by the SCSBs in the bank account of the ASBA Bidder (other than Anchor Investors), or by the Sponsor Banks through the UPI Mechanism, that is specified in the ASBA Form at the time of submission of the ASBA Form			

- Assuming full subscription in the Offer.
- As per SEBI ICDR Master Circular ASBA applications in public issues shall be processed only after the application monies are blocked in the bank accounts of the investors. Accordingly, Stock Exchanges shall, for all categories of investors viz. QIBs, NIBs and RIBs and also for all modes through which the applications are processed, accept the ASBA applications in their electronic book building platform only with a mandatory confirmation on the application monies blocked.
- (i) Our Company may, in consultation with the BRLMs, allocate up to 60% of the QIB Portion to Anchor Investors at the Anchor Investor Offer Price, on a discretionary basis, subject to there being (i) a maximum of two Anchor Investors, where allocation in the Anchor Investor Portion is up to ₹ 100,000,000, (ii) a minimum of two and maximum of 15 Anchor Investors, where allocation in the Anchor Investor Portion is more than ₹ 100,000,000 but up to ₹ 2,500,000,000 under the Anchor Investor Portion, subject to a minimum Allotment of ₹ 50,000,000 per Anchor Investor, and (iii) in case of allocation above ₹ 2,500,000,000 under the Anchor Investor Portion, a minimum of five investors and a maximum of 15 Anchor Investors for allocation up to ₹ 2,500,000,000, and an additional 10 Anchor Investors for every additional ₹ 2,500,000,000 or part thereof will be permitted, subject to minimum allotment of ₹ 50,000,000 per Anchor Investor. An Anchor Investor will make a minimum Bid of such number of Equity Shares, that the Bid Amount is at least ₹ 100,000,000. One-third of the Anchor Investor Portion will be reserved for domestic Mutual Funds, subject to valid Bids being received at or above the price at which allocation is made to Anchor Investors, which price shall be determined by our Company in consultation with the BRLMs.
- (ii) Subject to valid Bids being received at or above the Offer Price. This Offer is being made in accordance with Rule 19(2)(b) of the SCRR and Regulation 6(2) of the SEBI ICDR Regulations.
- (iii) In the event that a Bid is submitted in joint names, the relevant Bidders should ensure that the depository account is also held in the same joint names and the names are in the same sequence in which they appear in the Bid cum Application Form. The Bid cum Application Form should contain only the name of the First Bidder whose name should also appear as the first holder of the beneficiary account held in joint names. The signature of only such First Bidder would be required in the Bid cum Application Form and such First Bidder would be deemed to have signed on behalf of the joint holders.
- (iv) Full Bid Amount shall be payable by the Anchor Investors at the time of submission of the Anchor Investor Application Forms provided that any difference between the Anchor Investor Allocation Price and the Anchor Investor Offer Price shall be payable by the Anchor Investor pay-in date as indicated in the CAN. For details of terms of payment of applicable to Anchor Investors, see General Information Document available on the website of the Stock Exchanges and the BRLMs. Anchor Investors are not permitted to participate in the Offer through the ASBA process.
- (v) Bids by FPIs with certain structures as described under "Offer Procedure – Bids by Foreign Portfolio Investors" beginning on page 493 of the RHP and having the same PAN may be collated and identified as a single Bid in the Bidding process. The Equity Shares Allotted and Allotted to such successful Bidders (with the same PAN) may be proportionately distributed.
- (vi) Bidders will be required to confirm and will be deemed to have represented to our Company, each of the Selling Shareholders, the Underswriters, their respective directors, officers, designated partners, partners, trustees, associates, agents, affiliates and representatives that they are eligible under applicable law, rules, regulations, guidelines and approvals to acquire the Equity Shares.



**COMMON BID  
REVISION FORM**

**URBAN COMPANY LIMITED - INITIAL PUBLIC OFFER - NR**

Corporate Identity Number: U74140DL2014PLC274413

Registered Office: Unit No. 8, Ground Floor, Rectangle 1, D-4 Saket District Centre, New Delhi 110 017, Delhi, India

Corporate Office: 7<sup>th</sup> and 8<sup>th</sup> Floor, Plot No. 183, Rajiv Nagar, Udyog Vihar Phase 1, Sector 20, Gurugram 122 016, Haryana, India

Contact Person: Sonali Singh, Company Secretary and Compliance Officer, Tel: +91 124 405 8254; E-mail: cs@urbancompany.com; Website: www.urbancompany.com

FOR NON-RESIDENTS, INCLUDING ELIGIBLE  
NRIS, FVCIS, FPIS AND REGISTERED BILATERAL  
AND MULTILATERAL INSTITUTIONS AND  
DEVELOPMENT FINANCIAL INSTITUTIONS  
ETC., APPLYING ON A REPATRIATION BASIS



To,  
The Board of Directors  
**URBAN COMPANY LIMITED**

**100% BOOK BUILT OFFER**  
**ISIN: INE0CAZ01013**  
**LEI No.: 335800F2XYN9CUK52X54**

**Bid cum  
Application  
Form No.**

<b>MEMBERS OF THE SYNDICATE STAMP &amp; CODE</b>		<b>SUB-SYNDICATE MEMBER/ REGISTERED BROKER SCSB/CDP/RTA STAMP &amp; CODE</b>		<b>1. NAME &amp; CONTACT DETAILS OF SOLE / FIRST BIDDER</b>	
				Mr. /Ms./M/s. _____	
				Address _____	
				Email _____	
				Tel. No. (with STD code) / Mobile _____	
<b>SUB-BROKER'S / SUB-AGENT'S STAMP &amp; CODE</b>		<b>SCSB BRANCH STAMP &amp; CODE</b>		<b>2. PAN OF SOLE / FIRST BIDDER</b>	
				_____	
<b>BANK BRANCH SERIAL NO.</b>		<b>SCSB SERIAL NO.</b>		<b>3. BIDDER'S DEPOSITORY ACCOUNT DETAILS</b> <input type="checkbox"/> NSDL <input type="checkbox"/> CDSL	
				_____	
For NSDL enter 8 digit DP ID followed by 8 digit Client ID / For CDSL enter 16 digit Client ID					

**PLEASE CHANGE MY BID**

4. FROM (AS PER LAST BID OR REVISION)										Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1/- only)									
Bid Options	No. of Equity Shares Bid (Bids must be in multiples of Bid Lot as advertised)									(In Figures Only)									
	(In Figures)									Bid Price			Retail Discount			Net Price			"Cut-off" (Please ✓ tick)
	8	7	6	5	4	3	2	1	3	2	1	3	2	1	3	2	1		
Option 1																			
(OR) Option 2																			
(OR) Option 3																			

5. TO (REVISED BID) (ONLY RETAIL INDIVIDUAL BIDDERS CAN BID AT "CUT-OFF")										Price per Equity Share (₹) / "Cut-off" (Price in multiples of ₹ 1/- only)									
Bid Options	No. of Equity Shares Bid (Bids must be in multiples of Bid Lot as advertised)									(In Figures Only)									
	(In Figures)									Bid Price			Retail Discount			Net Price			"Cut-off" (Please ✓ tick)
	8	7	6	5	4	3	2	1	3	2	1	3	2	1	3	2	1		
Option 1																			
(OR) Option 2																			
(OR) Option 3																			

6. PAYMENT DETAILS [IN CAPITAL LETTERS]										PAYMENT OPTION : FULL PAYMENT <input checked="" type="checkbox"/>									
Additional Amount Blocked (₹ in figures) _____										(₹ in words) _____									
ASBA Bank A/c No. _____																			
Bank Name & Branch _____																			
OR UPI ID (Maximum 45 characters) _____																			

I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS BID REVISION FORM, THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC OFFERS ("GID") AND HEREBY AGREE AND CONFIRM THE "BIDDER'S UNDERTAKING" AS GIVEN ALONG WITH THE BID CUM APPLICATION FORM. I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THIS BID REVISION FORM GIVEN OVERLEAF.

<b>7A. SIGNATURE OF SOLE/ FIRST BIDDER</b>		<b>7B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS)</b>		<b>7C. MEMBERS OF THE SYNDICATE / SUB - SYNDICATE MEMBER / REGISTERED BROKER / SCSB / CDP / RTA / AGENTS STAMP (Acknowledging upload of Bid in Stock Exchange system)</b>	
Date : _____, 2025		I/We authorise the SCSB to do all acts as are necessary to make the application in the Offer.			
		1) _____			
		2) _____			
		3) _____			

TEAR HERE

<b>URBAN COMPANY LIMITED</b>		<b>Acknowledgement Slip for members of the Syndicate / Sub-Syndicate Member / Registered Broker / SCSB / CDP / RTA / AGENTS</b>		<b>Bid cum Application Form No.</b>	
<b>BID REVISION FORM - INITIAL PUBLIC OFFER - NR</b>					
DPID / CLID _____		PAN of Sole / First Bidder _____			
Additional Amount Blocked (₹ in figures) _____		ASBA Bank A/c No./UPI ID _____		Stamp and Signature of SCSB Branch / members of the Syndicate / Sub-Syndicate Member / Registered Broker / CDP / RTA / Agent	
Bank Name & Branch _____					
Received from Mr./Ms./M/s. _____					
Telephone / Mobile _____		Email _____			

TEAR HERE

<b>URBAN COMPANY LIMITED - BID REVISION FORM - INITIAL PUBLIC OFFER - NR</b>				<b>Stamp &amp; Signature of members of the Syndicate / Sub-Syndicate Member / Registered Broker / SCSB / CDP / RTA / Agents</b>		<b>Name of Sole / First Bidder</b>	
	No. of Equity Shares	Option 1	Option 2	Option 3			
	Bid Price (₹)						
	Additional Amount Blocked (₹ in figures)						
	ASBA Bank A/c No. /UPI ID _____						
Bank Name & Branch _____						<b>Acknowledgement Slip for Bidder</b>	
Important Note : Application made using third party UPI ID or ASBA Bank Account are liable to be rejected.						<b>Bid cum Application Form No.</b>	

TEAR HERE - PLEASE FILL IN BLOCK LETTERS - TEAR HERE