

February 23, 2026

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

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

**Symbol: URBANCO**

**Scrip Code: 544515**

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

Dear Sir/ Ma'am,

In accordance with SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, please find enclosed herewith the press release titled "Urban Company's InstaHelp crosses 50,000 daily bookings in less than 1 year of launch".

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

This is for your information and records.

Thanking you,

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

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

*Encl.: As above*

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**Urban Company Limited**  
(Formerly known as UrbanClap Technologies India Limited & UrbanClap Technologies India Private Limited)

**REGISTERED OFFICE:**

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

**CORPORATE OFFICE:**

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

## Urban Company's InstaHelp crosses 50,000 daily bookings in less than 1 year of launch

Gurugram, February 23, 2026: Urban Company Limited (NSE: URBANCO) today announced **InstaHelp**, its quick service housekeeping vertical, crossed **50,000 daily bookings on Sunday, 22 February 2026 (Approximately 51,520 bookings)**, marking a major milestone in the company's expansion into high-frequency home services.

Launched as a pilot in Mumbai in March 2025, InstaHelp has scaled in select micro-markets across five major metros — Mumbai, Bengaluru, Delhi NCR, Hyderabad and Pune. InstaHelp offers consumers high quality housekeeping services for tasks like cleaning, dishwashing, laundry and meal preparation, all within 10-15 minutes from the time of booking. The 50,000+ bookings milestone represents a peak day, and long-term growth will be shaped by sustained customer retention, service quality and scaling availability of professionals. While not a like-to-like comparison, Urban Company's India Consumer Services business reached the milestone of 50,000 bookings in a day approximately 6 years from the start of operations.



Commenting on the milestone, **Abhiraj Singh Bhal, CEO & Co-founder, Urban Company Limited**, said "Crossing 50,000+ daily bookings reflects strong consumer demand for reliable, on-demand housekeeping services. We are investing to build a large, high-frequency category that deepens platform engagement and strengthens long-term growth with results starting to become visible with respect to improving unit economics and growing repeat usage".

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### **About Urban Company Limited**

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