

August 23, 2026

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

Symbol: URBANCO

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

Scrip Code: 544515

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

Dear Sir/ Ma'am,

This is in reference to a defamation and disparagement suit filed by the Company against Kent RO Systems Limited ('**Kent RO**') in the Hon'ble Delhi High Court ("**Delhi HC**") on August 11, 2026. Kent RO launched a concerted advertising campaign featuring several advertisements and social media content through various influencers, premised on false and misleading claims pertaining to the 2-year filter life and 2-year service life feature offered by the Company for its Native M0, M1, M2, M1 Pro and M2 Pro water purifiers ("**NATIVE**"). Kent RO's advertisements falsely stated that the 2-year filter life and 2-year service life feature of NATIVE water purifiers, amongst other things, is a "marketing gimmick" and that using NATIVE water purifiers is "unsafe" and "risky" for consumers.

Accordingly, the Company sued Kent RO before the Delhi HC, on the basis that Kent RO's advertisements disparaged Urban Company and its NATIVE water purifiers and also defamed them. The case was heard at length by the Hon'ble Delhi High Court on August 12, 2026.

After a very detailed hearing in the matter, Kent RO made a statement before the Delhi HC that it would pull down the offending advertisements that are subject matter of the suit, and will not run any other advertisement or promotional content making the same or any other similar claims regarding water purifiers offering a 2-year filter life/2-year no-servicing feature, that would be disparaging of Urban Company. Kent RO has been asked to pull down the advertisements and social media content within 15 days of August 12, 2026. While the Delhi HC passed an order on the same date of hearing i.e. August 12, 2026- it was published on its website yesterday i.e. August 22, 2026.

There are other pending matters between the Company and Kent RO, including a patent infringement suit filed by Kent RO (and a counterclaim filed by the Company against Kent RO's patent) and a suit for tortious interference filed by the Company against Kent RO, which are still sub-judice.

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

This is for your information and record.

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

Urban Company Limited

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

REGISTERED OFFICE:

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

CORPORATE OFFICE:

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