



WOMANCART

WOMANCART LIMITED

Investor Presentation-H2 & FY26
May-2026

*Your Shopping Angel
Has Arrived*





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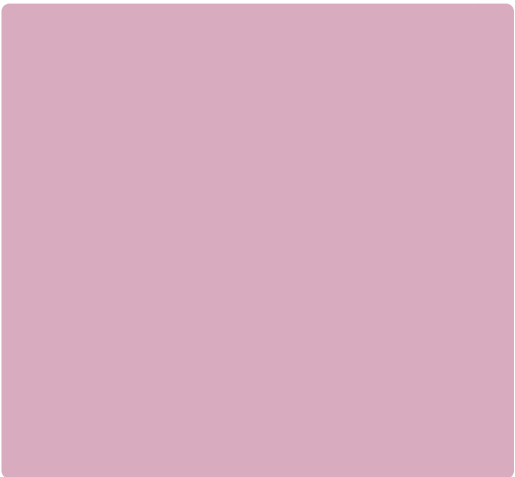
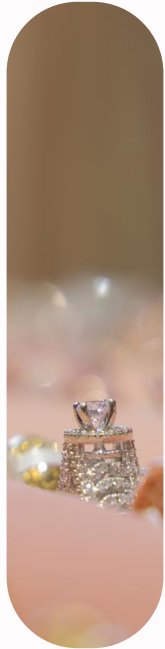
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Mr. Madhu Sudan Pahwa
Managing Director and Chief Financial Officer



Ms. Veena Pahwa
Promoter and Whole Time Director



From Management's Desk

FY26 has been a defining year for Womancart, marked by a strong focus on scaling operations, deepening our customer base, and investing in long-term capabilities. Our robust revenue growth reflects healthy demand and increasing acceptance of our offerings across categories. While margins saw some moderation, this was primarily driven by a higher contribution from marketplace sales relative to our own brands, along with continued investments in customer acquisition. Encouragingly, we are already witnessing improved repeat purchases and stronger customer engagement.

Our investments across retail expansion, private labels, technology, and international markets remain aligned with our long-term vision. As we move ahead, we stay focused on enhancing profitability while continuing to scale in a disciplined and sustainable manner.





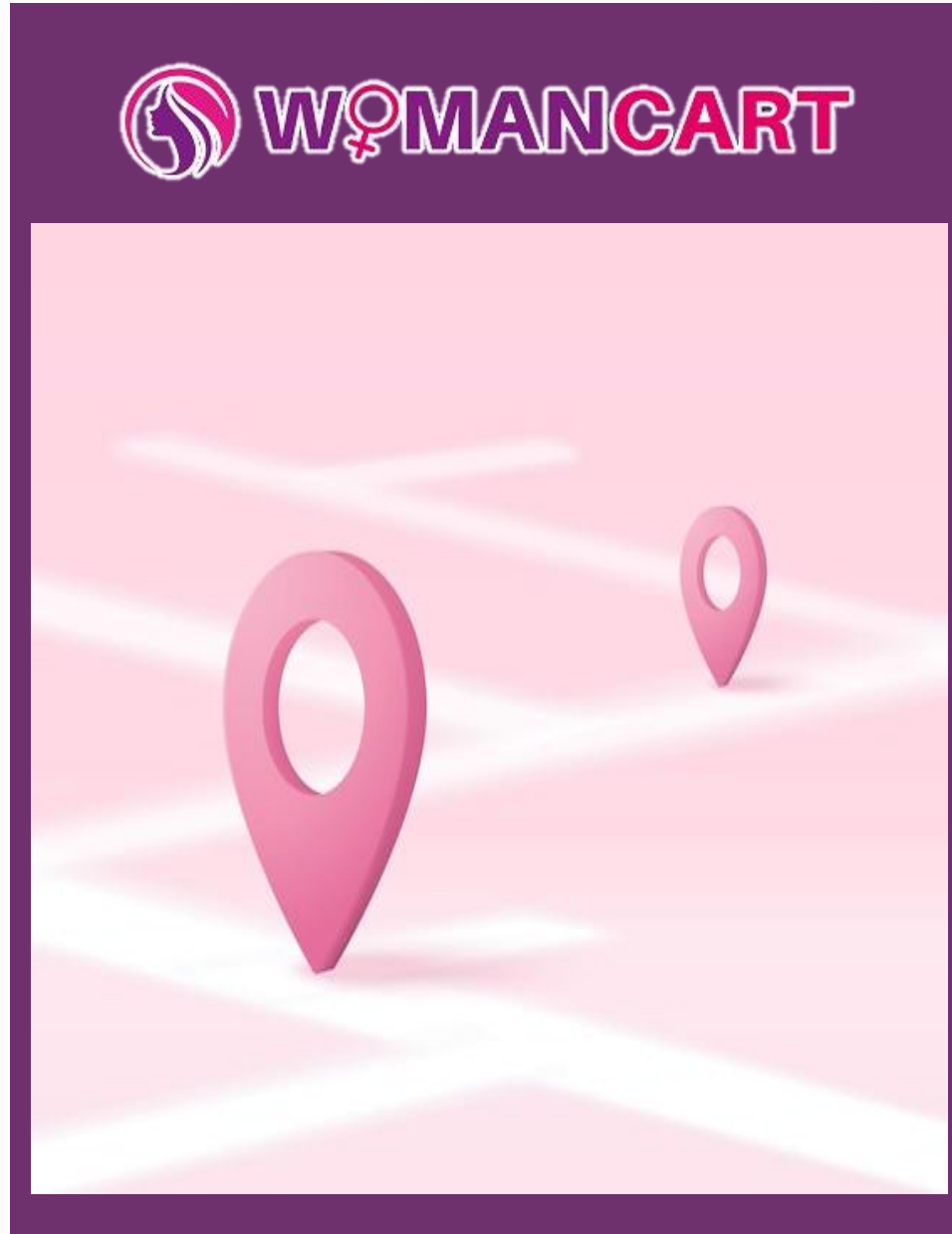
India's 1st 2- Hour Fashion Delivery



Lightning-fast **2-hour delivery** across **Delhi NCR** and **Jaipur**



Aiming to be **India's leading quick-commerce destination** & a **Global platform fulfilling every woman's lifestyle** needs — from fashion to home essentials.



Offering everything from **fashion** and **clothing** to **makeup, jewellery, crockery** and **footwear**



Curated for today's women and market need— where **speed meets style and simplicity**



Problems We Solve



Slow delivery timelines on existing e-commerce platforms



Limited availability of verified & genuine fashion brands



No unified woman-centric shopping experience



Lengthy delivery processes affecting shopping convenience



Price mismatch across online and offline channel



No product trail in Online shopping



One Point Solution for Women;
2 Hours Delivery



Wide Variety with 31,050+ SKUs focused
on high demand and repeat categories



Easy and Hassle-Free Return Options



Quick E-commerce &
Exclusive womancart Stores



Uniform pricing across both platform



Provide "TRY & BUY" policy to enable
pre-purchase experience



ON A CLICK OF BUTTON



<https://www.womancart.in/>



<https://womancart.com.au>



Earnings at Glance : H2 & FY26

	Revenue	EBITDA	PBT	PAT
FY26	₹ 13 369 Lakhs ▲ 126.2% YoY	₹ 1,787 Lakhs ▲ 80.2% YoY	₹ 1,211 Lakhs ▲ 42.4% YoY	₹ 811 Lakhs ▲ 12.9% YoY
H2FY26	₹ 8,389 Lakhs ▲ 125.8% YoY	₹ 680 Lakhs ▲ 29.7% YoY	₹ 409 Lakhs ▼ 13.3% YoY	₹ 281 Lakhs ▼ 38.0% YoY

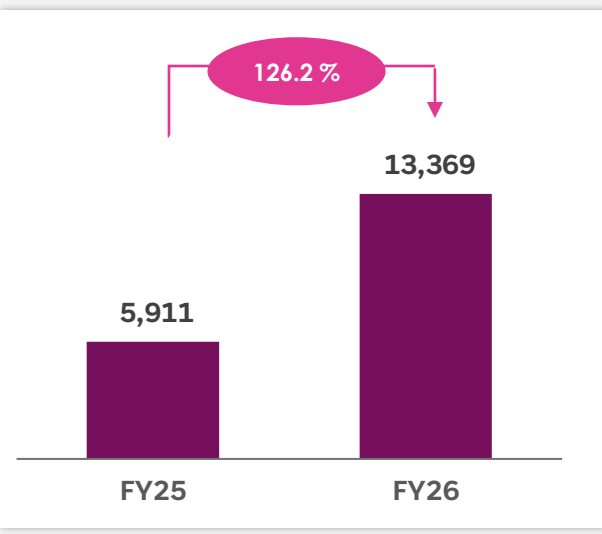
- 1 Revenue growth** driven by higher order volumes, expanded SKU portfolio, and deeper market penetration.
- 2 Margins** impacted by higher marketplace mix, customer acquisition cost, and input cost pressures.
- 3 Profitability** supported by operating scale, despite continued investments in growth and infrastructure.
- 4 COGS** increase reflects scale-up in sales, strategic discounting, and elevated raw material costs.
- 5 Higher depreciation and tax** driven by ongoing investments and expansion in operations.



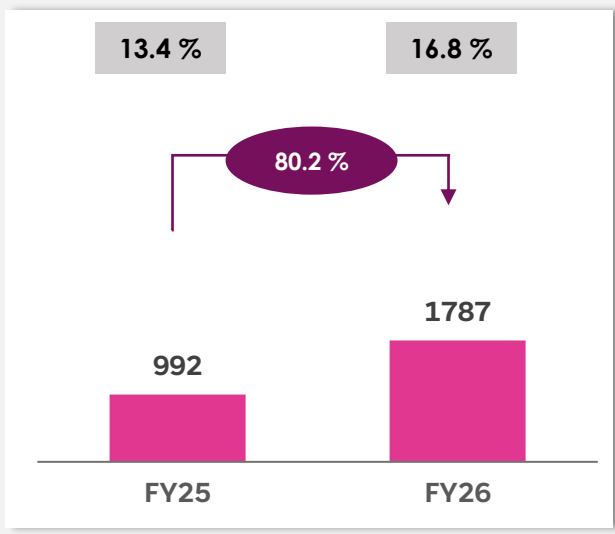
FY26- Financial Highlights



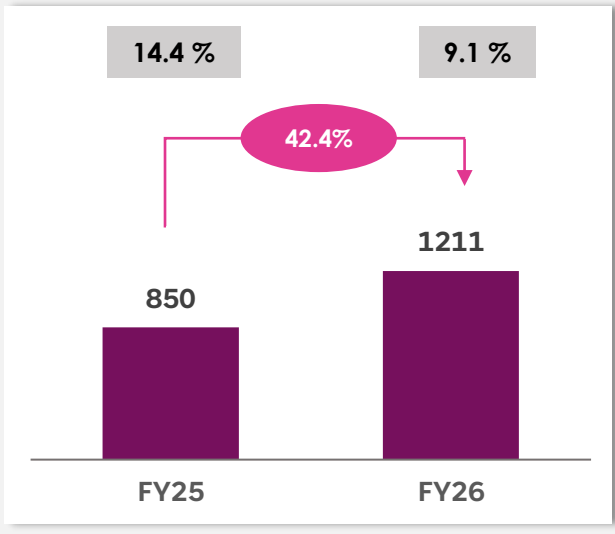
Revenue (In Lakhs.)



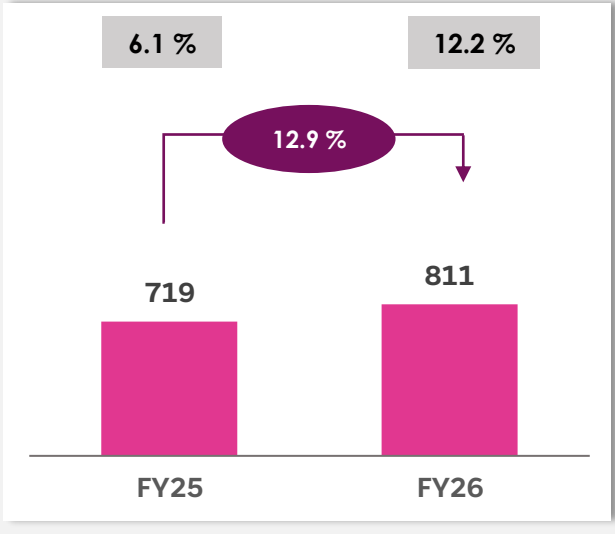
EBITDA & Margins (%)



PBT & Margins (%)



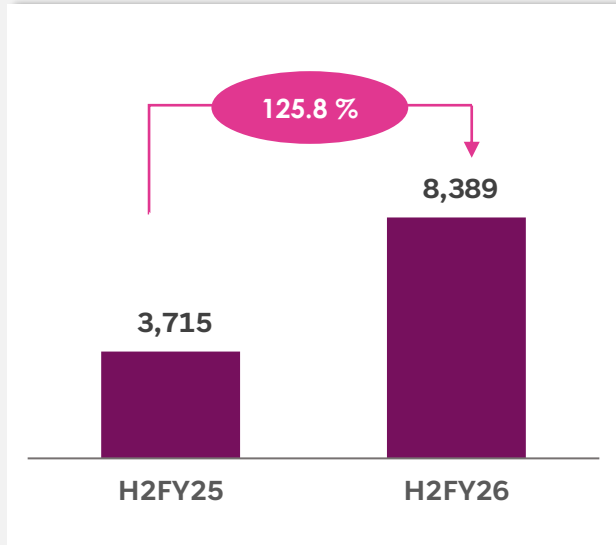
PAT & Margins (%)



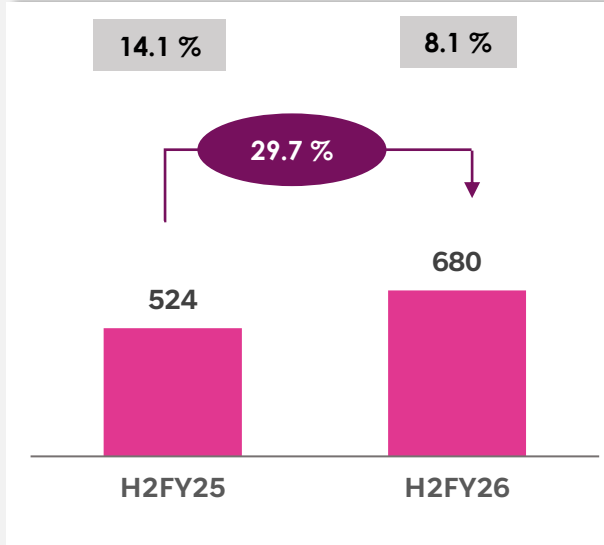


H2FY26- Financial Highlights

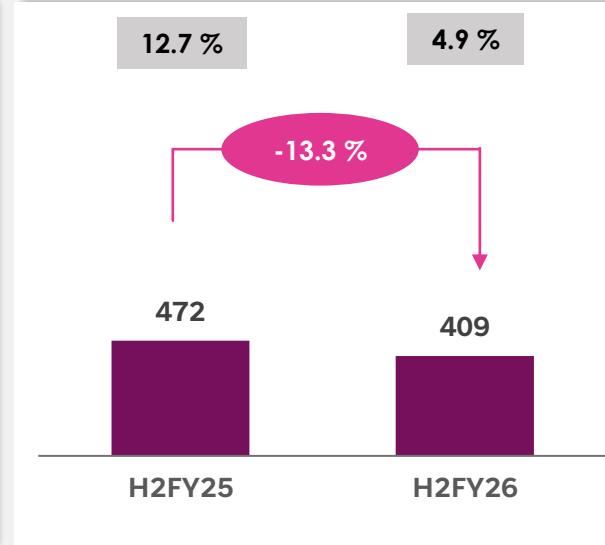
Revenue (In Lakhs.)



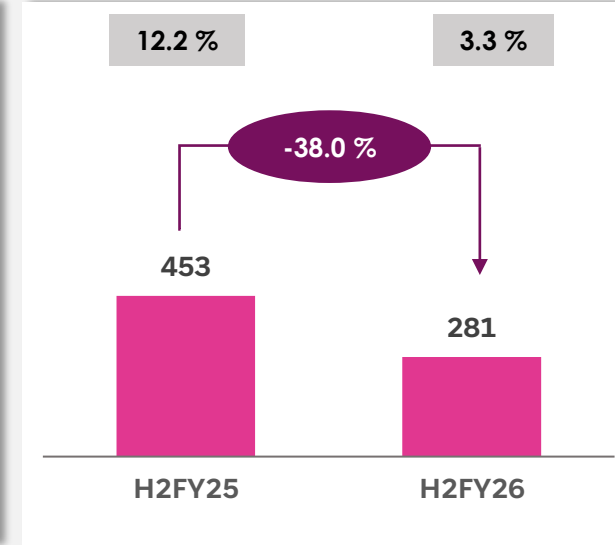
EBITDA & Margins (%)



PBT & Margins (%)



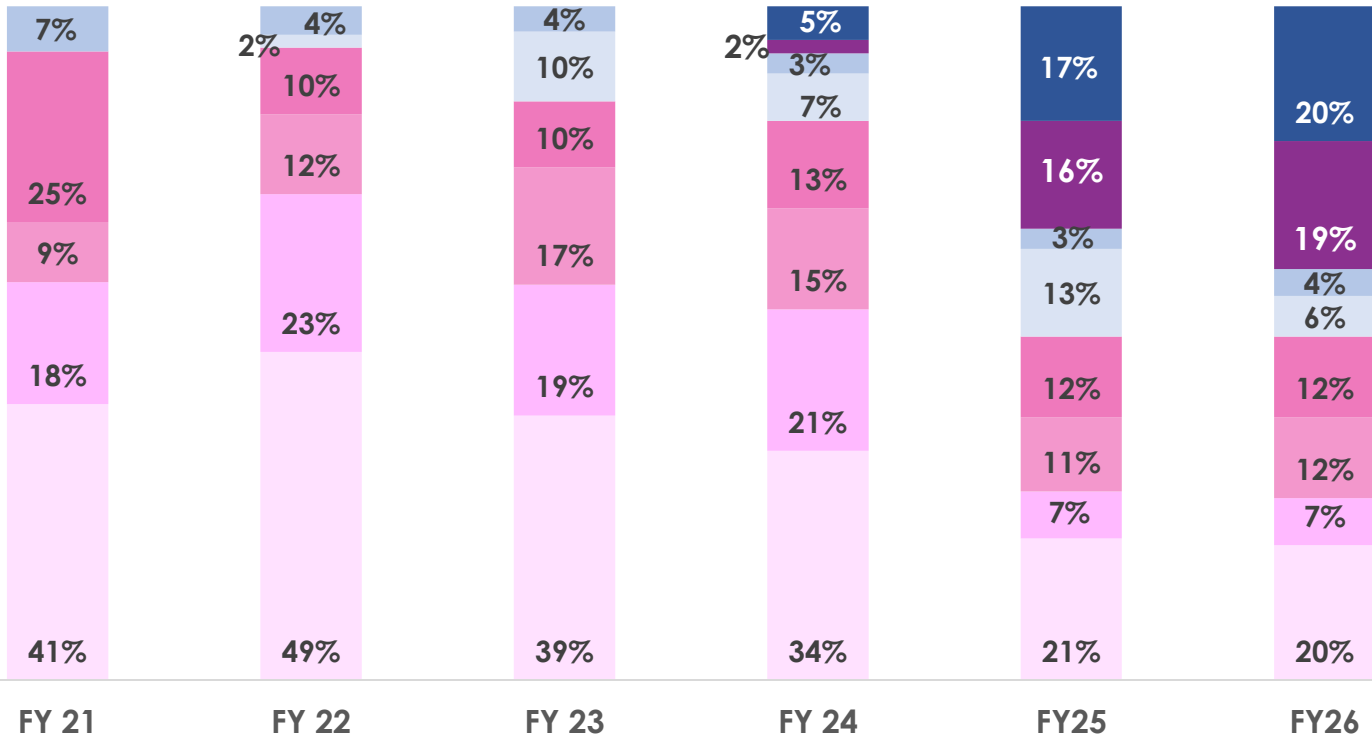
PAT & Margins (%)





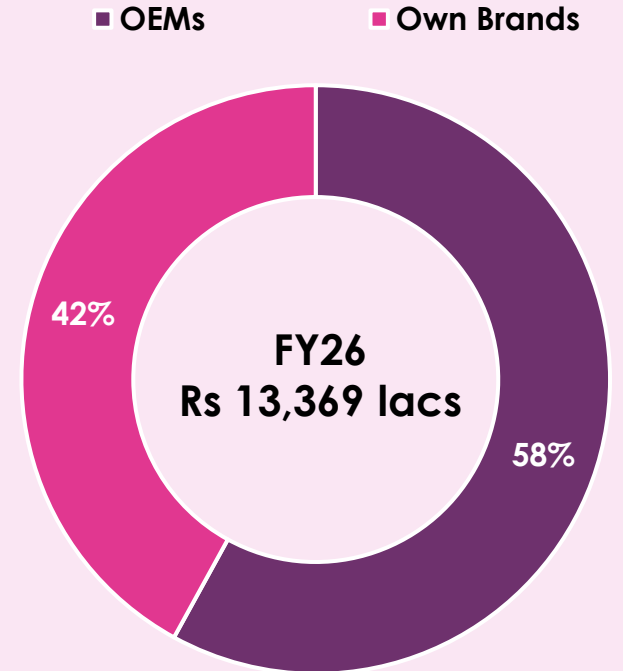
Diversified Revenue

Categories Wise



- Fragrance
- Health & wellness
- Clothing
- Makeup
- Imitation Jewellery
- Crockery
- Skin & Hair Care
- Lingerie & Accessories

OEM sales v/s Own Brands



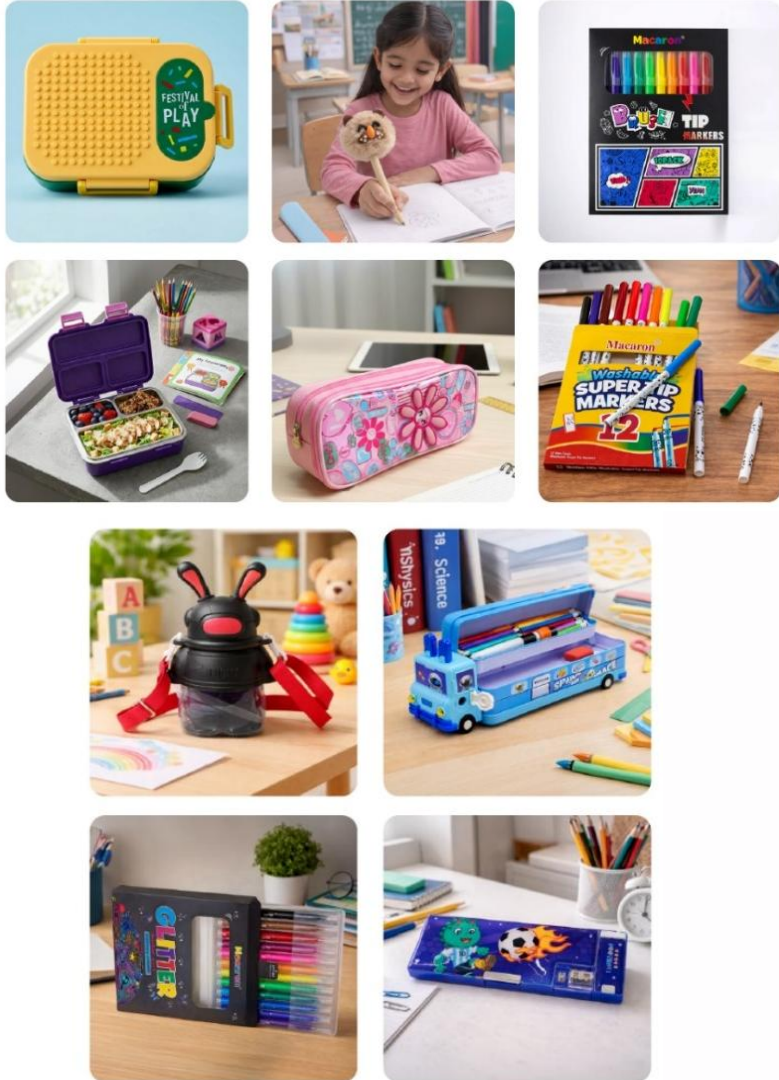


H2 & FY26 Financial Performance

Particulars (Rs Lakhs)	H2FY26	H2FY25	YoY	FY26	FY25	YoY
Revenue from Operations	8,388.9	3,715.3	125.8%	13,369.0	5,911.3	126.2%
Cost of good sold	6,589.8	2,440.4	170.0%	9,580.9	3,381.6	183.3%
Gross profit	1,799.1	1,274.9	41.1%	3,788.1	2,529.7	49.7%
Gross Profit Margin (%)	21.4%	34.3%		28.3%	42.8%	
Employee Expenses	180.0	162.8	10.6%	354.6	286.4	23.8%
Other Expenses	938.8	587.7	59.7%	1,646.7	1,251.8	31.5%
EBITDA	680.3	524.4	29.7%	1,786.8	991.5	80.2%
EBITDA Margin (%)	8.1%	14.1%		13.4%	16.8%	
Depreciation & Amortization	307.2	77.6	295.8%	563.4	133.8	321.0%
EBIT	373.1	446.8	-16.5%	1,223.4	857.7	42.6%
EBIT Margin (%)	4.4%	12.0%		9.2%	14.5%	
Finance costs	94.1	76.3	23.4%	190.5	120.6	57.9%
Other Income	130.3	101.4	28.6%	177.7	113.3	56.8%
PBT	409.3	471.9	-13.3%	1,210.7	850.4	42.4%
Tax & Deferred Tax	128.4	19.0	574.9%	399.3	131.5	203.7%
PAT	280.9	452.8	-38.0%	811.4	718.9	12.9%
PAT Margin (%)	3.3%	12.2%		6.1%	12.2%	



Bluex Junior- Emerging as a Key Category



- Entering kids' essentials, a category with **regular and repeat demand**.
- A natural extension of our **core customer base (Woman)**, addressing **children's daily needs**.
- Product range includes **lunch boxes (304-grade steel), backpacks, stationery and other everyday essentials**.
- Focus on **quality, safety and practicality** for daily use.
- Leveraging our existing sourcing, distribution and **quick-commerce capabilities** to scale this category.
- Dedicated kids' section launched to **strengthen visibility** and access.
- Aim is to **increase share of wallet** and drive higher repeat purchases.
- Step towards building a more **comprehensive lifestyle offering through in-house brands**



WomanCart In Australia



launched operations in Australia

Website- <https://womancart.com.au>

256+ SKUs	~99% Sell Through	~AUD 99K* ARR	~78% Organic Demand	~4% Returns
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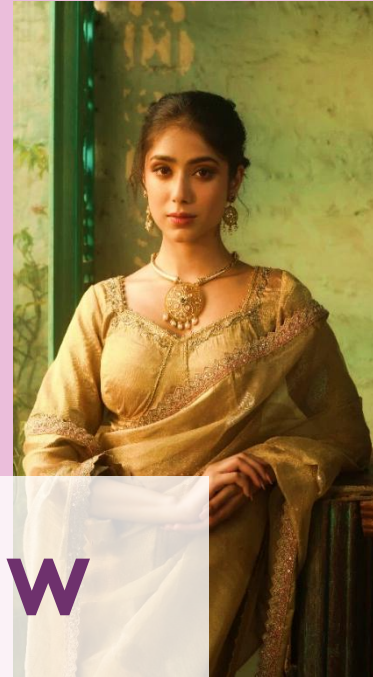
Growth & Demand

- Acquisition-led growth (~84% one-time buyers).
- Repeat at ~16% → strong LTV lever.
- Victoria drives ~66% orders (anchor market)

Product & Operations

- Top 20 SKUs contribute ~29% sales
- Balanced product concentration
- Strong SKU productivity → scalable unit economics

* ~AUD 99k ARR = ~₹66-67 Lakhs ARR



Business Overview





WomanCart: One stop solution for all Women's needs



Revolutionize the beauty and wellness retail industry



Suitable for all women segments, including working professionals, homemakers, and mothers



Seamless shopping experience. Try & buy option available



Wide range of classic and emerging branded beauty and wellness products



Exciting discounts, fast delivery, exceptional customer service and hassle-free return policy



Scale Matrices

31,050+

SKUs

15+

Stores & Warehouse

9

Own Brand



Financials Metrics

₹134 Cr

Revenue
FY26

13.4%

EBITDA Margin
FY6

6.1%

PAT Margin
FY26



Digital Metrics

58.8K

Followers



Makeup & Skincare



Hair Care



Jewellery



Fragrance



Personal Care



Mom & Baby



Lingerie & Sleepwear



Home & Kitchen Decor



Dresses & Accessories



Footwear

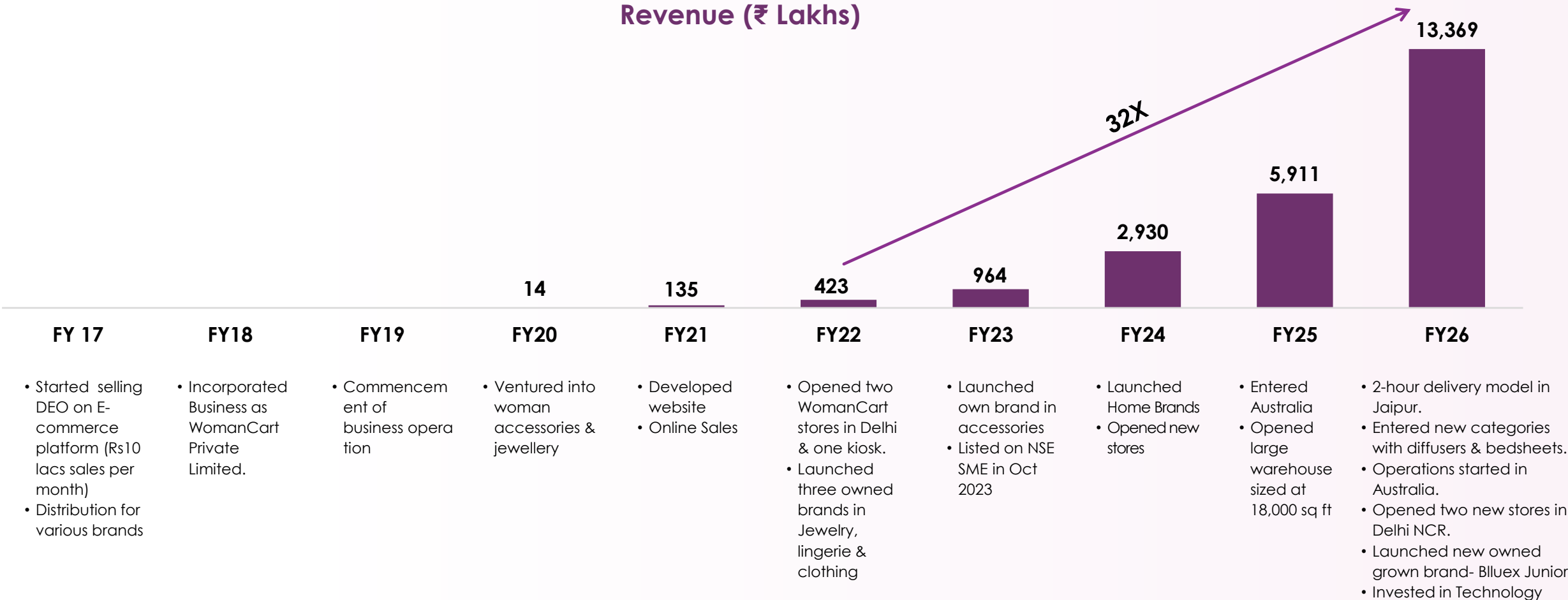


Kids Essentials



Our Journey - Revenue Growth 32x in 4 years

Revenue (₹ Lakhs)



- Started selling DEO on E-commerce platform (Rs10 lacs sales per month)
- Distribution for various brands

- Incorporated Business as WomanCart Private Limited.

- Commencement of business operation

- Ventured into woman accessories & jewellery

- Developed website
- Online Sales

- Opened two WomanCart stores in Delhi & one kiosk.
- Launched three owned brands in Jewelry, lingerie & clothing

- Launched own brand in accessories
- Listed on NSE SME in Oct 2023

- Launched Home Brands
- Opened new stores

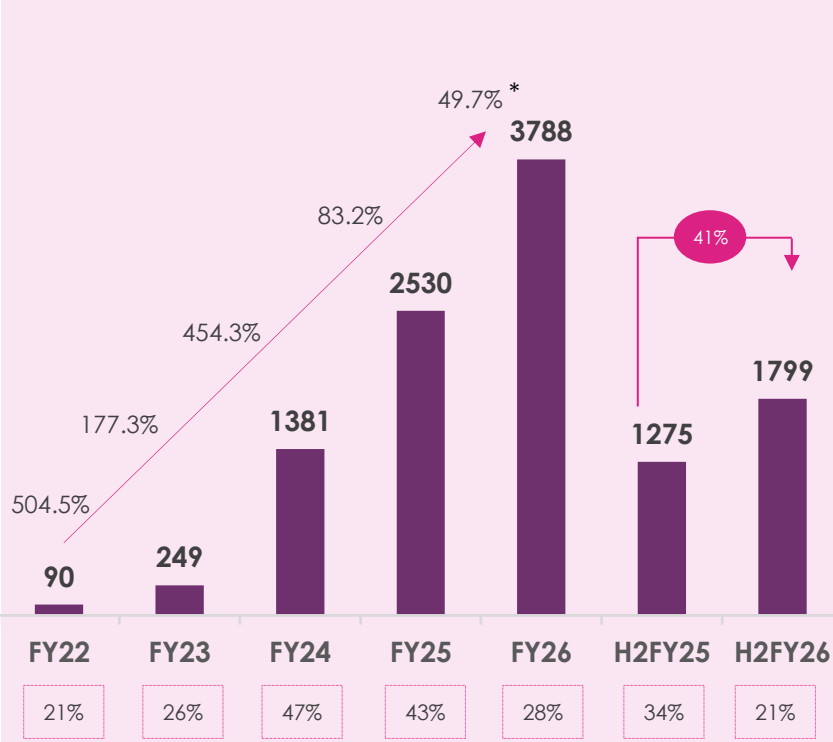
- Entered Australia
- Opened large warehouse sized at 18,000 sq ft

- 2-hour delivery model in Jaipur.
- Entered new categories with diffusers & bedsheets.
- Operations started in Australia.
- Opened two new stores in Delhi NCR.
- Launched new owned grown brand- Billuex Junior.
- Invested in Technology

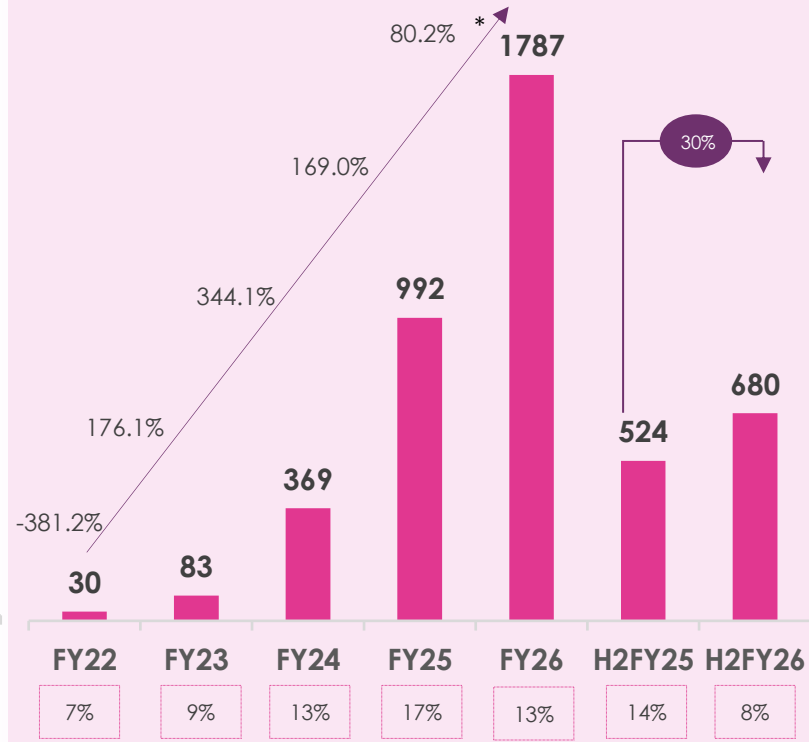


Growing Profitability

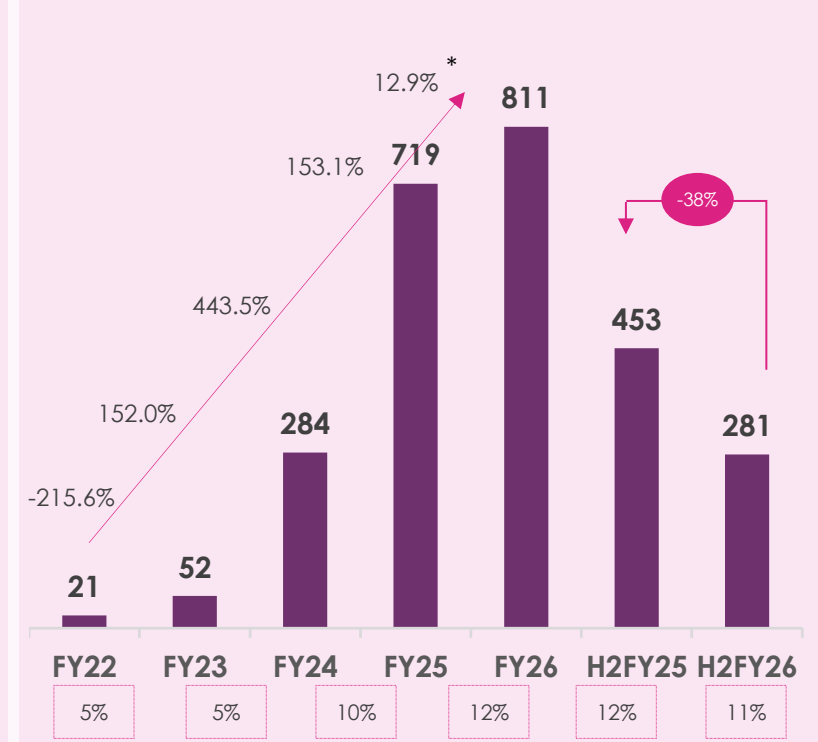
Gross Profit (Rs. In Lakhs) & Gross Margin (%)



EBITDA (Rs. In Lakhs) & EBITDA Margin (%)**



PAT (Rs in lakhs) and Margins (%)**



* shows YoY growth %

**Margins impacted by higher marketplace mix, customer acquisition cost, and input cost pressures.



Inventory led Fulfillment

Efficiently Procurement from big OEM Brands

Buying from Distributors, Dealers and CnF



B2C/ B2B/ OEMS

Online

Own Website

Marketplace

Offline

WomanCart Stores

WomanCart LUXE Stores



Sales

15-day return policy for online customers

Return: 10-12% of sales

Damages: only 2-3% of total sales

Competitive and Reasonable Pricing

Warehouse → Store → Customer (2-hour delivery loop)



Investment Thesis

**Express Delivery service
with 2- Hour Delivery
Model**

*(Include- Jewellery, Footwear, Makeup,
Partywear, and Kitchen Products)*



**High Margins Mix from
8 Home Grown Brands**

**What's sets
us apart**

**Omni-channel Presence
with Strong logistics
backbone**



**Scalable Model with
Proven Profitability**



Express Delivery Model



Implementing an inventory-led delivery model, company ensures faster order fulfillment, minimized stockouts, and increased customer satisfaction through timely product availability



More than 31,050 SKUs present online: Increasing the visibility and credibility



We tailor personalized shopping experiences that drive customer loyalty and repeat business

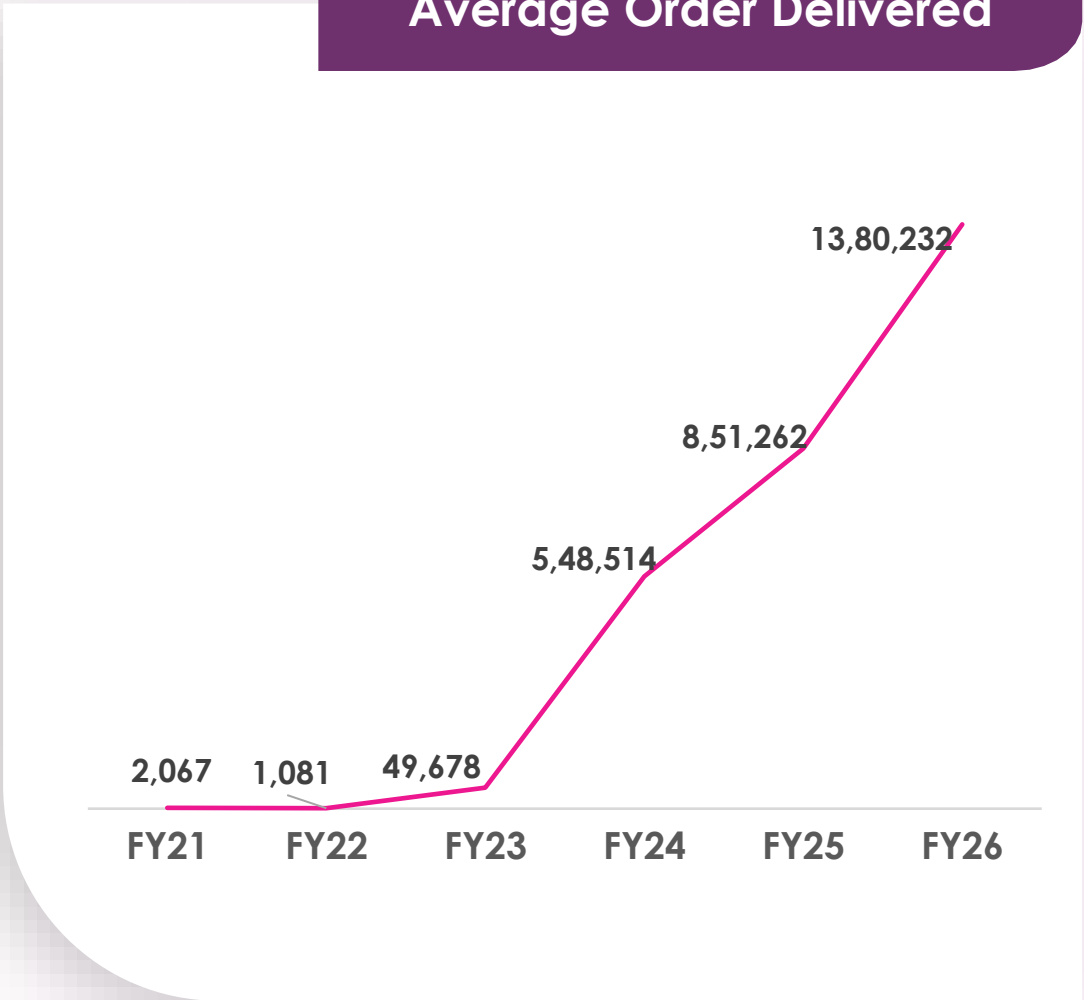


No. of Warehouse



Direct Relationship with Brands added this year

Average Order Delivered





Home Grown Brand Portfolio

Sayda Jewels



- Provide antique, fashion, Kundan, temple, oxidized & American diamond Jewelleries.



Faezah

- Comfortable yet stylish loungewear.
- Impeccable cuts, premium fabric, & meticulous attention to details.



Feya

- Provide affordable & delightful assortment of hair accessories & western wear.



Wondercurve

- Stands out as lingerie brand.
- Embraces & celebrate the beauty of every woman's curve.
- Wide range of size & design.



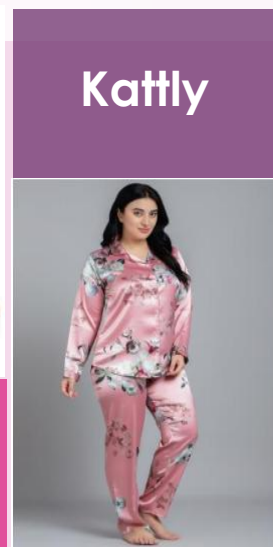
Bluex

- Exclusive line of kitchen essentials.
- Includes sleek utensils & innovation gadgets.
- Redefining must-haves for every home.



Heeley

- It's a footwear brand, easy worn on the feet.
- Providing various designs- flat, heels, boots, shoes etc. in all sizes.



Kattly

- Kattly is a clothing brand designed to be worn while sleeping.
- Wide range of size and designs.
- Provide different material- Satin, cotton, rayon, Italian satin etc.

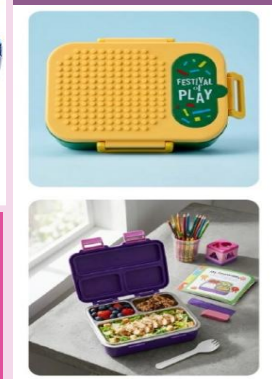


Miraaye

- Soulful, premium home and personal fragrances to enrich everyday life.
- Launched new categories for diffusers and bedsheets



Bluex Junior



- Everyday kids' essentials with focus on safety, quality & usability
- Covers lunch boxes, backpacks, stationery & daily-use accessories

Empowering women with our carefully curated diverse collection, offering fashion and lifestyle products as tools for self-expression and individuality.



Strong Omni Channel Model



WomanCart LUXE

- ✓ Premium & prestige brands and products
- ✓ Avg. Area of 900 SqFt.
- ✓ 2 Stores

WomanCart

- ✓ Top brands across various products
- ✓ Avg. Area of 400 SqFt.
- ✓ 7 Stores

500 SqFt
Average Area for Stores

Store Location

Name of Stores	Location
WomanCart LUXE	Model Town, New Delhi
WomanCart LUXE	Kohat Enclave, New Delhi
WomanCart	Patel Nagar, New Delhi
WomanCart	Shalimar Bagh, New Delhi
WomanCart	Model Town, New Delhi
WomanCart	Kamla Nagar, New Delhi
Bluex	Model Town, New Delhi
Bluex	Rohini, New Delhi
Kiosk	NSP Pacific Mall, New Delhi

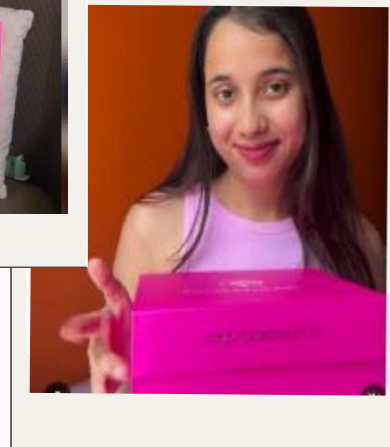
Same products, same pricing—customers can access identical offerings both in-store and online.



20K
Followers
Facebook

38.8K
Followers
Instagram

42 lacs per month
Marketing Spend
Including Influencer Marketing



Social Media Appearance



Marquee Brands

L'ORÉAL	COLORBAR	SUGAR	MAYBELLINE NEW YORK	POND'S	Minimalist	MILANI INSPIRED BY MILAN - LOOK BY MILANI	Blossom Kachhar aroma magic	Aveeno ACTIVE NATURALS®
SWISS BEAUTY Let's create new look	OILAY®	YARDLEY LONDON	LAKMÉ	VENUS Gillette	BIODERMA LABORATOIRE DERMATOLOGIQUE	SKINN™ by TITAN	amanté	AMERICAN TOURISTER Since 1933
RENÉE	SKKINVALUE®	LOVE EARTH®	Gillette®	PARK AVENUE® BEER SHAMPOO	Cetaphil	pilgrim®	Dove	Fix® DERMA
oneX	PARK AVENUE®	Pampers	NIVEA	VEGA	REVOLUTION MAKEUP REVOLUTION LONDON	Indulgea ESSENTIALS	Godrej	BORO PLUS HEALTHY SKIN
Staysure™	ARMAF	RIYA	TRESemmé	enamor®	L.A. Girl	Episoft™	SCALPE	HAVELLS
BELLAVITA®	PARKER EST. 1888	LaShield™ Sunscreen Range	FURR ByPEESAFE	Daily life FORÉVÉR52® PROFESSIONAL	THE BODY SHOP	WILD STONE	Clean & Clear	mothercare
ROXX® Always Special	Dab & Dew	Jeena Sikho	FLICKA	SOFY	Addox® An Exotic Home Maker	PNB Kitchenmate		

Brands and products onboarded based on market demand, with in-house quality checks



Roadmap Ahead



Expanding beyond Delhi NCR and Jaipur to deliver quick-commerce convenience across more cities.



Focusing on own home brands to strengthen the margins

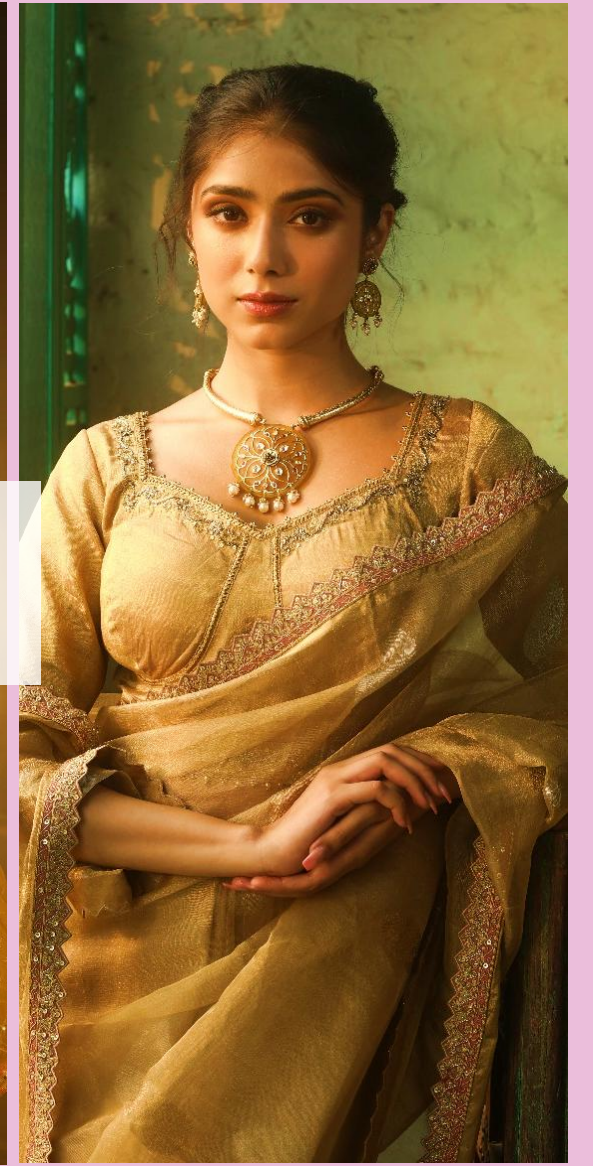
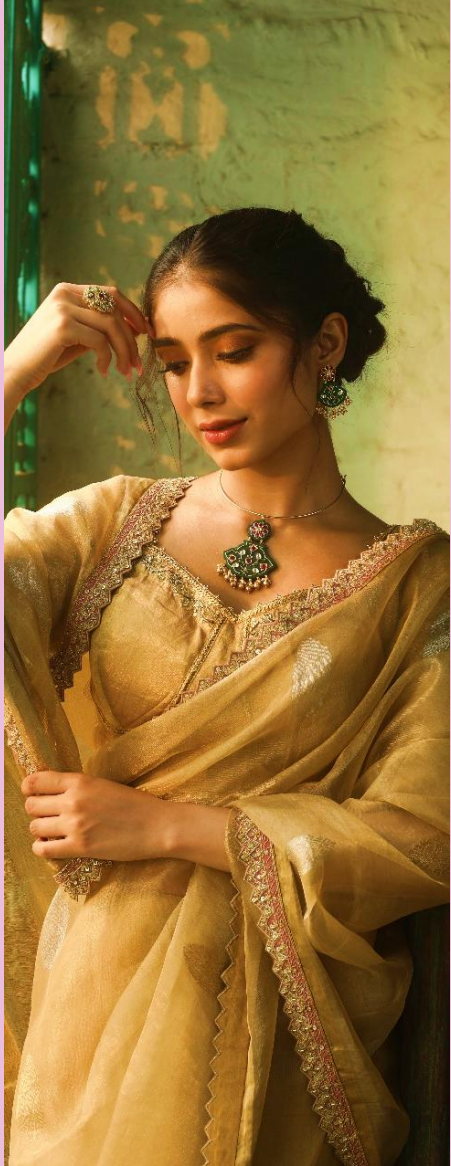


Launching super-fast delivery in another cities



WomanCart Luxe Store aims to expand its exclusive offerings





Annexure



Model Town, New Delhi

Kamla Nagar, New Delhi

Patel Nagar, New Delhi



Model Town, New Delhi



Kohat Enclave, New Delhi



Area Size-18,000 Sqft. (Delhi NCR)



Core Support System for 2-Hour Delivery Model



Profit and Loss Statement

Particulars (Rs. Lakhs)	FY22	FY23	FY24	FY25	FY26
Revenue from Operations	423.4	964.3	2,929.7	5,911.3	13,369.0
Cost of good sold	333.5	715.2	1,548.6	3,381.6	9,580.9
Gross profit	89.9	249.2	1,381.1	2,529.7	3,788.1
Gross Profit Margin (%)	21.2%	25.8%	47.1%	42.8%	28.3%
Employee Expenses	24.5	44.5	188.0	286.4	354.6
Other Expenses	35.3	121.7	824.6	1,251.8	1,646.7
EBITDA	30.1	83.0	368.5	991.5	1,786.8
EBITDA Margin (%)	7.1%	8.6%	12.6%	16.8%	13.4%
Depreciation & Amortization	1.4	10.2	36.2	133.8	563.4
EBIT	28.7	72.8	332.4	857.7	1,223.4
EBIT Margin (%)	6.8%	7.5%	11.3%	14.5%	9.2%
Finance costs	9.5	5.9	33.6	120.6	190.5
Other Income	2.3	0.9	47.1	113.3	177.7
PBT	21.4	67.7	345.8	850.4	1,210.7
Tax & Deferred Tax	0.7	15.4	61.7	131.5	399.3
PAT	20.7	52.3	284.1	718.9	811.4
PAT Margin (%)	4.9%	5.4%	9.7%	12.2%	6.1%

Particulars (Rs Lakhs)	Mar-22	Mar-23	Mar-24	Mar- 25	Mar-26	Particulars (Rs Lakhs)	Mar-22	Mar-23	Mar-24	Mar- 25	Mar- 26
Non-Current Assets	22.1	79.0	267.1	1,894.5	1,870.1	Equity	264.1	315.0	1,651.7	6,878.6	11,411.8
Property Plat & Equipment	20.0	69.8	191.1	1,416.7	1,647.7	Share Capital	110.8	110.8	420.8	604.4	821.3
Capital Work In Progress	-	-	48.8	3.7	5.4	Other Equity	153.3	204.2	1,230.9	6,274.1	10,590.6
Intangible Assets	2.0	9.1	22.4	63.8	145.9						
Deferred Tax Asset (DTA)	-	0.2	4.8	80.6	64.1	Total Non-Current Liabilities	7.6	72.1	38.7	96.6	99.0
Long Terms Loans & Advances	-	-	-	324.0	-	Borrowings	7.2	72.1	37.6	83.0	87.7
Other Non – Current assets	0.1	-	-	5.7	6.9	Others	-	-	-	-	-
						Deferred Tax Liabilities (Net)	0.4	-	1.1	-	-
Total Current Assets	363.3	472.2	2,370.8	7,203.2	14,100.6	Other Non –Current Liabilities	-	-	-	-	-
Inventories	156.9	308.6	1,158.1	3,730.6	8,360.2	Provisions	-	-	-	13.5	11.3
Current Investments	-	-	-	300.1	150.1	Total Current Liabilities	113.7	164.1	947.5	2,056.9	4,459.9
Trade Receivables	142.2	34.2	428.8	593.0	2,290.5	Borrowings	71.9	51.5	622.3	1,353.2	2361.9
Cash & Cash Equivalents	44.6	76.0	467.2	1,106.5	938.7	Trade Payables	37.4	68.6	198.7	513.2	1673.0
Short term Loans	2.8	11.0	63.6	520.8	1075.9	Current tax liabilities (Net)	-	-	-	-	-
Other Financial Assets	-	-	-	-	-	Provisions	0.4	16.9	96.5	91.8	233.0
Others Current asset	16.9	42.4	253.1	866.6	1,285.2	Other Current Liabilities	4.0	27.0	30.0	98.8	192.0
TOTAL ASSETS	385.4	551.3	2,637.9	9,032.0	15,970.7	TOTAL EQUITY & LIABILITIES	385.4	551.3	2,637.9	9,032.0	15,970.7

For further information:

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Thank You

