MARWADI
FINANCIAL SERVICES

IPO DETAILS

RENTOMOJO LIMITED

#IPOlogy

ISSUE OPEN	ISSUE CLOSE
09/09/2026	11/09/2026

Min. Lot Size	Issue Price Band
37 Shares	₹384 - ₹404

Issue Size

Fresh Issue:
0.37 Cr Eq shares
(₹ 150.10 Cr)

OFS:
2.74 Cr Eq shares
(₹ 1,105.57 Cr)

Face Value
₹1

Industry
Rental Home Furniture and Appliances

Listing at
NSE, BSE

Rating
Subscribe

APPLY NOW

Marwadi Shares and Finance Limited
Corporate Office: Marwadi Financial Plaza, Nana Mava Main Road, Off 150ft Ring Road, Rajkot - 360001, Gujarat.
Registered Office: X-Change Plaza, Office No. 1201 to 1205, 12th Floor, Building No. - 53E, Zone - 5, Road 5E, Gift City, Gandhinagar - 382355, Gujarat.
0281 7174 100/0281 6192 100 **CIN of MSFL:** U65910GJ1992PLC017544

SEBI Reg. No. of MSFL for NSE, BSE, MCX, NCDEX: INZ000174730 | Membership No.: NSE:08760, BSE:0910, MCX:56410, NCDEX:1280 | SEBI Regn.No. of DP: IN-DP-476-2020 (NSDL DPID:IN300974) (CDSL DPID:12035100) | Research Analyst: INH 000002186 AMFI: ARN-42506 | PFRDA: POP07082018

For Facts & Figures

RENTOMOJO LIMITED

Rationale

Considering the FY26 EPS of Rs 9.92 on a post-issue basis, the company is set to list at a P/E of ~41x with a market cap of Rs 4,246 Cr. There are no listed comparable companies in India or globally in terms of their business and scale of operations; therefore, an industry comparison is not possible.

We assign a "Subscribe" rating to this IPO. The company occupies a dominant direct-to-consumer (D2C) market leadership position as India's largest online rental and subscription platform for home furniture and appliances. Powered by a highly integrated, multi-stack operational flywheel and backed by consistently high asset utilisation with an occupancy rate of 83.34% and stable average subscription tenures of 18.04 months, which contractually secure ₹292.5 crore in unrecognised contracted forward revenues, the company's business model delivers outstanding cash-flow predictability and capital efficiency.

Objectives of the issue

Capital Expenditure on Equipment.

General corporate purposes.

Company Overview

Rentomojo Limited is an online rental and subscription platform for home furniture and appliances in India, founded in 2012. It allows consumers to access these items through flexible, long-term subscription plans instead of ownership. As of March 31, 2026, Rentomojo had 253,825 subscribers across 29 cities, making it the largest platform of its kind in India.

Rentomojo holds a leading position in India's organised home furniture and appliance rental market, with an estimated 42%-47% share of subscription revenue and 50%-55% of live subscribers as of March 31 and September 30, 2025, according to a Redseer Report commissioned for the IPO.

The company's revenue is predominantly recurring and subscription-based, providing strong visibility. In FY26, revenue from furniture and appliances, along with other subscriptions, reached ₹378.9 crore, accounting for 97.9% of total operations. Furniture rentals contributed ₹195.8 crore (50.6%), appliance rentals ₹182.4 crore (47.2%), while other rentals and non-recurring revenue were minimal. The recurring revenue mix has consistently been high, at 98.2% in FY25 and FY24, highlighting the effectiveness of the subscription model.

Rentomojo has shown significant financial growth while enhancing profitability. Revenue rose from ₹192.7 crore in FY24 to ₹387.0 crore in FY26, reflecting a 42% CAGR, with a 45.5% YoY growth in FY26. EBITDA increased from ₹78.2 crore to ₹163.5 crore, with margins of 39.9%, 43.6%, and 41.5%. PAT rose sharply from ₹22.4 crore to ₹104.3 crore, achieving a PAT margin of 27.0% in FY26.

Rentomojo's key differentiation is its integrated asset-lifecycle model, which encompasses procurement, category management, refurbishment, servicing, reverse logistics, and multi-cycle redeployment of assets. Unlike a typical online rental marketplace, Rentomojo manages products through multiple life stages, allowing for refurbishment and redeployment. The platform features 11 consumer touchpoints, including ordering, risk assessment, delivery, installation, and repairs, compared to the 3-5 touchpoints usually found in D2C commerce.

Rentomojo has developed significant infrastructure for its asset-heavy rental model, operating 20 warehouses totalling around 538,933 sq. ft. and employing 1,688 technicians and other personnel as of September 30, 2025. This positions it among the largest refurbishment workforces in India's home furniture and appliance rental market. The company's average delivery turnaround improved from 3.77 days in FY24 to 2.35 days in FY26, reflecting enhanced operational efficiency.

Private Labels & New Rental Categories

Rentomojo is expanding its product range with private-label offerings, partnering with Dixon Technologies to manufacture refrigerators and washing machines. In December 2025, it launched a water purifier for about ₹391 per month, one of the lowest-priced rentals in the market, which includes automatic filter replacement every six months at no extra cost. The company plans to explore other categories like baby products and laptops in the medium term.

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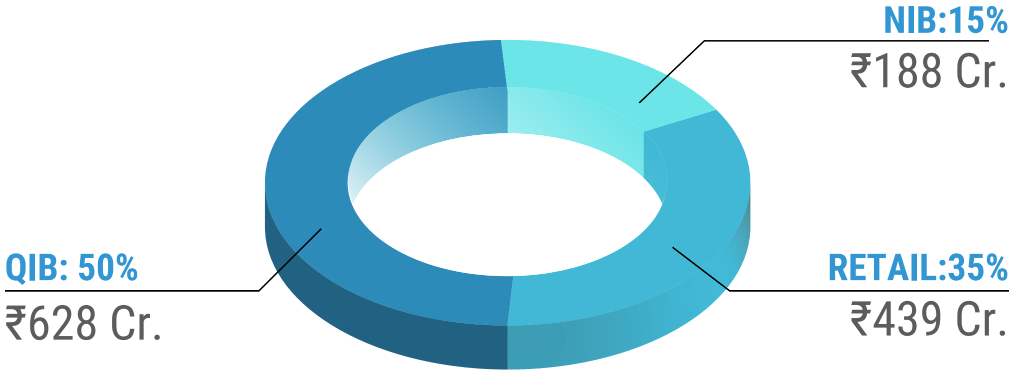
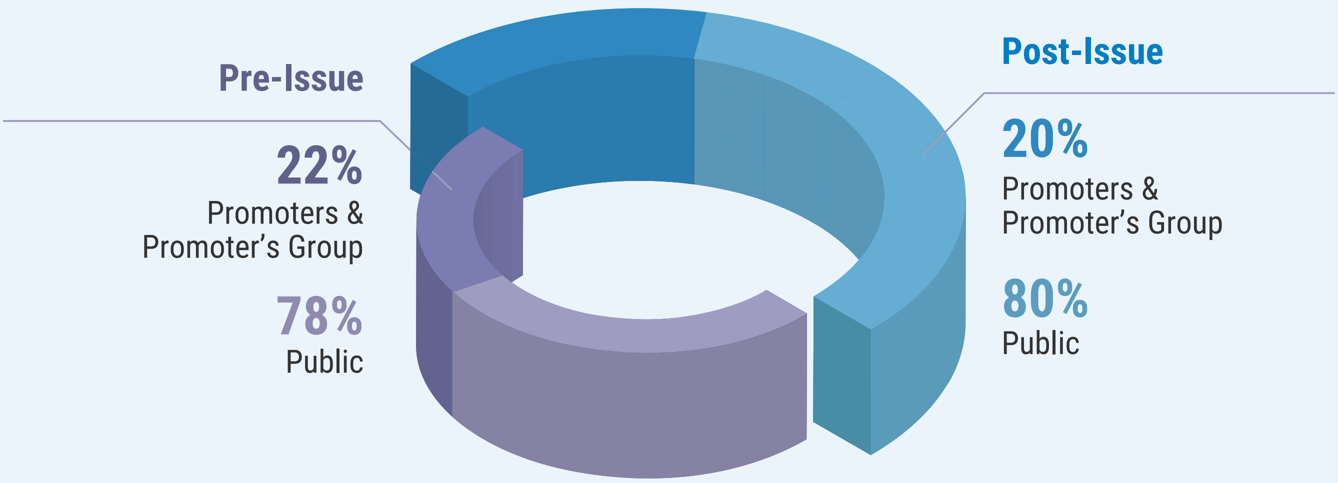
Issue Details

Issue Break-Up



Shareholding Pattern



Capital Structure (in ₹ Cr.)

12 Cr
Authorised Equity Share Capital

10 Cr
Paid-Up Capital (Pre-Offer)

11 Cr
Paid-Up Capital (Post-Offer)

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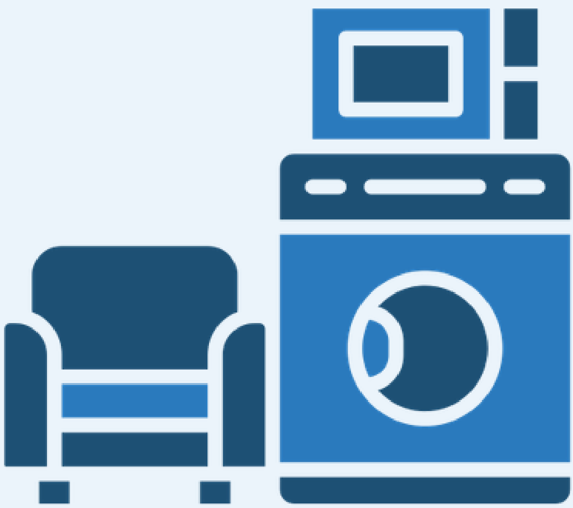
Valuations and Peer Comparison



Market Capitalisation

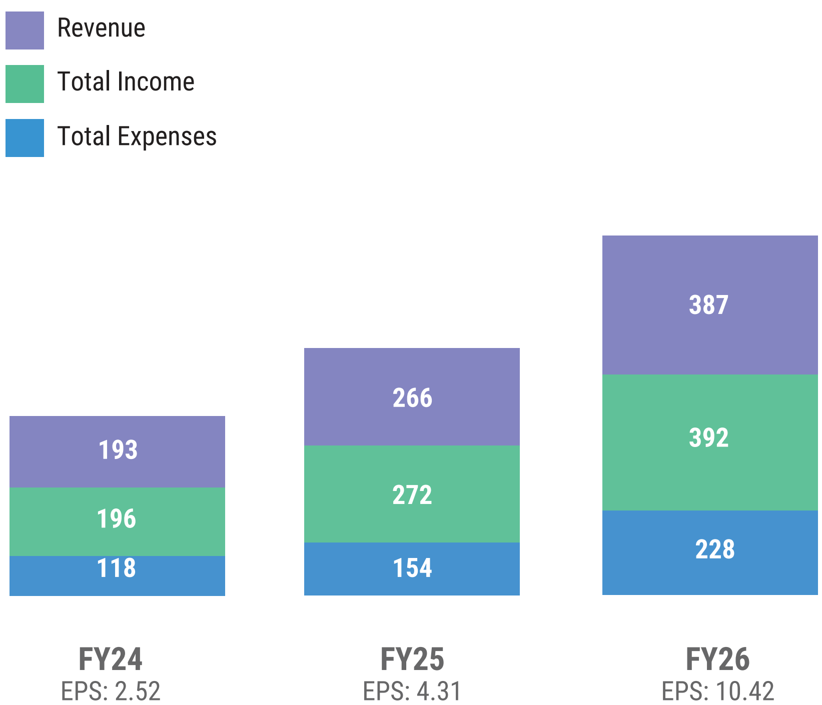
₹4,246 Cr.

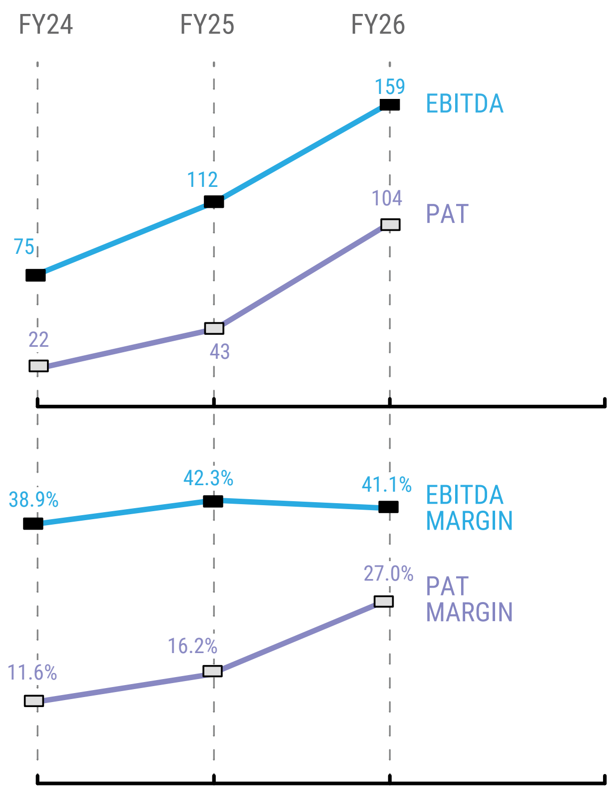
P/E

41x

Given the emerging nature of the industry, adequate data for comparison is currently unavailable.

Financial Snapshot (in ₹ Cr.)





RENTOMOJO LIMITED
Business Insights

Competitive Strengths

- Market Leadership with Significant Subscriber Scale.
- Full-Stack Asset Lifecycle Creates a Differentiated Model.
- Scaled Refurbishment and Reverse-Logistics Infrastructure.
- Demonstrated Profitability at Scale.
- Omnichannel Brand Presence and Customer Acquisition.

Business Strategy

- Expand Subscriber Base Across Existing and New Cities.
- Increase Penetration of High-Value Furniture and Appliance Categories.
- Scale Private-Label Products to Improve Asset Economics.
- Drive Asset Utilisation Through Multiple Rental Cycles.
- Strengthen Omnichannel Customer Acquisition.

Risks

- Unlike conventional D2C businesses, Rentomojo must invest upfront in rental assets and subsequently incur costs for warehousing, logistics, maintenance and refurbishment. Returns depend heavily on maintaining high occupancy and redeploying assets across multiple rental cycles. CRISIL notes that the company targets >80% asset occupancy to maintain operating efficiency.
- Rentomojo's customer base remains concentrated in India's metropolitan and Tier-I/II cities, with the top 10 cities contributing 89.51% of FY2026 revenue from operations. A slowdown in employment, migration or consumer spending in these markets could disproportionately affect growth.
- Rentomojo depends on a network of vendors and third-party manufacturers for products rented to customers. The top five asset suppliers accounted for 12.18% of capital and operating expenses in FY2026, while disruptions in supply, quality or pricing could affect product availability and customer experience.

Promoters and Management Details

Geetansh Bamania - Chairperson, Managing Director, and Chief Executive Officer

Ketan Krishna - Executive Director

Hakim Fakhruddin Ujjainwala - Chief Financial Officer