



Date: February 10, 2026

BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai- 400001,  
Maharashtra, India

BSE Scrip Code: 544642

Dear Sir/ Madam,

**Subject: Investors' Presentation**

Pursuant to the Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the Investor Presentation on the Company's unaudited financial results for the quarter and nine months ended December 31, 2025.

This intimation along with investor presentation shall be made available on the Company's website at [www.wakefit.co/investor-relations](http://www.wakefit.co/investor-relations).

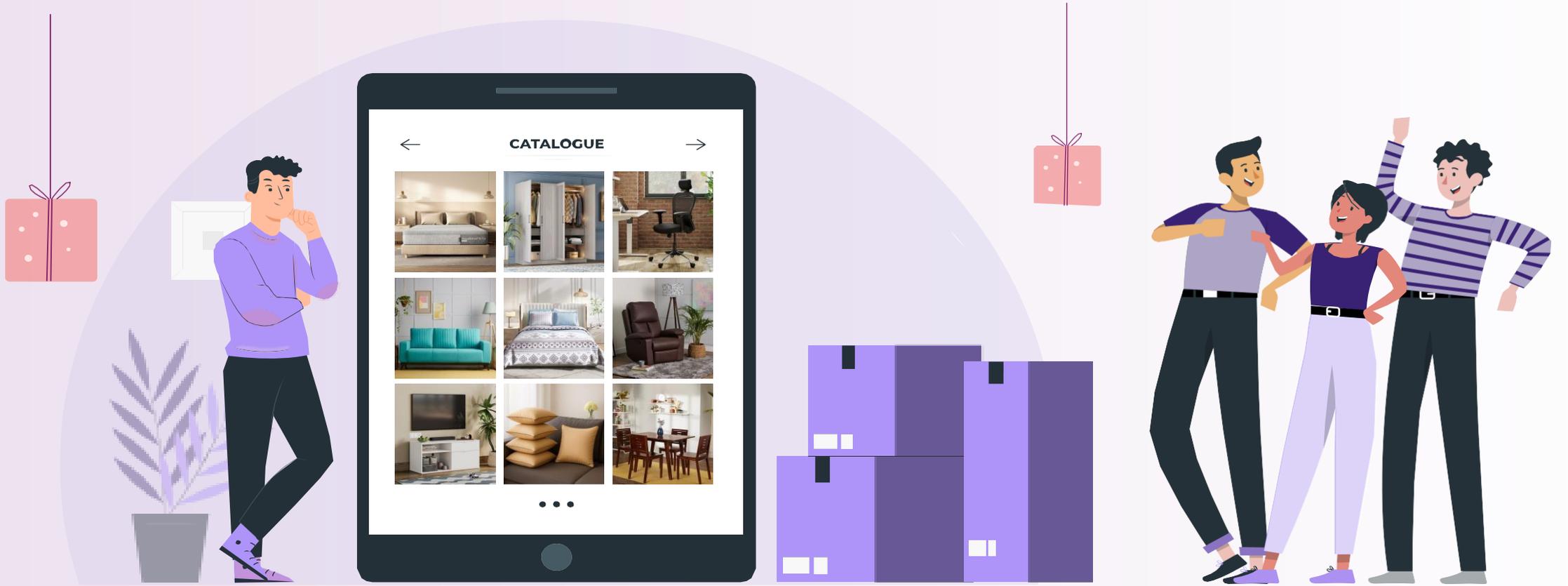
You are requested to kindly take the same on record.

Thanking you.

Yours faithfully,  
**For Wakefit Innovations Limited**  
*(formerly known as Wakefit Innovations Private Limited)*

Surbhi Sharma  
Company Secretary and Compliance Officer  
Membership Number: A57349

**Encl.: As above**



# Investor Presentation

Wakefit Innovations Limited

February 2026



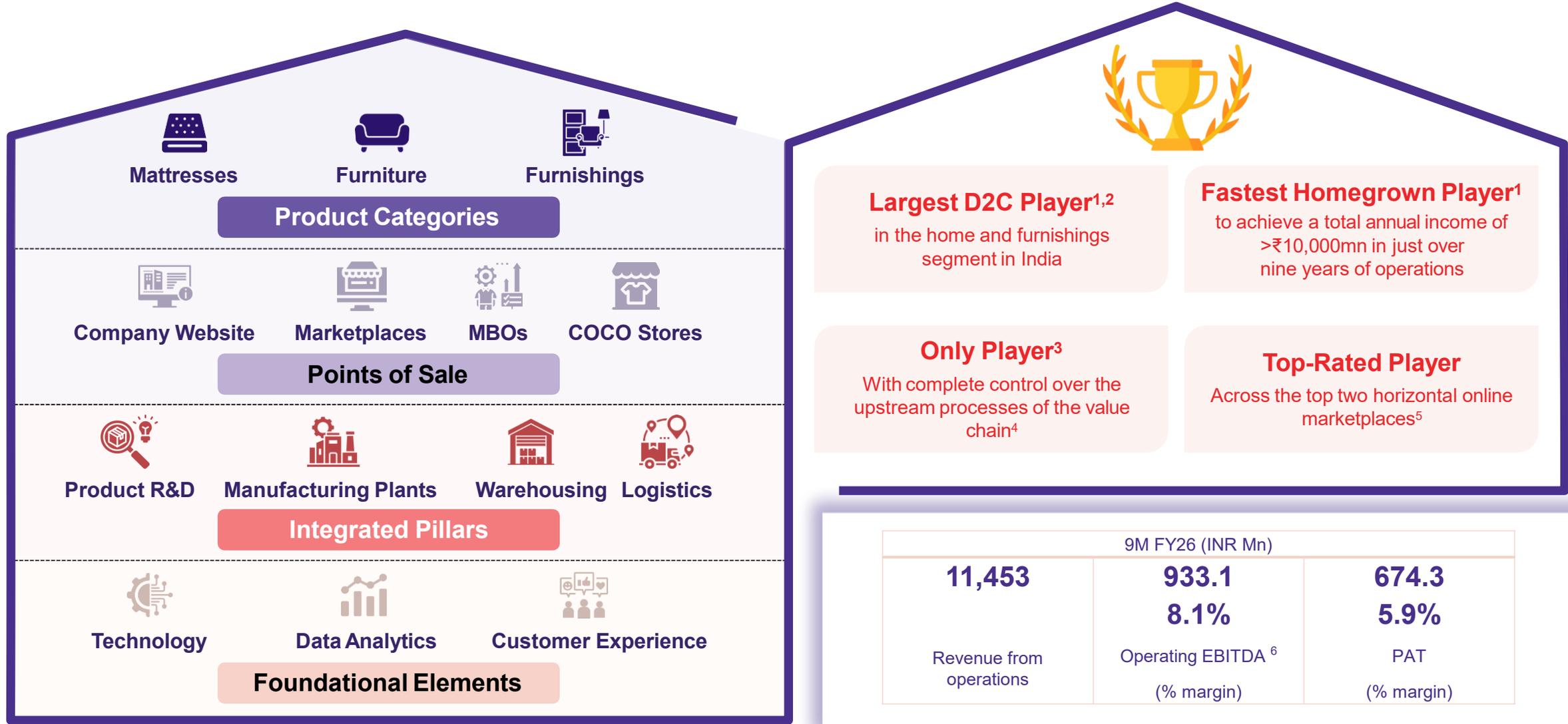
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# Wakefit At a Glance

Largest and Fastest Growing D2C Home and Furnishing Solutions Destination



**Largest D2C Player<sup>1,2</sup>**  
in the home and furnishings segment in India

**Fastest Homegrown Player<sup>1</sup>**  
to achieve a total annual income of >₹10,000mn in just over nine years of operations

**Only Player<sup>3</sup>**  
With complete control over the upstream processes of the value chain<sup>4</sup>

**Top-Rated Player**  
Across the top two horizontal online marketplaces<sup>5</sup>

	9M FY26 (INR Mn)	
	<b>11,453</b>	<b>933.1</b>
Revenue from operations	<b>8.1%</b>	<b>674.3</b>
	Operating EBITDA <sup>6</sup>	PAT
	(% margin)	(% margin)

Source: Redseer Report. Note MBOs: Multi-branded Outlets. 1. In the home & furnishings market in India among organized peers basis Redseer report. 2. In terms of revenue from operations in Fiscal 2024 basis Redseer report. 3. Among the home & furnishings peers basis Redseer report. 4. Covering design to manufacturing phase in the mattress and furniture segments, that encompasses R&D, Prototyping, and manufacturing. 5. In the home and furnishings market across SKUs in the mattress, furniture and furnishings and décor categories among its organized peers basis Redseer report. 6. Operating EBITDA represents EBITDA before considering Ind AS116 adjustments (lease), ESOP charges and other non operating or one time income & expenses.





# Quarterly Overview



IPO Proceeds  
INR 12,889 Mn

Primary Issuance  
INR 3,772 Mn

Offer for Sale (OFS)  
INR 9,117 Mn

- **INR 308.4 Mn** - Capital expenditure to be incurred by our Company for setting up of 117 new COCO – Regular Stores
- **INR 1,614.7 Mn** - Expenditure for lease, sub-lease rent and license fee payments for existing COCO – Regular Stores
- **INR 154.1 Mn** - Capital expenditure to be incurred by for purchase of new equipment and machinery
- **INR 1,084.0 Mn** - Marketing and advertising expenses
- **INR 330.7 Mn** - General Corporate Purposes



**Ankit Garg**

*Chairman, CEO & Executive Director*

“This has been a momentous quarter for the company, marked by our recent listing on the stock exchanges. We extend our gratitude to all shareholders for placing their trust in us. We also warmly welcome our new shareholders and congratulate every stakeholder—employees, customers, business partners, and bankers—whose support made our IPO listing a success. Post the IPO, our balance sheet has strengthened significantly, with investable cash of INR 8,891.8 mn as of December 31, 2025.

During Q3FY26, the company delivered a standout performance, achieving topline growth of 9.4%, despite a shift in festive sales compared to last year and temporary shift in purchasing pattern due to unchanged GST norms for the major categories. Notably, we recorded ~14% growth in the last four months of the calendar year on a YoY basis. With improved capacity utilization, particularly at our furniture facility, we realized a threefold increase in EBITDA, which translated into positive PAT compared to last year.

Early indicators suggest that the Q4FY26 is shaping up stronger than Q3 across key operating metrics. Demand momentum remains healthy, and we aim to close the year with mid to high teen revenue growth with continued improvement in Operating EBITDA margin.”



**Chaitanya Ramalingegowda**

*Executive Director*

“In the dynamic business environment that we saw in Q3FY26, we continued to leverage our own channels which resonate with our direct-to-consumer DNA to drive growth. In Sep to Dec’25 period, our core mattress business grew steadily at 11.7% while furniture and furnishing categories, which represent a fast-growing portion of our mix grew at 35.6%. This diversification allows us to increase the repeat behaviour amongst our customers and enhances overall lifetime value. Aligned with our growth story we continue to expand our retail network. At the end of the quarter, the company had 137 active COCO stores experiencing healthy retail growth.

The Indian home and furnishings market is projected to reach US\$ 63 – 71 billion by CY2030 (Source: Redseer Report), driven by the rapid expansion of organized retail, increasing online penetration, and growing premiumization.

From a longer term perspective, we continue to finetune our omnichannel model, deepen customer affinity through brand and product innovation, and build the operational muscle required to serve India’s large, under-penetrated home and furniture market.”

## IPO

- ▶ In Dec-25, the company got listed on NSE and BSE and raised a total of INR 12,889 Mn including INR 3,772 Mn of primary issue. As on 31-Dec-25, the investable cash aggregated to INR 8,891.8 Mn.
- 

## Appointment of CFO

- ▶ The Board, based on the recommendation of the Nomination and Remuneration Committee, has approved the appointment of Ms. Parul Gupta as Chief Financial Officer (KMP) of the Company from 10-Feb-26. She joined the Company in Aug-25. She is a member of Institute of Chartered Accountant of India and an alumna of ISB Hyderabad. She also holds dual bachelor's degree in law and commerce. With nearly 20 years in leadership roles across diverse industries, Parul has excelled in strategic finance, business partnering and ensuring robust controls & compliance. Her career includes significant positions with Syngene, Myntra, Jabong, Aircel and Airtel.
  - ▶ Ms. Parul Gupta will be replacing prior CFO, Mr. Navesh Gupta, who resigned from the company, due to his personal and professional plans, with last working day as 31-Dec-25. Appropriate disclosures pertaining to his resignation as CFO were made in the Red Herring Prospectus and Prospectus filed at the time of IPO.
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## Stores update

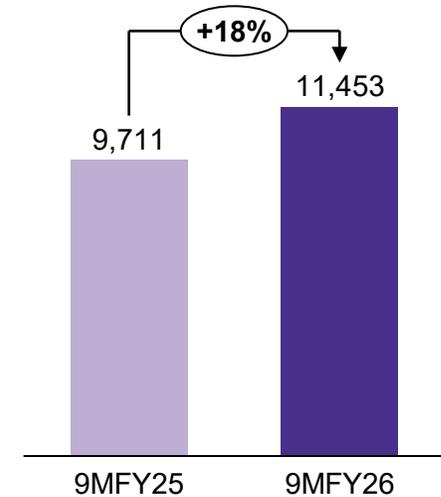
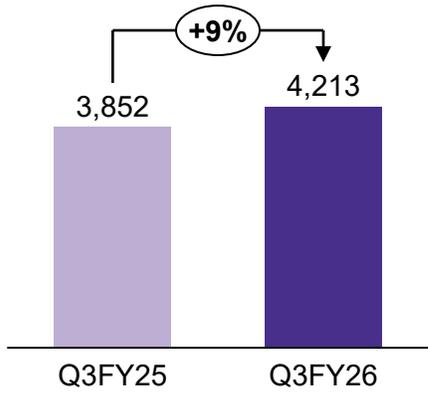
- ▶ As on 31-Dec-25, the company had 137 active COCO stores.
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# Key Highlights: Highest Ever Quarterly and Nine Monthly Performance

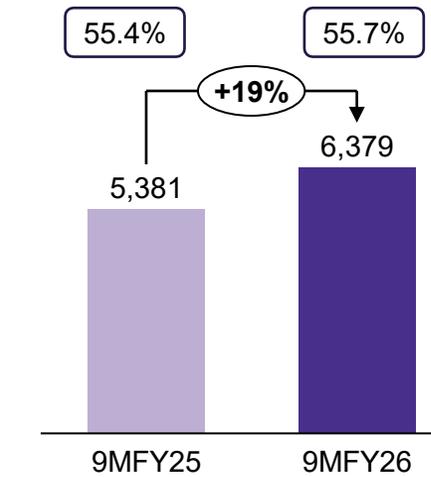
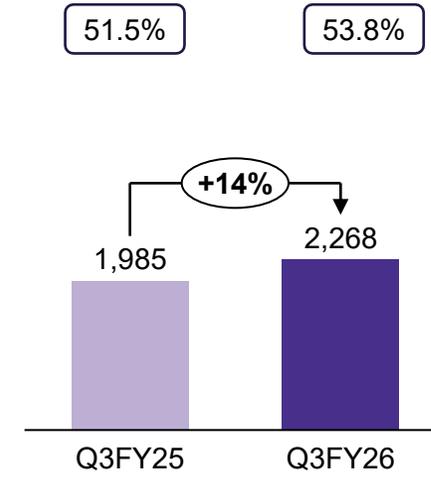


INR mn    Margins (%)

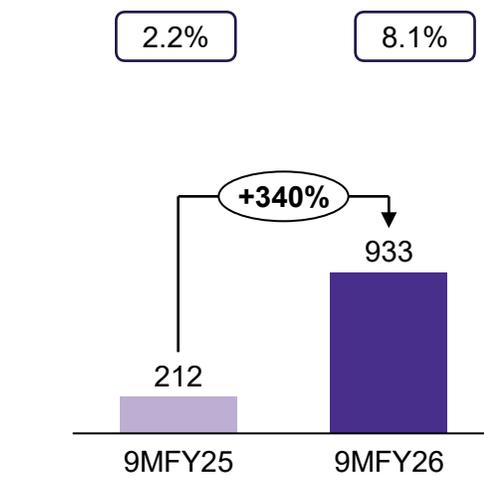
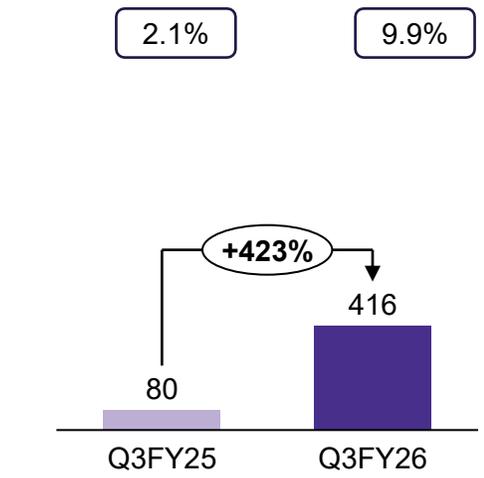
## Revenue from Operations



## Gross Profit & Margins (%)



## Operating EBITDA & Margins<sup>1</sup> (%)

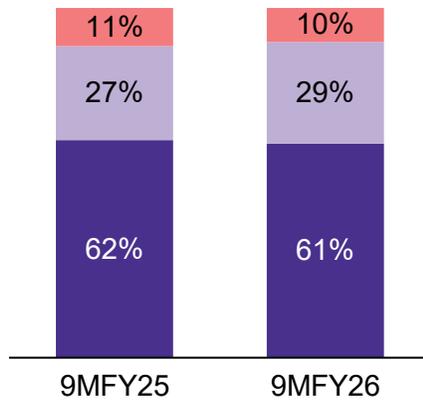
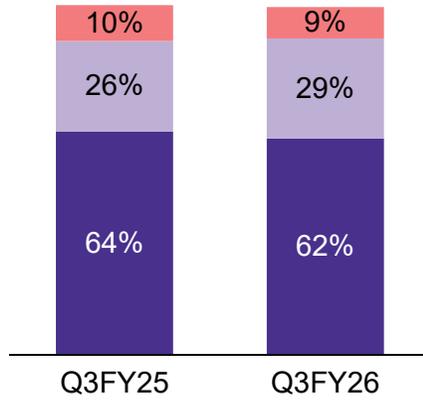


1. Operating EBITDA represents EBITDA before considering Ind AS116 adjustments (lease), ESOP charges and other non operating or one time income & expenses



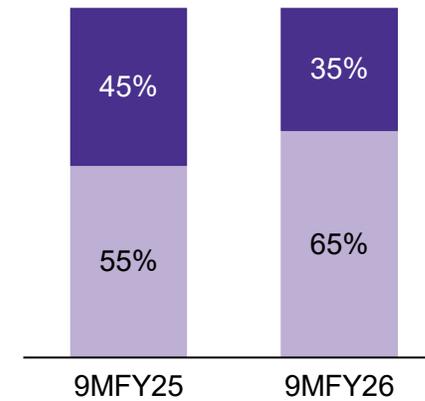
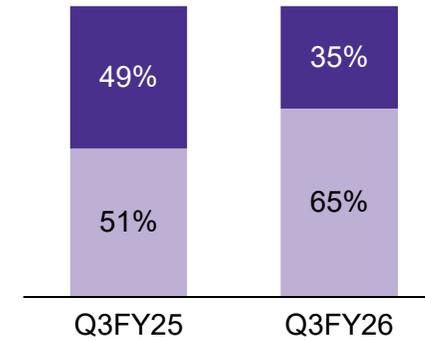
## Category-wise

■ Mattresses ■ Furniture ■ Furnishings & Décor



## Channel-wise

■ External Channels ■ Own Channels



# Profit and Loss Statement



Particulars (INRmn)	Q3FY26	Q3FY25	YoY	9MFY26	9MFY25	YoY	FY25
<b>Revenue from Operations</b>	<b>4,213.4</b>	<b>3,851.8</b>	<b>9.4%</b>	<b>11,453.4</b>	<b>9,710.9</b>	<b>17.9%</b>	<b>12,736.9</b>
Cost of goods sold	1,945.3	1,866.3		5,074.7	4,329.5		5,733.4
<b>Gross Margin</b>	<b>2,268.1</b>	<b>1,985.5</b>	<b>14.2%</b>	<b>6,378.8</b>	<b>5,381.4</b>	<b>18.5%</b>	<b>7,003.5</b>
<b>% Margin</b>	<b>53.8%</b>	<b>51.5%</b>		<b>55.7%</b>	<b>55.4%</b>		<b>55.0%</b>
Employee benefit expenses	432.7	435.4		1,227.7	1,257.7		1,657.4
Other Expenses	1,243.7	1,350.1		3,696.2	3,592.5		4,755.2
<b>Reported EBITDA (excl.Other Income)</b>	<b>591.8</b>	<b>200.0</b>	<b>195.9%</b>	<b>1,454.8</b>	<b>531.2</b>	<b>173.9%</b>	<b>591.0</b>
<b>% Margin</b>	<b>14.0%</b>	<b>5.2%</b>		<b>12.7%</b>	<b>5.5%</b>		<b>4.6%</b>
Other Income	111.7	72.5		280.6	232.8		317.4
<b>Reported IndAS EBITDA (incl.Other Income)</b>	<b>703.4</b>	<b>272.5</b>	<b>158.2%</b>	<b>1,735.4</b>	<b>764.0</b>	<b>127.1%</b>	<b>908.3</b>
<b>% Margin</b>	<b>16.7%</b>	<b>7.1%</b>		<b>15.2%</b>	<b>7.9%</b>		<b>7.1%</b>
Depreciation and amortisation expense	275.1	227.0		803.3	664.6		962.4
<b>EBIT</b>	<b>428.3</b>	<b>45.5</b>	<b>841.5%</b>	<b>932.1</b>	<b>99.4</b>	<b>837.5%</b>	<b>(54.1)</b>
<b>% Margin</b>	<b>10.2%</b>	<b>1.2%</b>		<b>8.1%</b>	<b>1.0%</b>		<b>(0.4%)</b>
Finance Cost	70.4	69.6		218.5	187.5		295.9
<b>Profit before Tax before exceptional item</b>	<b>357.9</b>	<b>(24.1)</b>	<b>nm</b>	<b>713.6</b>	<b>(88.1)</b>	<b>nm</b>	<b>(350.0)</b>
<b>% Margin</b>	<b>8.5%</b>	<b>(0.6%)</b>		<b>6.2%</b>	<b>(0.9%)</b>		<b>(2.7%)</b>
Exceptional Items #	39.3	0.0		39.3	0.0		0.0
Profit before Tax after exceptional item	318.6	(24.1)	nm	674.3	(88.1)	nm	(350.0)
<b>% Margin</b>	<b>7.6%</b>	<b>(0.6%)</b>		<b>5.9%</b>	<b>(0.9%)</b>		<b>(2.7%)</b>
Tax	0.0	0.0		0.0	0.0		0.0
<b>Profit After Tax</b>	<b>318.6</b>	<b>(24.1)</b>	<b>nm</b>	<b>674.3</b>	<b>(88.1)</b>	<b>nm</b>	<b>(350.0)</b>
<b>% Margin</b>	<b>7.6%</b>	<b>(0.6%)</b>		<b>5.9%</b>	<b>(0.9%)</b>		<b>(2.7%)</b>
<b>Operating EBITDA</b>	<b>416.4</b>	<b>79.7</b>	<b>422.7%</b>	<b>933.1</b>	<b>212.1</b>	<b>339.9%</b>	<b>179.8</b>
<b>% Margin</b>	<b>9.9%</b>	<b>2.1%</b>		<b>8.1%</b>	<b>2.2%</b>		<b>1.4%</b>

Operating EBITDA represents EBITDA before considering Ind AS116 adjustments (lease), ESOP charges and other non operating or one time income & expenses

# increase in gratuity liability arising out of past service cost and increase in leave liability on account for changes in Labour laws

- The company reported highest-ever quarterly sales despite a YoY shift in festive-related demand, with purchases advancing to Sep-25 due to Diwali being earlier than previous year.
- GST 2.0 had no impact on Wakefit's major product categories, with rates remaining unchanged at 18%. Q3FY26 demand was marginally impacted due to temporary consumption shifts toward categories benefiting from GST reductions.
- In order to provide a normalized view of growth, YoY sales growth for the last four months of CY, i.e., Sep-Dec'25 period stood at ~14%.
- Typically, H2 is a stronger period for the company. Despite the aforementioned reasons, the demand trends in Q4FY26 indicate a healthy recovery.
- GP margin for Q3FY26 was impacted due to seasonal offers and discounts, although it shows a 230 bps improvement compared to Q3FY25.
- In the recent past, elevated marketing spends by competitors across our categories have led to higher cost intensity. Over the medium term, the Company expects its marketing spends to be closer to historical average of ~8% to 9% of sales.
- The total ESOP expenses in FY26 and FY27 are expected to be ~INR 50 mn and ~INR 120 mn, respectively.
- Lease component in Depreciation & Amortisation is expected to be ~INR 665 mn in FY26.
- 9MFY26 recorded the highest ever performance across revenue and other key metrics.



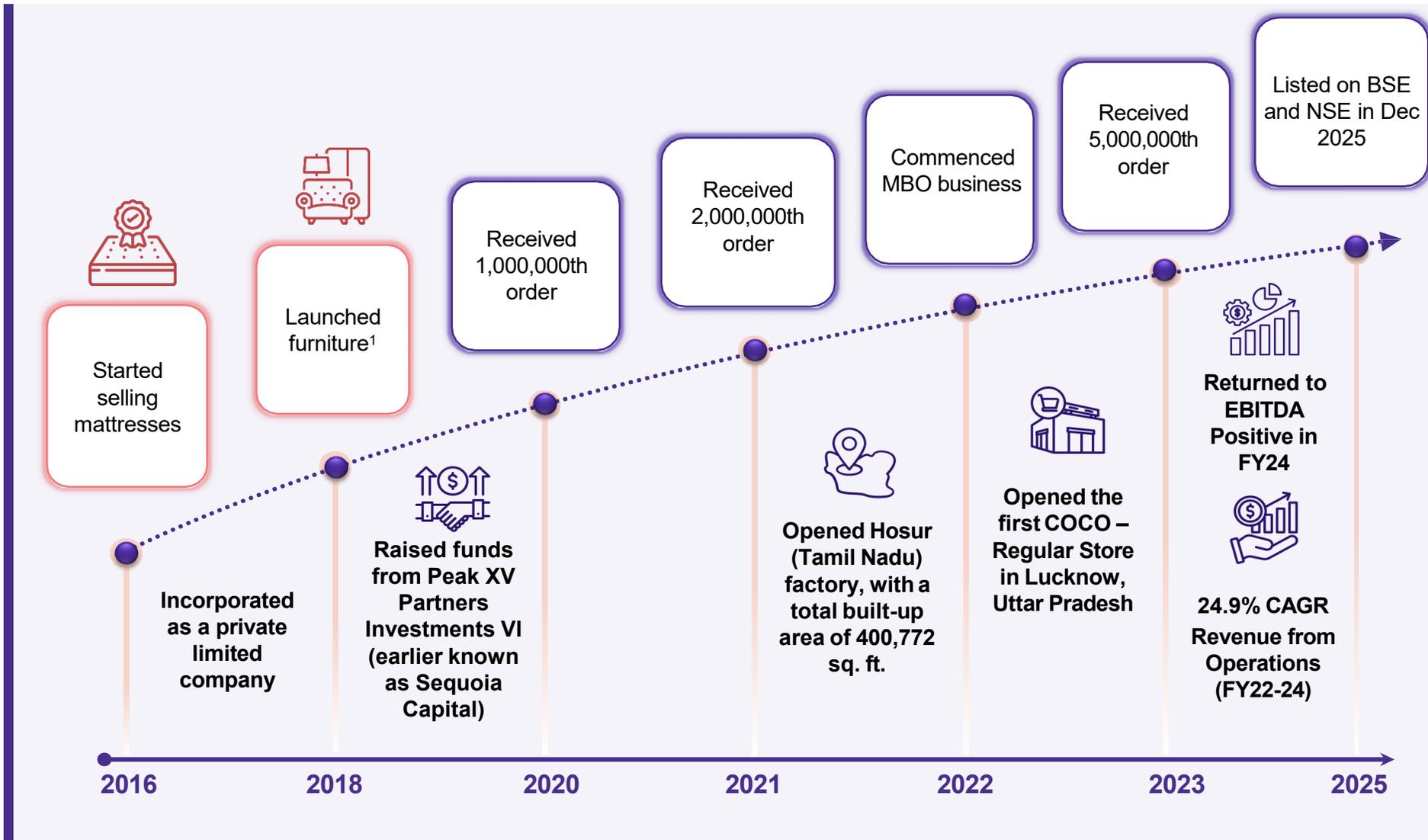
Particulars (INRmn)	Q3FY26	Q3FY25	YoY	9MFY26	9MFY25	YoY	FY25
<b>Reported EBITDA (excl.Other Income) (a)</b>	<b>591.8</b>	<b>200.0</b>	<b>195.9%</b>	<b>1,454.8</b>	<b>531.2</b>	<b>173.9%</b>	<b>591.0</b>
Share based payment expense (b)	12.3	39.0		19.4	117.0		117.4
Ind AS Adjustment (Rent) (c)	209.3	167.4		603.3	446.9		632.7
Other Non Operating Expense (d)	11.5	8.1		23.7	10.8		26.1
<b>One Time Costs</b>							
IPO Expense (e)	10.1	0.0		10.1	0.0		0.0
Others (f)	0.0	0.0		28.4	0.0		78.0
<b>Operating EBITDA (a + b - c + d + e+f)</b>	<b>416.4</b>	<b>79.7</b>	<b>422.7%</b>	<b>933.1</b>	<b>212.1</b>	<b>339.9%</b>	<b>179.8</b>

Operating EBITDA represents EBITDA before considering Ind AS116 adjustments (lease), ESOP charges and other non operating or one time income & expenses



# Company Overview

# Evolution of Wakefit from a Sleep Solutions Player into a One-stop Destination Offering Home and Furnishing Solutions



- “Top-rated” player across the top two horizontal online marketplaces in India<sup>2</sup>**
- ‘Top Flipstar 2024 for Highest GMV in Furniture’ at Flipstars 2024 by Flipkart**
- ‘Top-Rated Tech Startup’ at Employee Choice Awards 2024 by Ambition Box**
- ‘Home and Lifestyle Retailer of the Year’ at the IReC Awards 2023**
- ‘Best D2C Brand Over 5 Years<sup>3</sup>’ at D2C Disruptors Awards 2022 by Forbes**
- ‘Best Use of Character-Led Branded Content’ at the Indian Content Marketing Awards 2022**
- ‘Best Customer Service’ at the Entrepreneur Awards 2019**

Source: Redseer Report.

Notes: 1. Received the first furniture order. 2. In the home and furnishings market across SKUs in the mattress, furniture and furnishings and décor categories basis Redseer report. 3. In the home and lifestyle category.

1

**Largest and fastest growing D2C home and furnishing solutions provider**

2

**Comprehensive home and furnishing solutions brand with a core focus on product innovation**

3

**Full-stack vertically integrated operations with differentiated processes and technical capabilities**

4

**Omnichannel sales presence and strategically located store network**

5

**Multi-faceted marketing approach to enhance our brand image**

6

**“Experienced management team” with a proven track record in the industry**

7

**Strategy in place to capture huge opportunity in the fast growing indian home and furnishings market**

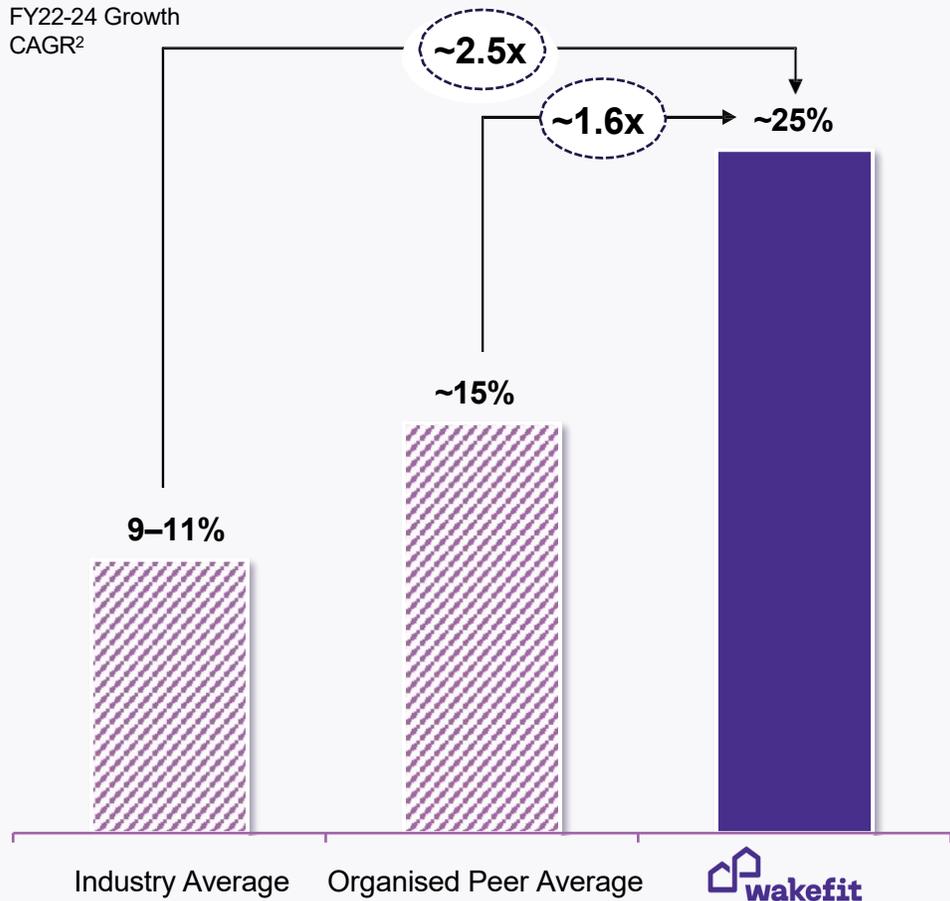
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**Business model with a track record of delivering financial growth**

# 1 Largest & Fastest Growing D2C Home and Furnishing Solutions Provider<sup>1,3</sup>



## Fastest-growing Homegrown Company in the Home and Furnishings Market in India<sup>1</sup>



## Largest D2C Home and Furnishing Company in India<sup>3</sup>

**3.2x Revenue vs #2 D2C Player<sup>3</sup>**

*Significantly scaled vs second-largest D2C player in the space*

**>₹10,000mn Total Income in FY24**

*Achieved within just 9 years of operations*

**Only Full-stack D2C Brand that has Scaled Across Verticals<sup>4</sup>**

*Each vertical generated >₹1,000mn in revenue in FY24 (0.1%)*

**Amongst the Top Three Companies**

*In the organized mattress market in terms of revenue in FY24*

Wakefit ranks among the **Top 3 Players** in the organized mattress market<sup>5</sup>

Wakefit is the **Largest Player** in terms of online revenue from mattresses<sup>6</sup>

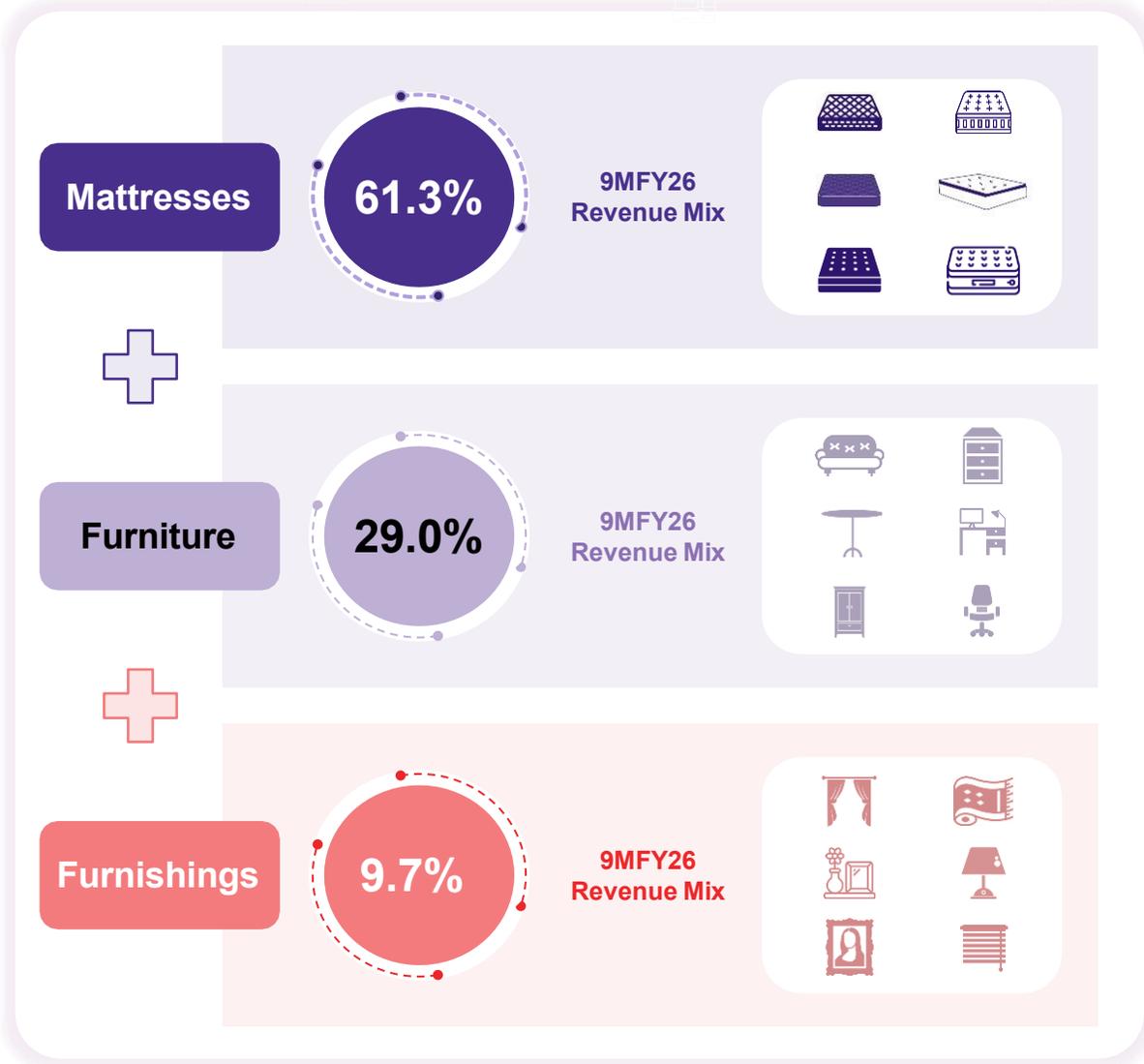
Wakefit is the **Only Player** with complete control over the upstream processes of the value chain<sup>7</sup>

Wakefit **Owns Majority** of its distribution through owned channels

Source: Redseer Report.

Notes: 1. Among its organized peers basis Redseer report. 2. Growth in revenue from operations in FY22-24. 3. In terms of revenue from operations in Fiscal 2024 basis Redseer report. 4. Includes mattresses, furniture and furnishings. 5. By FY2024 revenue; 6. Among its organized peers basis Redseer report. 7. In the mattress and furniture segments basis Redseer report..

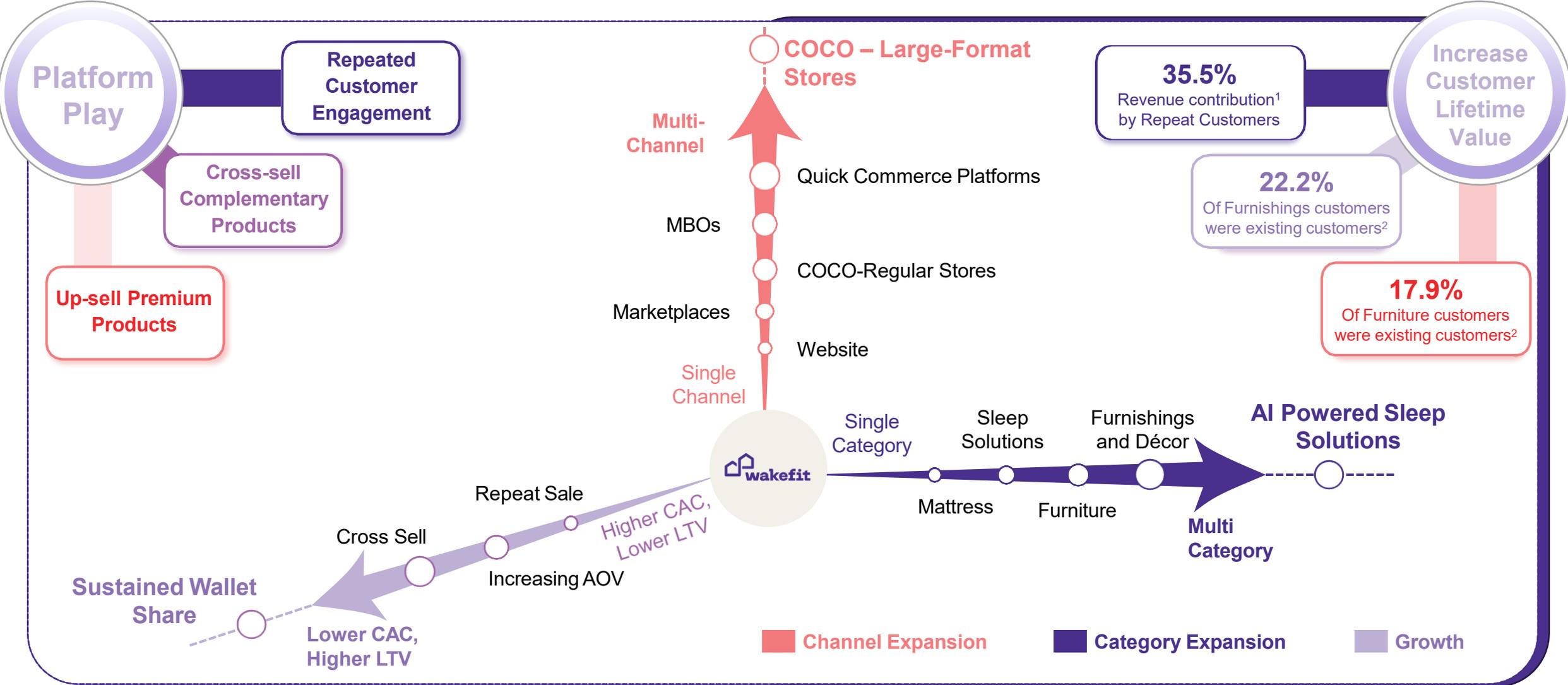




**Flywheel Effect in Home & Furnishings Market**  
 Offering mattresses, furniture and furnishings under a single brand enables cross-selling of complementary products, up-sell higher-end products and encourages repeated customer engagement through network effects



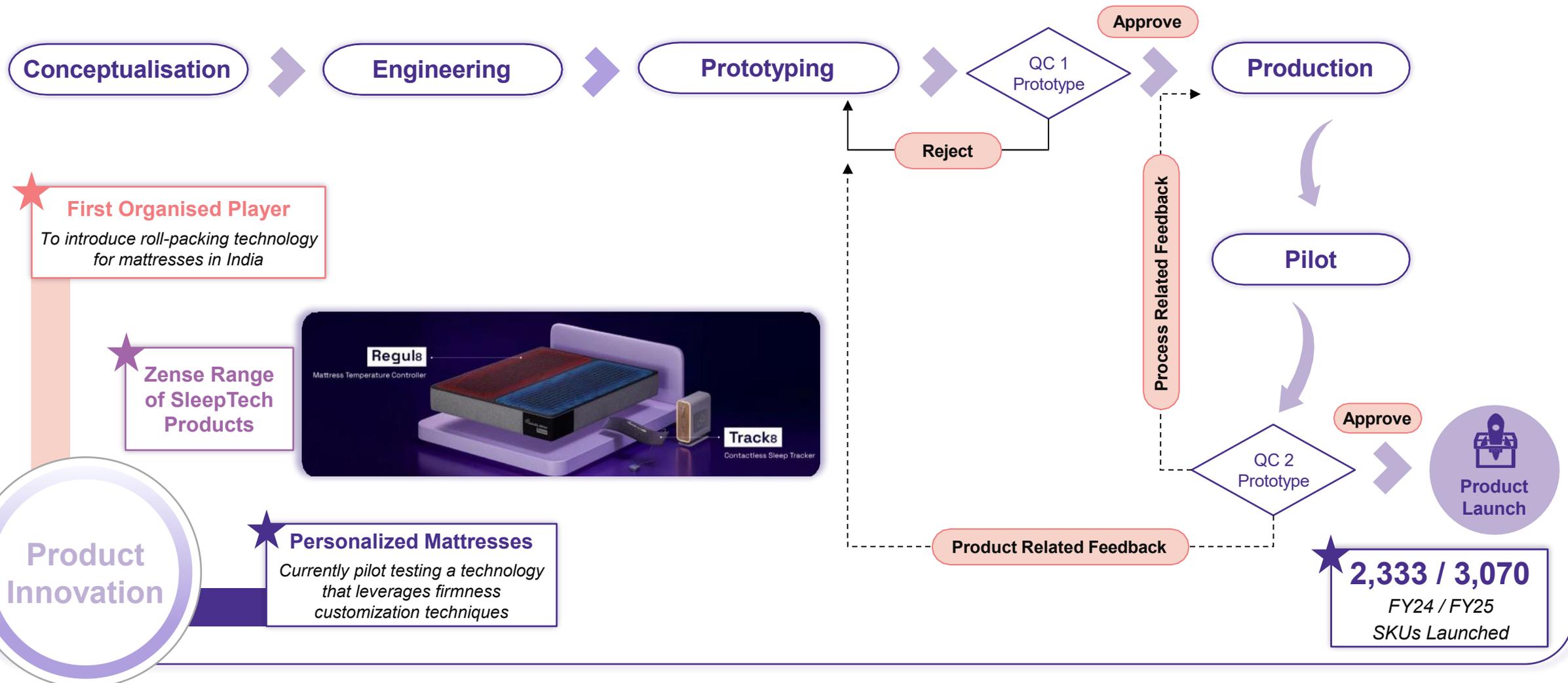
# 2 Strong Platform Play Under a Single Brand Enables us to Cross-sell Complementary Products and Up-sell Higher-end Products



Notes: 1. As of H1FY26. 2. Existing customers of other categories in H1FY26.

## 2 Core Focus on Product Innovation and New Product Development

### Leveraging Consumer Insights to Drive Product Development and Launch Industry-first Products



### 3 “Full-Stack” Vertically Integrated Model Reflects our Ability to Maintain Control over Every Stage of a Product Lifecycle

## Pillars of Vertically-Integrated Business

Structural Challenges

*Changing consumer preferences and multiple design philosophies*

*Lack of product standardization and SKU complexity*

*Inconsistent quality, assembly variations and resource constraints*

*Storage constraints and fulfilment inefficiencies*

*Growing need for seamless transition across touchpoints*

*Limited brand stickiness and reliance on performance marketing*



**Product Design**

**Engineering**

**Manufacturing**

**Logistics**

**Sales Channels**

**Brand**

Wakefit Pillars

Leverage Technology to Drive Operational Efficiencies

# 3 Streamlined Quality Manufacturing Through Imported Machinery and Automated Technology

Manufacturing Facility	Location	Products Manufactured	Built-up Area (sq. ft.)
Facility I	Sonipat, Haryana	<ul style="list-style-type: none"> <li>▪ Mattress</li> <li>▪ Sofa</li> </ul>	1,21,040
Facility II	Bengaluru, Karnataka	<ul style="list-style-type: none"> <li>▪ Chairs</li> <li>▪ Steel bed fabrication</li> <li>▪ R&amp;D activities</li> </ul>	37,076
Facility III	Bengaluru, Karnataka	<ul style="list-style-type: none"> <li>▪ Accessories<sup>1</sup></li> </ul>	70,725
Facility IV	Hosur, Tamil Nadu	<ul style="list-style-type: none"> <li>▪ Wood furniture<sup>2</sup></li> <li>▪ Sofa</li> </ul>	3,44,994
Facility V	Hosur, Tamil Nadu	<ul style="list-style-type: none"> <li>▪ Mattress</li> </ul>	1,25,000



Precision Manufacturing through Robotic Arms and Roller Belts

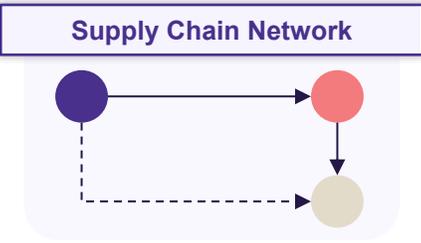
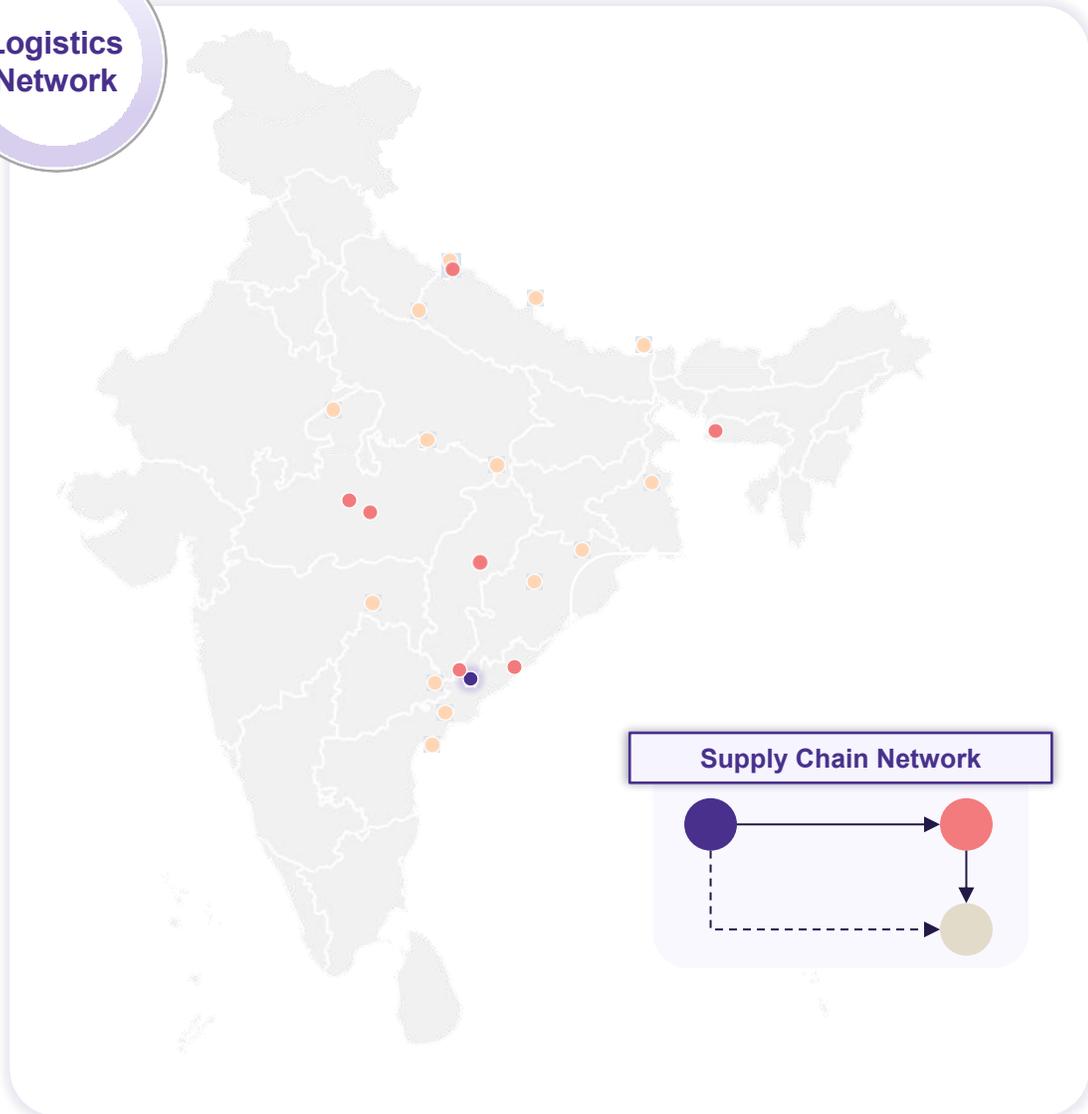


Introduced 'Every Part Every Interval' ("EPEI") Process to Minimize Wastage



Notes: 1. Including comforter, pillows, bedsheet, protectors, curtains, cushion, bean bag, décor items. 2. Includes engineered and solid wood furniture.

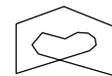
## Logistics Network



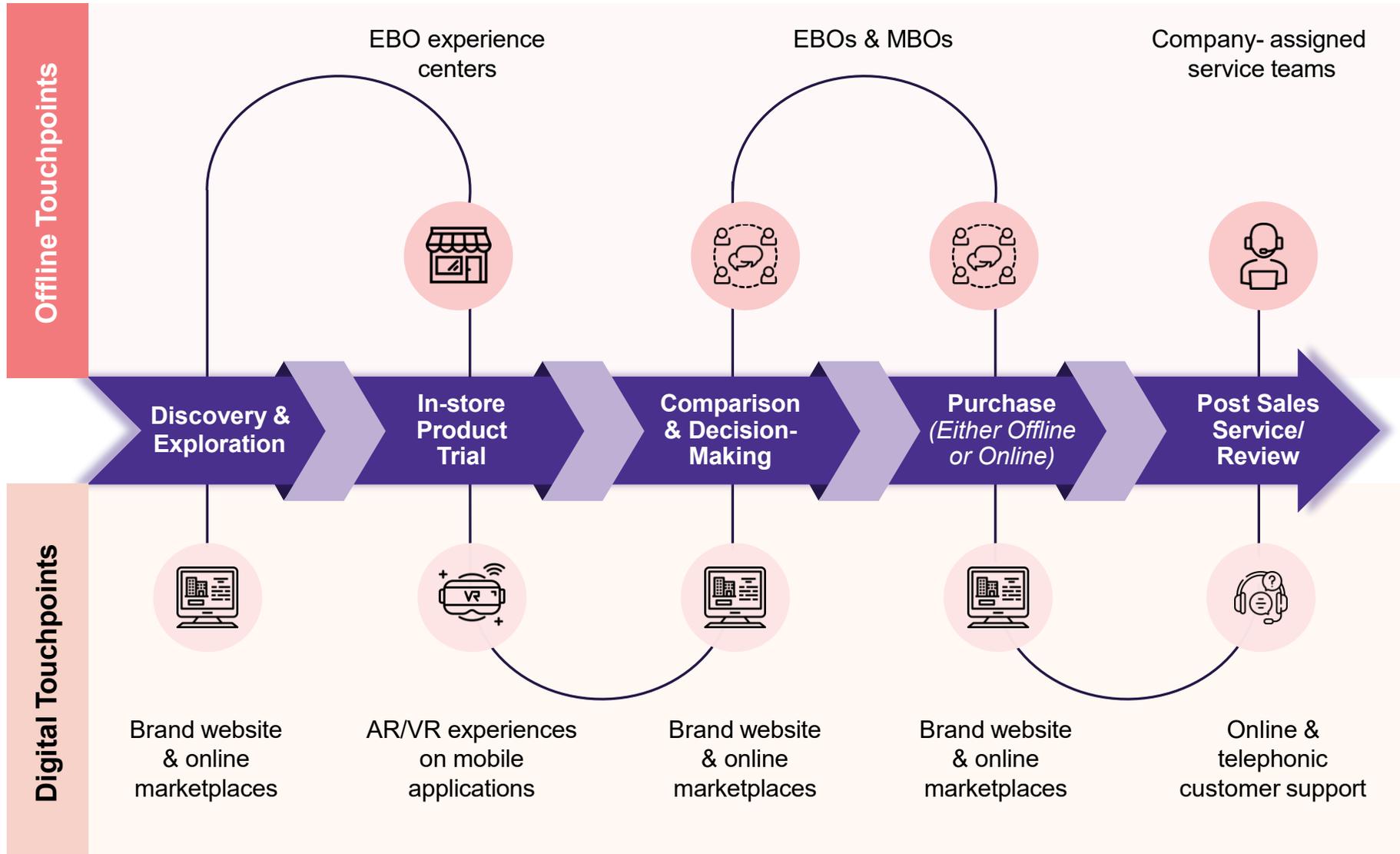
**1** **Mother Warehouse in Hosur (1.6 lakh sq. ft.)** – Serves as the primary inventory repository and main distribution point



**7** **Inventory Holding Points (10,000 to 55,000 sq. ft.)** – Hold inventory for mattresses and marketplace-serviced categories



**18** **Points of Delivery (800 to 5,600 sq. ft.)** – Act as transit hubs for last-mile deliveries and bases for furniture installers



**Operational Efficiency**

Synchronizes inventory management across channels for consistent delivery timelines

**Enhanced Customer Engagement**

Integrates discovery, comparison and validation across channels

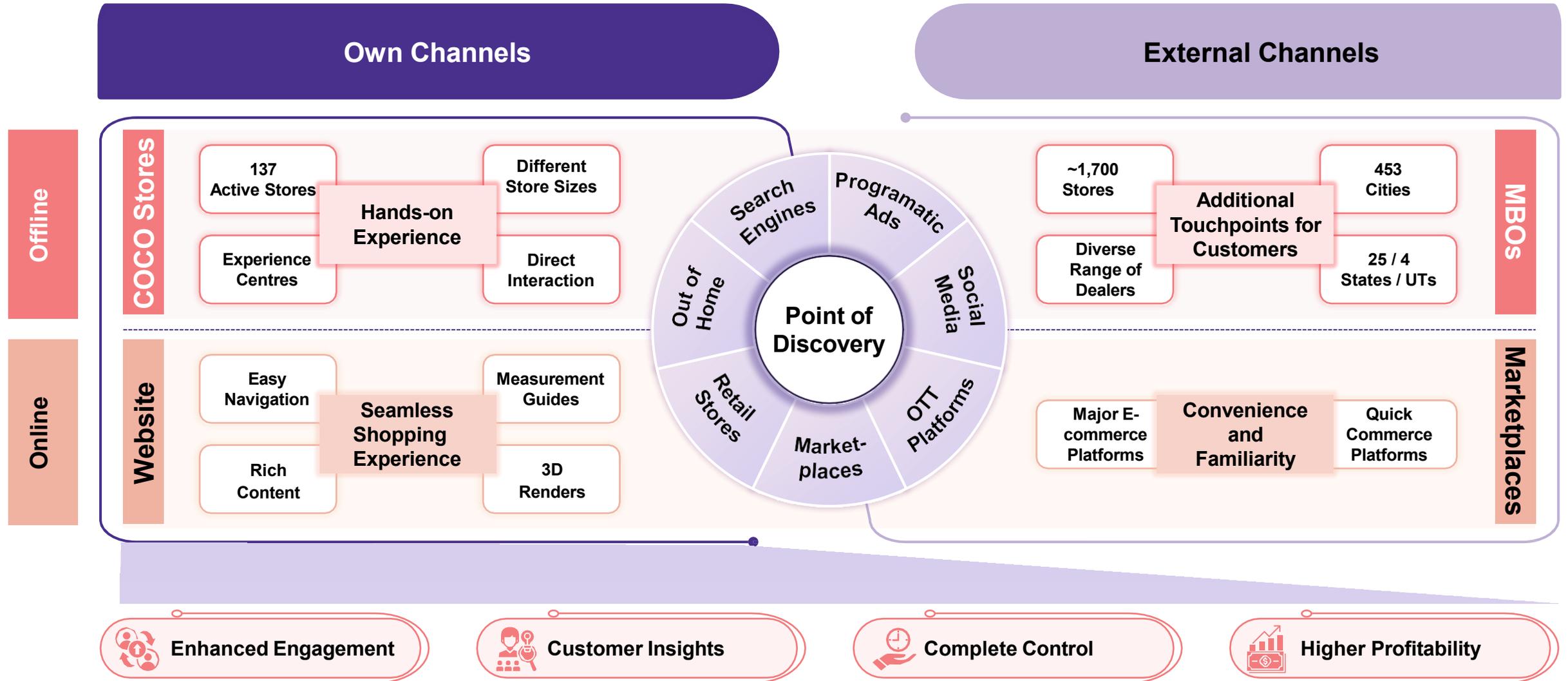
**Strategic Growth Lever**

Expands reach and scale, enabling entry into adjacent categories

Source: Redseer Report.

Notes: EBO: Exclusive brand outlet, MBO: Multi-brand outlet. AR: Augmented Reality. VR: Virtual reality.

4 Omnichannel Ecosystem Offers Customers Multiple Touchpoints and Integrates Both Own Channels and External Channels



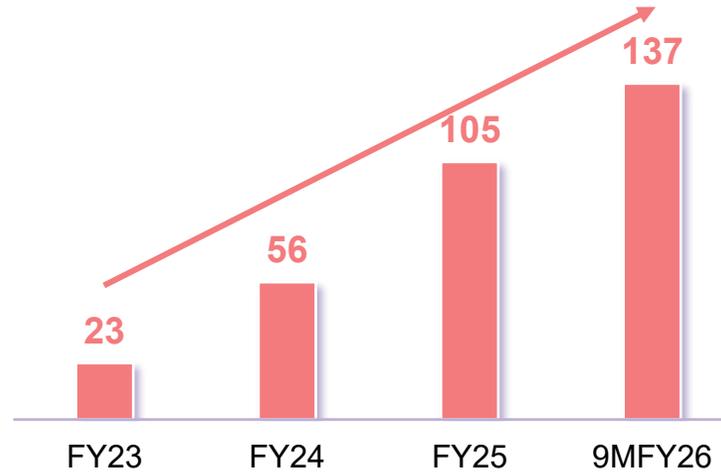
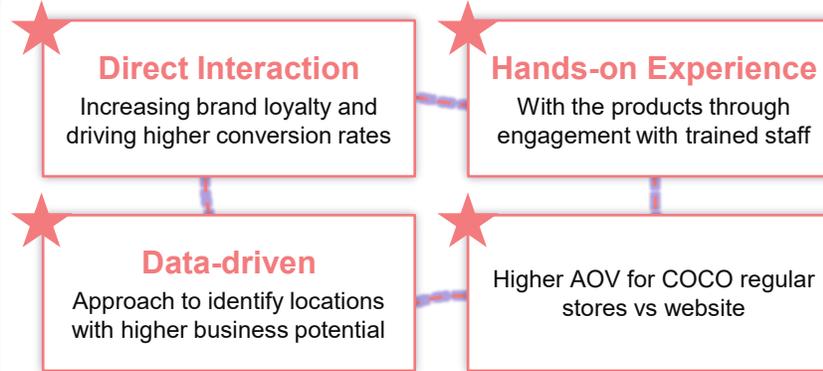
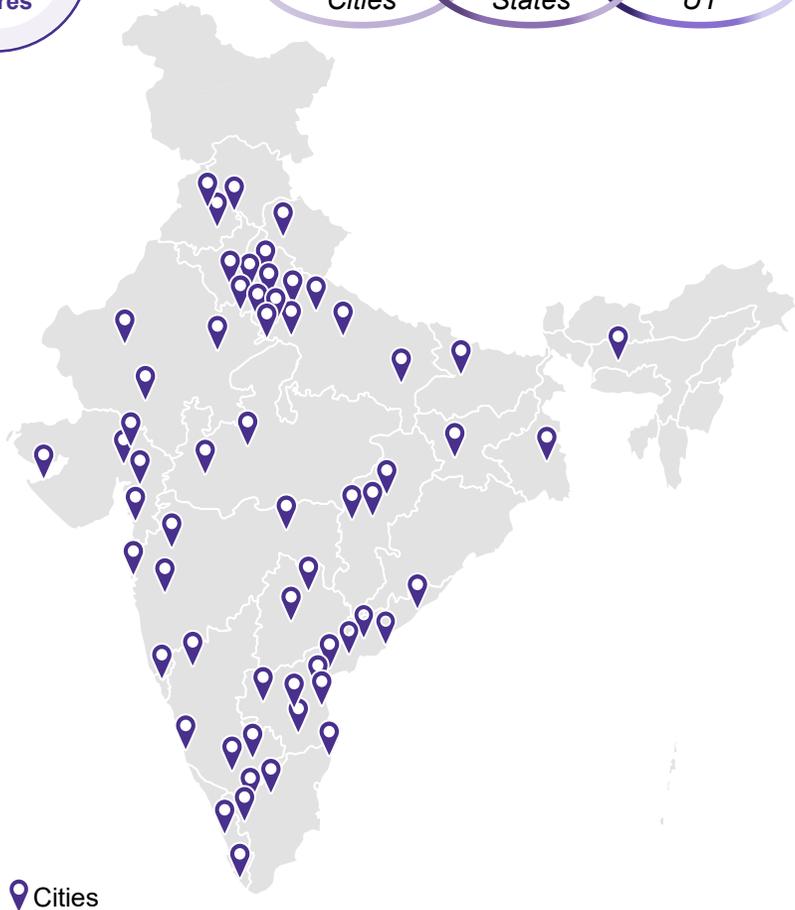
# Strategically Located COCO Store Network Provides a Branded Environment and Fosters a Deeper Connection with our Brand

137  
COCO  
Stores

76  
Cities

21  
States

2  
UT



Notes: AOV: Average Order Value.

Map not to scale. All data, information, and map are provided "as is" without warranty or any representation of accuracy, timeliness or completeness

# 5 Multi-faceted Marketing Approach Focusses on Building Enduring Relationships and Results in High Level of Customer Satisfaction



**Significant Visibility and Engagement with a Disciplined Marketing Approach**



**Strong Customer Retention**

## ★ Community Engagement

- ❑ 'Sleep Internship'
- ❑ Great Indian Sleep Score

## ★ Marketing Campaigns

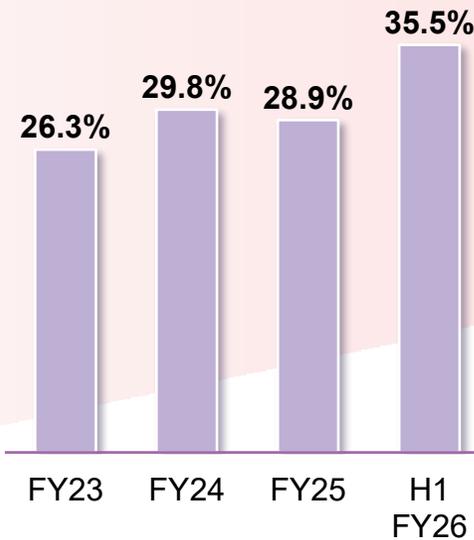
- ❑ 'Andar ke bacche ko jagao'
- ❑ 'Kumbhakaran'
- ❑ 'Gaddagiri'

## ★ Celebrity Collaborations

- ❑ Celebrity Collaborations
- ❑ Rashmika Mandanna
- ❑ Bobby Deol

## ★ Cultural Integration

- ❑ Strategic placements in topical media and advertising and alignment with current trends & cultural conversations



Repeat customer revenues as a % of revenues from operations

### Major Global E-commerce Platform

4.3/5 Mattresses

4.1/5 Furniture

4.1/5 Furnishings

### Major Homegrown E-commerce Platform

4.4/5 Mattresses

4.3/5 Furniture

4.3/5 Furnishings

Notes: 1. In the home & furnishings space basis Redseer Report. 2. As of H1 FY26.



Promoters<sup>1</sup> bring Expertise and Strategic Vision



**Ankit Garg**  
Chairman, CEO and Executive Director

Indian Institute of Technology, Roorkee

Bayer Materials Science and J. B. Polymers

- 14+ years of experience
- Leverages expertise in R&D, new product development and customer insights



“Forbes 30 under 30 – 2019”, “ET 40 under 40- 2024”, “BW Disrupt Young Entrepreneur Awards 2021” and “BW Disrupt 40 under 40 Entrepreneurs 2022”



**Chaitanya Ramalingegowda**  
Executive Director

Indian School of Business, Hyderabad

Cognizant and Zinnov

- 19+ years of experience
- Drives marketing, growth strategies, customer experience and technological advancements



BW Disrupt 40 under 40 – 2020

Key Managerial Personnel

~20



**Parul Gupta<sup>3</sup>**  
Chief Financial Officer

Syngene, Myntra, Jabong, Aircel and Airtel

~6



**Surbhi Sharma**  
Company Secretary and Compliance Officer

Ola Electric Mobility, BMP & Co. LLP and Kerala Ayurveda

~19



**Dibyendu Panda**  
Vice President - Retail

BlueStone, VIP Industries, Sony, Vodafone and Reliance

~5



**Kunal Chandel**  
Senior Manager - Legal

Hindustan Zinc and Rahul Chaudhry & Partners

~17



**Umanath Nayak**  
Head of Human Resource

Freshmenu<sup>2</sup>, Gionee, Papa Johns and Global Franchise Architects

Notes: 1. Also a part of Board of Directors. 2. Food Vista India Private Limited (Freshmenu). 3. Appointed as the Chief Financial Officer with effect from 10<sup>th</sup> February 2026

Distinguished Board



**Sakshi Vijay Chopra**  
*Nominee Director*

Peak XV Partners



**Alok Chandra Misra**  
*Independent Director*

General Atlantic, WNS and Mphasis



**Gunender Kapur**  
*Independent Director*

Vishal Mega Mart



**Sandhya Pottigari**  
*Independent Director*

GE Digital, Amazon and Siemens



**Mukul Arora**  
*Nominee Director*

Elevation Capital (Light Ray Advisors)



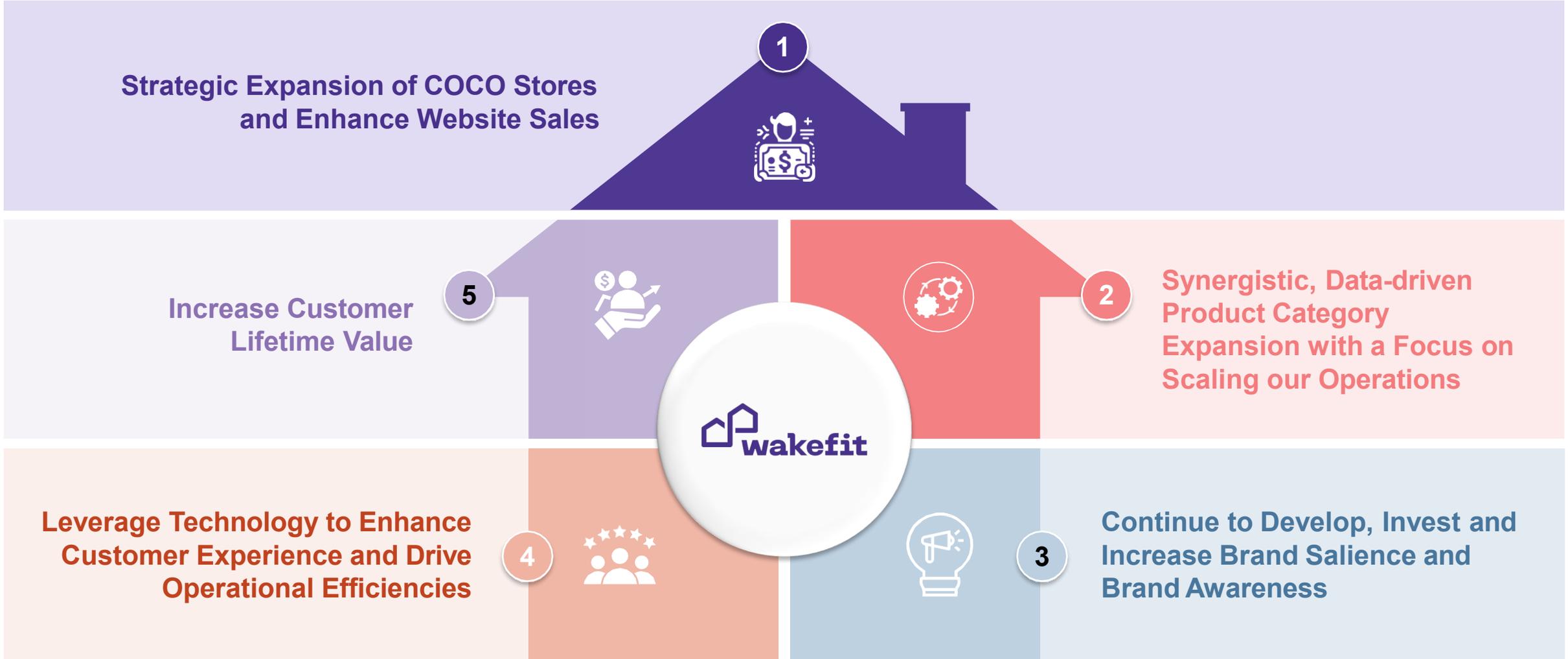
**Sudeep Nagar**  
*Independent Director*

Bluestone, Lodha Group and CSC (Computer Sciences Corporation)



**Arindam Paul**  
*Independent Director*

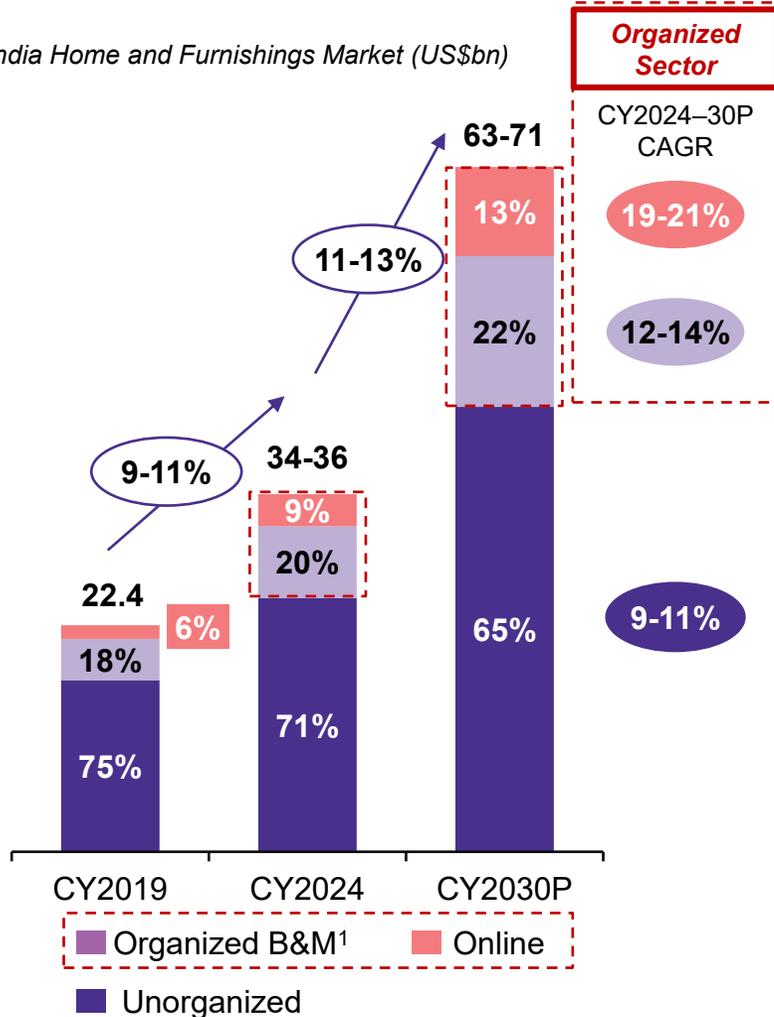
Atomberg and Cognizant



# 7 Home and Furnishings Market to Reach US\$63-71bn by CY2030 Led by Organized Retail Growth, Rising Online Dominance and Premiumization

Home & Furnishings Market to reach **US\$63-71bn by CY2030** led by **High Growth in Organized Sector**

India Home and Furnishings Market (US\$bn)



**Organized Sector**  
CY2024-30P CAGR  
19-21%  
12-14%

**Mattresses**  
US\$1.7-1.9bn TAM<sup>2</sup>  
~5% Segment Share<sup>3</sup>



19-21% CAGR



17-19% CAGR

- **Rapidly formalizing** with an increase in organized share from ~20% to ~30% by value from CY2019 to CY2024 and ~45% by CY2030P
- **Branded & digital play** are driving the organized market

**Furniture**  
US\$22-24bn TAM<sup>2</sup>  
~66% Segment Share<sup>3</sup>



16-18% CAGR



12-14% CAGR

- **Premiumization** – Masstige (30% share<sup>4</sup>), premium, and luxury categories to outpace mass-market growth
- **Formalizing of the market** with streamlined supply chains

**Furnishings & Décor**  
US\$9.5-10.4bn TAM<sup>2</sup>  
~29% Segment Share<sup>3</sup>



21-23% CAGR



13-15% CAGR

- **Branded and D2C players**, along with e-commerce platforms, are driving the growth by swiftly **adapting to evolving consumer trends and preferences**



Online TAM CY24-30 CAGR

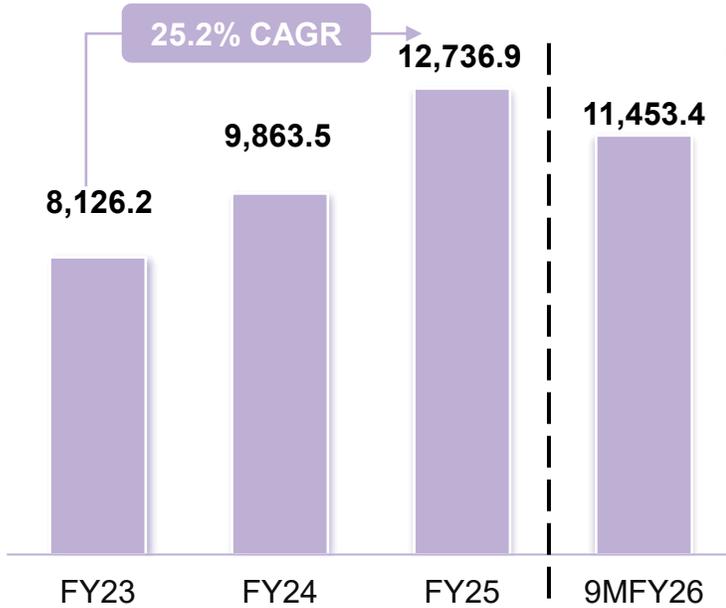


Organized B&M TAM CY24-30 CAGR

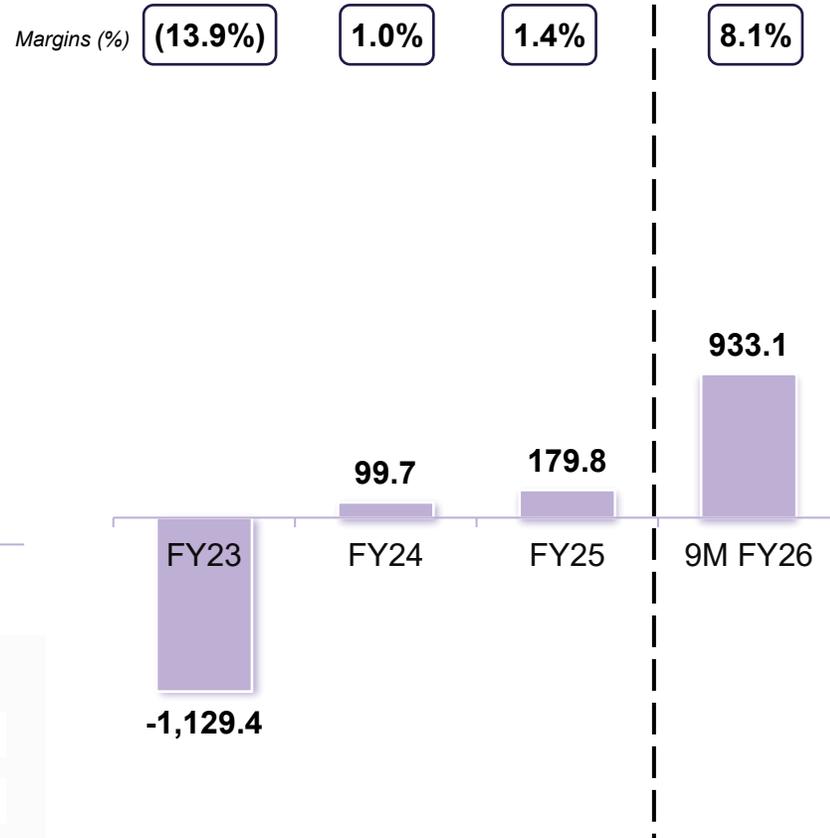
Source: Redseer Report.

Notes: 1. B&M: Brick and Mortar. 2. CY24 TAM. 3. Segment share of the CY2024 India home and furnishings market. 4. Share by value in CY2024.

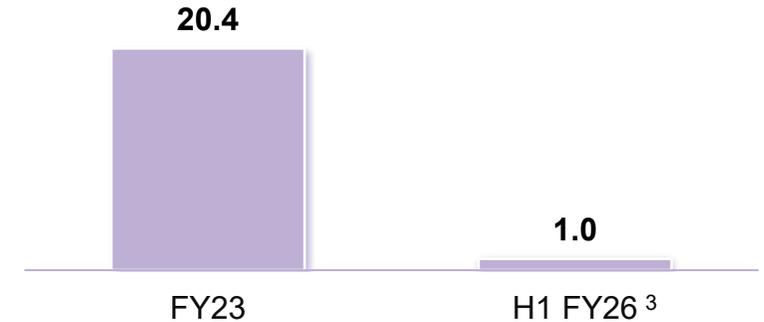
## Revenue from Operations (INRmn)



## Operating EBITDA<sup>1</sup> (INRmn) and Margins<sup>1</sup> (%)



## Net Working Capital Days (days)



Revenue from Operations (INRmn)	FY23	FY25	CAGR <sup>2</sup>
<b>Mattresses</b>	5,159.8	7,813.7	23.1%
<b>Furniture</b>	1,951.1	3,516.9	34.3%
<b>Furnishings</b>	1,015.3	1,406.3	17.7%

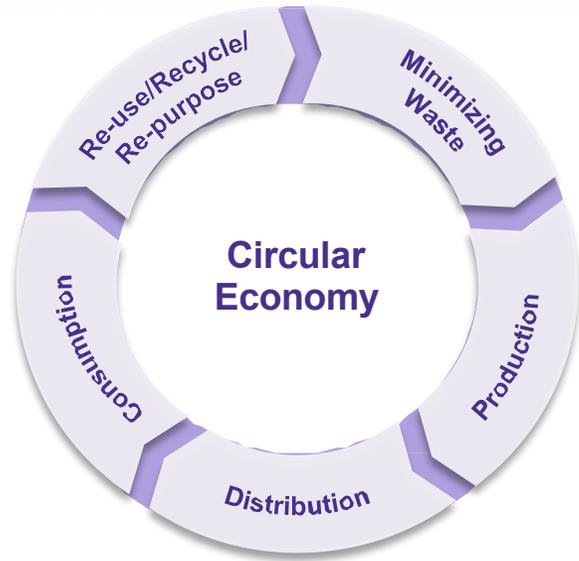
Notes: 1.

Operating EBITDA represents EBITDA before considering Ind AS116 adjustments (lease), ESOP charges and other non operating or one time income & expenses. 2. FY23-25 CAGR. 3. Calculated as (Average Net working capital divided by Revenue from Operations)\*183; Net working capital is calculated as Inventories plus Trade Receivables minus Trade Payables.



# Appendices

## Environmental Development and Sustainability



**Repurpose Sawdust** into fuel briquettes for industrial boilers and hotels



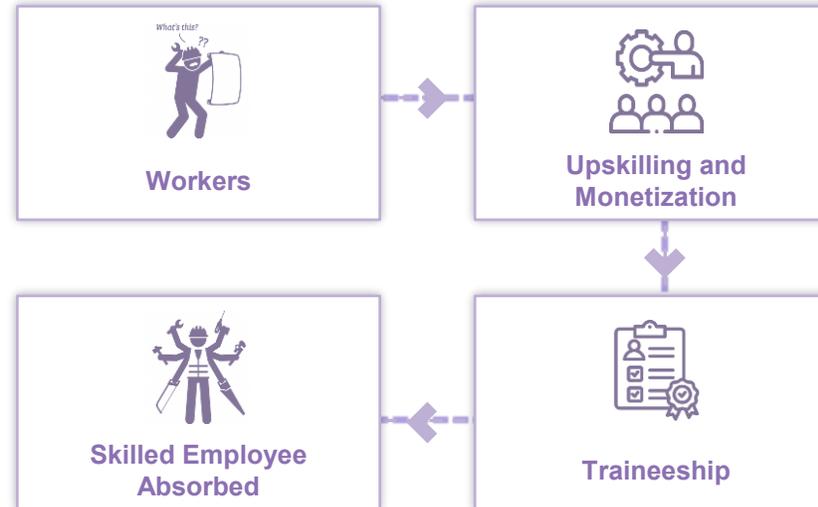
**Minimize Waste** through PU rollers, 3-ply cardboard packaging and reusable covers



**Minimize Packaging Material** usage through roll-pack and flat-pack designs

## Inclusive Growth Through Wakefit Gurukul

### Community Development Programs and Training Initiative



## Prioritize Good Governance Practices

**Employee Welfare**

- ESOPs irrespective of designation
- Diverse programs and engagement initiatives
- Healthy and supportive work environment

**Compliance and Quality Assurance**

- ISO 9001:2015 and ISO/IEC 27001:2022 certification
- Robust firewalls, intrusion detection and security audits
- Testing raw materials, in-process checks



# Product Portfolio

## Memory Foam and ShapeSense Mattresses



## Eco Latex Mattress



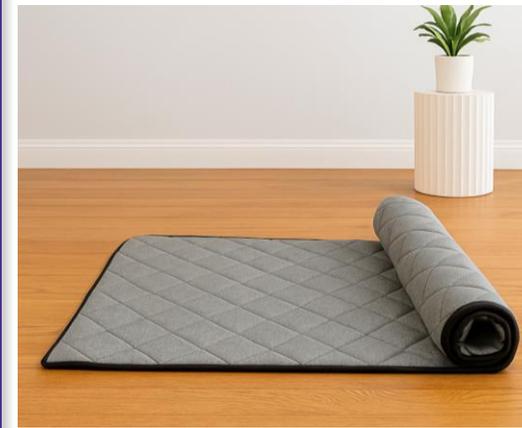
## Xpert Grid Mattress



## Dual Comfort Mattress



## Rollup Mattress



## Foldable Mattress





Sofas



Engineered Wood Beds



Natural Wood Beds



Chair and Seating



Dining Furniture



Engineered Wood Cabinet



Engineering Wood Wardrobe



Solid Wood Shelf



Solid Wood Wardrobe



Engineered Wood TV Unit



Solid Wood TV Unit



Solid Wood Coffee Table



Cushions



Pillows



Bathrobe



Carpet



Curtains



Mat



Rug



Runner



Towels



Yoga Mat



Home Decor



Lightings



# Thank You

## Company



**Wakefit Innovations Limited**  
CIN: L52590KA2016PLC086582

Surbhi Sharma  
Company Secretary  
Email id: [investorscompliance@wakefit.co](mailto:investorscompliance@wakefit.co)

## Investor Relations Advisors

**SGA** Strategic Growth Advisors

**Strategic Growth Advisors Pvt Ltd.**  
CIN: U74140MH2010PTC204285

Devika Shah/ Shikha Puri  
[devika.shah@sgapl.net](mailto:devika.shah@sgapl.net) / [shikha.puri@sgapl.net](mailto:shikha.puri@sgapl.net)  
Tel No: +91 99207 64659/ +91 98192 82743