

CERTIFIED TRUE COPY OF THE RESOLUTION PASSED BY THE MEMBERS OF THE AUDIT COMMITTEE OF URBAN COMPANY LIMITED (FORMERLY KNOWN AS URBANCLAP TECHNOLOGIES INDIA LIMITED AND URBANCLAP TECHNOLOGIES INDIA PRIVATE LIMITED) AT THEIR MEETING HELD ON TUESDAY, SEPTEMBER 02, 2025, THROUGH VIDEO CONFERENCING AT 7TH FLOOR, GOWORK, PLOT NO. 183, UDYOG VIHAR, GURGAON, HARYANA

Approval of Key Performance Indicators proposed to be disclosed in the offer documents.

“RESOLVED THAT as per the requirements of the SEBI ICDR Regulations and the KPI Circular, the KPIs set out in **Annexure B** are hereby noted, and the approval of the Audit Committee is hereby accorded to disclose such KPIs in the “*Basis for Offer Price*” and “*Our Business*” sections of the Offer Documents as set out in **Annexure C**.

RESOLVED FURTHER THAT Mr. Abhiraj Singh Bahl, Mr. Raghav Chandra, Mr. Varun Khaitan, Directors, Mr. Abhay Krishna Mathur, Chief Financial Officer be and are hereby severally authorised to do all such acts, deeds, matters and things necessary, proper or desirable to implement the above resolution and to settle to give effect to the above resolution or give instructions and directions for settling any questions, difficulties or doubts that may arise in this regard and to give effect to such modifications, changes, variations, alterations, deletions or additions, as may be deemed fit and proper in the best interest of the Company.

RESOLVED FURTHER THAT the Audit Committee in consultation with the management of the Company and book running lead managers to the Offer may update and approve any further changes to the KPIs approved by this resolution, from time to time, basis, *inter alia*, regulatory feedback and changes in applicable law.

RESOLVED FURTHER THAT a copy of the above resolution, certified to be true by any Director or the Company Secretary and Compliance Officer of the Company, be forwarded to the concerned authorities for necessary action.”

**Certified True Copy
For Urban Company Limited**

**Sonali Singh
Company Secretary & Compliance Officer
Membership No.: A26585
Address: 7th Floor GoWork, Plot No 183, Udyog Vihar, Phase I,
Sector 20, Gurgaon, Haryana - 122016
Date: September 02, 2025**

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,
Sector 20,
Gurgaon - 122016, Haryana, India

Annexure B - KPIs selected for disclosure in the 'Basis for Offer Price' and 'Our Business' sections of the Offer Document, along with their definitions, and explanation on how these KPIs have been used by the management historically to analyse, track or monitor the operational and/or financial performance of the Company,

i) About the KPIs

Sr. No.	KPI	Explanation of KPI, including key components	Rationale for inclusion as a KPI
GAAP Financial Measures			
1.	Revenue from operations	Revenue from operations is as disclosed in the Restated Consolidated Financial Information. Segment revenue of "India consumer services", "Native products" and "International business" is as per the segment revenue stated in note no. 41 in the Restated Consolidated Financial Information.	<p>We believe that tracking our Revenue from operations enables us to better analyze the overall financial and business performance of our Company and the size of our overall business.</p> <p>We further believe that tracking the Revenue from operations for each segment enables us to track the performance of each individual business and take business decisions that drive the financial health of each segment.</p> <p>We have accordingly included Consolidated revenue from operations for individual segments, i.e. (i) India consumer services; (ii) Native; and (iii) International business , as key performance indicators.</p>
2.	Profit before tax	Profit before tax is as disclosed in the Restated Consolidated Financial Information	Profit before tax is a useful metric to assess the company's ability to generate earnings before the impact of tax expense and the impact of deferred tax assets/liabilities, which may vary across regions or periods. It represents a consistent and comparable financial performance measure.
3.	Deferred tax credit	Deferred tax credit is as disclosed in the Restated Consolidated Financial Information.	Deferred tax credit enables understanding the restated profit after tax for the year/period better and the levers affecting the restated profit after tax for the year/period.
4.	Profit after tax	Profit after tax is as disclosed in the Restated Consolidated Financial Information	Profit after tax represents the company's net earnings after all expenses, including taxes, have been accounted for. Profit after tax is a key measure of the company's overall financial health and its ability to generate profit for shareholders. It directly impacts shareholder returns and provides a clear indication of the company's financial performance after considering all operating, financing, and tax-related costs.
Non-GAAP Financial Measures			
5.	Contribution margin	Contribution margin represents contribution profit as a percentage of NTV. Contribution profit represents the revenue from operations less (i) cost of providing services where our Company is	We believe that Contribution Margin measures profitability at an aggregate orders / transactions-level (i.e. before fixed costs), and hence enables us to track and assess unit metrics. It also helps us analyse and

Sr. No.	KPI	Explanation of KPI, including key components	Rationale for inclusion as a KPI
		the service provider, (ii) cost of goods sold, (iii) certain other direct costs namely, payment gateway charges, communication costs and minimum guarantee payouts, (iv) support costs and refunds, (v) logistics costs, and (vi) cloud hosting costs.	assess the scale of business required to cover our fixed costs. We have accordingly included the Contribution Margin for our consolidated business and across our key segments: (i) India consumer services; and (ii) International business.
6.	Adjusted EBITDA	Adjusted EBITDA is defined as profit before tax less other income, plus finance costs, depreciation and amortization expense, share based payment expense, inventory losses on account of fire and share issue expense, less payment of lease liabilities. .	We believe that tracking Adjusted EBITDA/ Adjusted EBITDA Margin helps us evaluate operating performance across our business segments and for the Company as a whole. It also helps us assess the health of our business as it factors in all operating expenses, variable and fixed, across all our segments and eliminates items that are non-operational in nature and may not be reflective of the ongoing operating performance of the Company. We have accordingly included our Consolidated Adjusted EBITDA/ Adjusted EBITDA Margin and the Adjusted EBITDA for individual segments, i.e. (i) India consumer services; (ii) Native; and (iii) International business as key performance indicators.
7.	Adjusted EBITDA Margin	Adjusted EBITDA margin is defined as Adjusted EBITDA as a percentage of NTV and as a percentage of Revenue from Operations.	
Non-financial operational measures identified as KPIs			
8.	Net Transaction Value	Net Transaction Value (“NTV”) represents the sum of NTV from services and NTV from Native. NTV from services represents the monetary value paid by consumers towards services availed on our platform (gross of taxes, net of discounts, across the Urban Company consumer application, mobile website, net of cancellations). It does not separately include revenue from sale of products sold by us to service professionals as the amount charged to the consumer includes the cost of products to be used during service delivery. Further, it does not include tips given to service professionals by consumers. NTV from Native represents the monetary value of Native products (i.e., water purifiers and electronic door locks) paid by consumers across the Urban Company consumer application, mobile website, third party e-commerce sites and third-party retail stores. The price of the products sold on third party e-commerce sites and third-party retail stores are assumed to be same as price of the products sold on Urban Company consumer application (gross of taxes	As a single home services and solutions app, we believe that tracking the aggregate NTV from our businesses helps us track the aggregate engagement of users. We further believe that tracking our segment NTV helps us track the engagement of our users for our key segments in terms of their spends. We have accordingly included India (India consumer services and native) NTV, India consumer services NTV, Native NTV across different channels, and International business NTV as key performance indicators.

Sr. No.	KPI	Explanation of KPI, including key components	Rationale for inclusion as a KPI
		across the Urban Company consumer application, mobile website and third-party e-commerce sites and third-party retail stores, net of order cancellations/ returns and discounts, gross of channel commissions).	
9.	Annual transacting consumers	Annual transacting consumers represents the total number of unique consumers who have availed at least one service or more in the trailing 12 month period prior to the end of the reporting period.	Annual transacting consumers helps us understand consumer adoption, reach and our ability to retain users across multiple services offered on our online home and beauty services platform. It also helps in marketing and growth decisions.
10	Average monthly active service professionals	Average monthly active service professionals represent the service professionals who have delivered at least one service during a given month. This figure is calculated by averaging the number of such service professionals across all months in a specified period / year. This figure does not include the additional personnel hired by the service professionals.	Average monthly active service professionals helps us understand the width of our supply side network across service offerings. It reflects the platform's ability to attract and maintain a strong base of professionals to meet consumer demand and plan investments in our training and technology infrastructure.

II) KPI data for the last three financial years and the stub period

The following table sets forth certain key financial and operational parameters for the periods indicated:

Metric	Unit	As at and for the three months ended June 30,		As at and for Fiscal ended March 31,		
		2025	2024	2025	2024	2023
Consolidated Business						
Net Transaction Value ⁽¹⁾	in ₹ million	10,306.06	8,591.82	32,709.14	25,639.05	20,779.49
Revenue from operations ⁽²⁾	in ₹ million	3,672.67	2,808.56	11,444.65	8,280.18	6,365.97

Metric	Unit	As at and for the three months ended June 30,		As at and for Fiscal ended March 31,		
		2025	2024	2025	2024	2023
Contribution margin ⁽³⁾	% of NTV	19.67%	19.17%	19.53%	18.81%	16.51%
Adjusted EBITDA ⁽⁴⁾	in ₹ million	210.71	48.18	120.91	(1,190.12)	(2,976.92)
Adjusted EBITDA Margin (as a % of NTV) ⁽⁵⁾	% of NTV	2.04%	0.56%	0.37 %	(4.64)%	(14.33)%
Adjusted EBITDA Margin (as a % of revenue from operations) ⁽⁶⁾	% of revenue from operations	5.74%	1.72%	1.06%	(14.37)%	(46.76)%
Restated profit/ (loss) before tax ⁽⁷⁾	in ₹ million	56.35	126.21	285.13	(927.27)	(3,124.42)
Deferred tax credit ⁽⁸⁾	in ₹ million	(13.03)	-	2,112.12	-	-
Restated profit/ (loss) ⁽⁹⁾	in ₹ million	69.38	126.21	2,397.65	(927.72)	(3,124.84)
Annual transacting consumers ⁽¹⁰⁾	in million	7.02	6.04	6.78	5.75	4.93
Average monthly active service professionals ⁽¹¹⁾	in number	54,347	50,992	47,833	46,012	42,523
India (India consumer services and Native segments)						
Net Transaction Value ⁽¹⁾	in ₹ million	8,957.52	7,643.74	28,227.08	22,533.76	18,096.92
Revenue from India consumer services and Native ⁽²⁾	in ₹ million	3,313.73	2,492.86	9,974.16	7,382.87	5,738.45
Adjusted EBITDA ⁽⁴⁾	in ₹ million	237.43	210.34	489.10	(357.96)	(1,767.67)
Adjusted EBITDA Margin (as a % of NTV) ⁽⁵⁾	% of NTV	2.65 %	2.75%	1.73%	(1.59)%	(9.77)%
Adjusted EBITDA Margin (as a % of revenue from operations) ⁽⁶⁾	% of revenue from operations	7.17 %	8.44%	4.90%	(4.85)%	(30.80)%

Metric	Unit	As at and for the three months ended June 30,		As at and for Fiscal ended March 31,		
		2025	2024	2025	2024	2023
India consumer services segment						
Net Transaction Value ⁽¹⁾	in ₹ million	8,166.37	7,401.21	26,671.95	22,155.82	18,051.92
Revenue from operations ⁽²⁾	in ₹ million	2,718.27	2,310.47	8,813.93	7,095.16	5,700.31
Revenue from India consumer services – Services	in ₹ million	2,224.26	1,907.96	6,948.22	5,627.68	4,355.67
Revenue from India consumer services – Products	in ₹ million	494.01	402.51	1,865.71	1,467.48	1,344.64
Contribution margin ⁽³⁾	% of NTV	20.29%	19.72%	20.20%	19.62%	17.73%
Adjusted EBITDA ⁽⁴⁾	in ₹ million	327.84	296.71	879.33	(101.08)	(1,755.17)
Adjusted EBITDA Margin (as a % of NTV) ^{(5) (12)}	% of NTV	4.01%	4.01%	3.30%	(0.46)%	(9.72)%
Adjusted EBITDA Margin (as a % of revenue from operations) ⁽⁶⁾	% of revenue from operations	12.06%	12.84%	9.98 %	(1.42)%	(30.79)%
Annual transacting consumers ⁽¹⁰⁾	in million	6.78	5.86	6.54	5.59	4.76
Average monthly active service professionals ⁽¹¹⁾	in number	51,875	48,983	45,619	44,464	41,177
Native segment						
Net Transaction Value ⁽¹⁾	in ₹ million	791.15	242.53	1,555.13	377.94	45.01
Revenue from operations ⁽²⁾	in ₹ million	595.46	182.39	1,160.23	287.71	38.14
Adjusted EBITDA ⁽⁴⁾	in ₹ million	(90.41)	(86.37)	(390.23)	(256.88)	(12.50)

Metric	Unit	As at and for the three months ended June 30,		As at and for Fiscal ended March 31,		
		2025	2024	2025	2024	2023
Adjusted EBITDA Margin (as a % of NTV) ⁽⁵⁾	% of NTV	(11.43)%	(35.61)%	(25.56)%	(67.97)%	(27.77)%
Adjusted EBITDA Margin (as a % of revenue from operations) ⁽⁶⁾	% of revenue from operations	(15.18)%	(47.35)%	(34.25)%	(89.28)%	(32.77)%
International business segment						
Net Transaction Value ⁽¹⁾	in ₹ million	1,348.54	948.08	4,482.06	3,105.29	2,682.57
Revenue from operations ⁽²⁾	in ₹ million	358.94	315.70	1,470.49	897.31	627.52
Contribution margin ⁽³⁾	% of NTV	17.47%	18.12%	19.03%	14.50%	8.35%
Adjusted EBITDA ⁽⁴⁾	in ₹ million	(26.72)	(162.16)	(368.19)	(832.16)	(1,209.25)
Adjusted EBITDA Margin (as a % of NTV) ⁽⁵⁾	% of NTV	(1.98)%	(17.10)%	(8.21)%	(26.80)%	(45.08)%
Adjusted EBITDA Margin (as a % of revenue from operations) ⁽⁶⁾	% of revenue from operations	(7.45)%	(51.37)%	(25.04)%	(92.74)%	(192.70)%
Annual transacting consumers ⁽¹⁰⁾	in ₹ million	0.25	0.18	0.24	0.17	0.17
Average monthly active service professionals ⁽¹¹⁾	in number	2,472	2,009	2,215	1,548	1,346

Notes:

- (1) Net Transaction Value ("NTV") represents the sum of NTV from services and NTV from Native. NTV from services represents the monetary value paid by consumers towards services availed on our platform (gross of taxes, net of discounts, across the Urban Company consumer application, mobile website, net of cancellations). It does not separately include revenue from sale of products sold by us to service professionals as the amount charged to the consumer includes the cost of products to be used during service delivery. Further, it does not include tips given to service professionals by consumers. NTV from Native represents the monetary value of Native products (i.e., water purifiers and electronic door locks) paid by consumers across the Urban Company consumer application, mobile website, third party e-commerce sites and third-party retail stores. The price of the products sold on third party e-commerce sites and third-party retail stores are assumed to be same as price of the products sold on Urban Company consumer application (gross of taxes across the Urban Company consumer application, mobile website

and third-party e-commerce sites and third-party retail stores, net of order cancellations/ returns and discounts, gross of channel commissions).

- (2) Revenue from operations is as disclosed in the Restated Consolidated Financial Information. Segment revenue of "India consumer services", "Native" and "International business" is as per the segment revenue stated in note no. 41 in the Restated Consolidated Financial Information.
- (3) Contribution margin represents contribution profit as a percentage of NTV. Contribution profit represents the revenue from operations less (i) cost of providing services where our Company is the service provider, (ii) cost of goods sold, (iii) certain other direct costs namely, payment gateway charges, communication costs and minimum guarantee payouts, (iv) support costs and refunds, (v) logistics costs, and (vi) cloud hosting costs.
- (4) Adjusted EBITDA is defined as profit before tax less other income, plus finance costs, depreciation and amortization expense, share based payment expense, inventory losses on account of fire and share issue expense, less payment of lease liabilities.
- (5) Adjusted EBITDA margin (as a % of NTV) is defined as Adjusted EBITDA as a percentage of NTV.
- (6) Adjusted EBITDA margin (as a % of revenue from operations) is defined as Adjusted EBITDA as a percentage of Revenue from Operations.
- (7) Restated profit/ (loss) before tax is as disclosed in the Restated Consolidated Financial Information.
- (8) Deferred tax credit is as disclosed in the Restated Consolidated Financial Information.
- (9) Restated profit/ (loss) is as disclosed in the Restated Consolidated Financial Information.
- (10) Annual transacting consumers represents the total number of unique consumers who have availed at least one service or more in the trailing 12 month period prior to the end of the reporting period.
- (11) Average monthly active service professionals represent the service professionals who have delivered at least one service during a given month. This figure is calculated by averaging the number of such service professionals across all months in a specified period / year. This figure does not include the additional personnel hired by the service professionals.
- (12) The Adjusted EBITDA Margin (as a % of NTV), for the India consumer services segment excluding the loss on account of InstaHelp was 5.22% for the three months ended June 30, 2025.

Annexure C - Draft KPI disclosures to be included in the "Basis for Offer Price" and "Our Business" sections of the DRHP

The following table sets forth certain key financial and operational parameters for the periods indicated:

Metric	Unit	As at and for the three months ended June 30,		As at and for Fiscal ended March 31,		
		2025	2024	2025	2024	2023
Consolidated Business						
Net Transaction Value ⁽¹⁾	in ₹ million	10,306.06	8,591.82	32,709.14	25,639.05	20,779.49
Revenue from operations ⁽²⁾	in ₹ million	3,672.67	2,808.56	11,444.65	8,280.18	6,365.97

Metric	Unit	As at and for the three months ended June 30,		As at and for Fiscal ended March 31,		
		2025	2024	2025	2024	2023
Contribution margin ⁽³⁾	% of NTV	19.67%	19.17%	19.53%	18.81%	16.51%
Adjusted EBITDA ⁽⁴⁾	in ₹ million	210.71	48.18	120.91	(1,190.12)	(2,976.92)
Adjusted EBITDA Margin (as a % of NTV) ⁽⁵⁾	% of NTV	2.04%	0.56%	0.37 %	(4.64)%	(14.33)%
Adjusted EBITDA Margin (as a % of revenue from operations) ⁽⁶⁾	% of revenue from operations	5.74%	1.72%	1.06%	(14.37)%	(46.76)%
Restated profit/ (loss) before tax ⁽⁷⁾	in ₹ million	56.35	126.21	285.13	(927.27)	(3,124.42)
Deferred tax credit ⁽⁸⁾	in ₹ million	(13.03)	-	2,112.12	-	-
Restated profit/ (loss) ⁽⁹⁾	in ₹ million	69.38	126.21	2,397.65	(927.72)	(3,124.84)
Annual transacting consumers ⁽¹⁰⁾	in million	7.02	6.04	6.78	5.75	4.93
Average monthly active service professionals ⁽¹¹⁾	in number	54,347	50,992	47,833	46,012	42,523
India (India consumer services and Native segments)						
Net Transaction Value ⁽¹⁾	in ₹ million	8,957.52	7,643.74	28,227.08	22,533.76	18,096.92
Revenue from India consumer services and Native ⁽²⁾	in ₹ million	3,313.73	2,492.86	9,974.16	7,382.87	5,738.45
Adjusted EBITDA ⁽⁴⁾	in ₹ million	237.43	210.34	489.10	(357.96)	(1,767.67)
Adjusted EBITDA Margin (as a % of NTV) ⁽⁵⁾	% of NTV	2.65 %	2.75%	1.73%	(1.59)%	(9.77)%
Adjusted EBITDA Margin (as a % of revenue from operations) ⁽⁶⁾	% of revenue from operations	7.17 %	8.44%	4.90%	(4.85)%	(30.80)%

Metric	Unit	As at and for the three months ended June 30,		As at and for Fiscal ended March 31,		
		2025	2024	2025	2024	2023
India consumer services segment						
Net Transaction Value ⁽¹⁾	in ₹ million	8,166.37	7,401.21	26,671.95	22,155.82	18,051.92
Revenue from operations ⁽²⁾	in ₹ million	2,718.27	2,310.47	8,813.93	7,095.16	5,700.31
Revenue from India consumer services – Services	in ₹ million	2,224.26	1,907.96	6,948.22	5,627.68	4,355.67
Revenue from India consumer services – Products	in ₹ million	494.01	402.51	1,865.71	1,467.48	1,344.64
Contribution margin ⁽³⁾	% of NTV	20.29%	19.72%	20.20%	19.62%	17.73%
Adjusted EBITDA ⁽⁴⁾	in ₹ million	327.84	296.71	879.33	(101.08)	(1,755.17)
Adjusted EBITDA Margin (as a % of NTV) ^{(5) (12)}	% of NTV	4.01%	4.01%	3.30%	(0.46)%	(9.72)%
Adjusted EBITDA Margin (as a % of revenue from operations) ⁽⁶⁾	% of revenue from operations	12.06%	12.84%	9.98 %	(1.42)%	(30.79)%
Annual transacting consumers ⁽¹⁰⁾	in million	6.78	5.86	6.54	5.59	4.76
Average monthly active service professionals ⁽¹¹⁾	in number	51,875	48,983	45,619	44,464	41,177
Native segment						
Net Transaction Value ⁽¹⁾	in ₹ million	791.15	242.53	1,555.13	377.94	45.01
Revenue from operations ⁽²⁾	in ₹ million	595.46	182.39	1,160.23	287.71	38.14
Adjusted EBITDA ⁽⁴⁾	in ₹ million	(90.41)	(86.37)	(390.23)	(256.88)	(12.50)

Metric	Unit	As at and for the three months ended June 30,		As at and for Fiscal ended March 31,		
		2025	2024	2025	2024	2023
Adjusted EBITDA Margin (as a % of NTV) ⁽⁵⁾	% of NTV	(11.43)%	(35.61)%	(25.56)%	(67.97)%	(27.77)%
Adjusted EBITDA Margin (as a % of revenue from operations) ⁽⁶⁾	% of revenue from operations	(15.18)%	(47.35)%	(34.25)%	(89.28)%	(32.77)%
International business segment						
Net Transaction Value ⁽¹⁾	in ₹ million	1,348.54	948.08	4,482.06	3,105.29	2,682.57
Revenue from operations ⁽²⁾	in ₹ million	358.94	315.70	1,470.49	897.31	627.52
Contribution margin ⁽³⁾	% of NTV	17.47%	18.12%	19.03%	14.50%	8.35%
Adjusted EBITDA ⁽⁴⁾	in ₹ million	(26.72)	(162.16)	(368.19)	(832.16)	(1,209.25)
Adjusted EBITDA Margin (as a % of NTV) ⁽⁵⁾	% of NTV	(1.98)%	(17.10)%	(8.21)%	(26.80)%	(45.08)%
Adjusted EBITDA Margin (as a % of revenue from operations) ⁽⁶⁾	% of revenue from operations	(7.45)%	(51.37)%	(25.04)%	(92.74)%	(192.70)%
Annual transacting consumers ⁽¹⁰⁾	in ₹ million	0.25	0.18	0.24	0.17	0.17
Average monthly active service professionals ⁽¹¹⁾	in number	2,472	2,009	2,215	1,548	1,346

Notes:

- (1) Net Transaction Value ("NTV") represents the sum of NTV from services and NTV from Native. NTV from services represents the monetary value paid by consumers towards services availed on our platform (gross of taxes, net of discounts, across the Urban Company consumer application, mobile website, net of cancellations). It does not separately include revenue from sale of products sold by us to service professionals as the amount charged to the consumer includes the cost of products to be used during service delivery. Further, it does not include tips given to service professionals by consumers. NTV from Native represents the monetary value of Native products (i.e., water purifiers and electronic door locks) paid by consumers across the Urban Company consumer application, mobile website, third party e-commerce sites and third-party retail stores. The price of the products sold on third party e-commerce sites and third-party retail stores are assumed to be same as price of the products sold on Urban Company consumer application (gross of taxes across the Urban Company consumer application, mobile website

and third-party e-commerce sites and third-party retail stores, net of order cancellations/ returns and discounts, gross of channel commissions).

- (2) *Revenue from operations is as disclosed in the Restated Consolidated Financial Information. Segment revenue of "India consumer services", "Native" and "International business" is as per the segment revenue stated in note no. 41 in the Restated Consolidated Financial Information.*
- (3) *Contribution margin represents contribution profit as a percentage of NTV. Contribution profit represents the revenue from operations less (i) cost of providing services where our Company is the service provider, (ii) cost of goods sold, (iii) certain other direct costs namely, payment gateway charges, communication costs and minimum guarantee payouts, (iv) support costs and refunds, (v) logistics costs, and (vi) cloud hosting costs.*
- (4) *Adjusted EBITDA is defined as profit before tax less other income, plus finance costs, depreciation and amortization expense, share based payment expense, inventory losses on account of fire and share issue expense, less payment of lease liabilities*
- (5) *Adjusted EBITDA margin (as a % of NTV) is defined as Adjusted EBITDA as a percentage of NTV.*
- (6) *Adjusted EBITDA margin (as a % of revenue from operations) is defined as Adjusted EBITDA as a percentage of Revenue from Operations.*
- (7) *Restated profit/ (loss) before tax is as disclosed in the Restated Consolidated Financial Information.*
- (8) *Deferred tax credit is as disclosed in the Restated Consolidated Financial Information.*
- (9) *Restated profit/ (loss) is as disclosed in the Restated Consolidated Financial Information.*
- (10) *Annual transacting consumers represents the total number of unique consumers who have availed at least one service or more in the trailing 12 month period prior to the end of the reporting period.*
- (11) *Average monthly active service professionals represent the service professionals who have delivered at least one service during a given month. This figure is calculated by averaging the number of such service professionals across all months in a specified period / year. This figure does not include the additional personnel hired by the service professionals.*
- (12) *The Adjusted EBITDA Margin (as a % of NTV), for the India consumer services segment excluding the loss on account of InstaHelp was 5.22 % for the three months ended June 30, 2025.*