



IPO : Rentomojo Limited

September 2026

Snapshot

Rentomojo Limited is a technology-driven, full-stack online rental and subscription platform for furniture and appliances in India. The company offers flexible and affordable access to home essentials through long-term subscription plans, supported by an integrated asset lifecycle covering procurement, refurbishment, servicing, reverse logistics and redeployment. As of March 31, 2026, Rentomojo had 253,825 live subscribers across 29 cities. The company has established a leading position in the organised rental market and has demonstrated strong financial scalability, reporting total income of ₹394.09 crore and a net profit of ₹104.30 crore in FY26, reflecting improving unit economics and operational efficiency.

Opening Date	Wednesday, September 9, 2026
Closing Date	Friday, September 11, 2026
Price Band	Rs. 384 to 404 per share
Bid Lot	37 Shares
Issue Size	5,27,31,946 shares (aggregating up to Rs. 1,256 Cr)
Fresh Issue	37,15,449 shares (aggregating up to Rs. 150 Cr)
Offer for Sale	2,73,65,529 shares (aggregating up to Rs. 1,106 Cr)
Registrar	Kfin Technologies Ltd.

Company Vision

Rentomojo's vision is centred on making access more convenient than ownership by enabling consumers to furnish and equip their homes without significant upfront expenditure or long-term ownership commitments. The company aims to build a scalable, technology-driven rental ecosystem supported by its integrated asset lifecycle, covering procurement, servicing, refurbishment and redeployment. Its strategy focuses on enhancing customer experience, strengthening operational efficiency and building consumer trust through flexible subscription solutions. By combining subscription, e-commerce and re-commerce capabilities, Rentomojo seeks to create a sustainable and efficient platform for India's evolving urban and mobile consumer base.

Growth Prospects

Rentomojo's growth prospects are supported by increasing urbanisation, workforce mobility and growing consumer preference for flexible, subscription-based access to home essentials. The company had 253,825 live subscribers across 29 cities as of March 31, 2026, providing a strong foundation for future expansion. Its growth strategy includes selective expansion into new markets, strengthening its omni-channel presence, expanding private-label offerings and further investing in technology and operational infrastructure. The company's integrated asset lifecycle and improving profitability could support scalable growth, while rising demand from Tier-2 and Tier-3 cities presents an additional long-term expansion opportunity.

Key Financials

Amount in cr.	FY2026	FY2025	FY2024
Assets	641	450	366
Total Income	394	272	196
Profit After Tax	104	43	22
EBITDA	163.46	118.44	78.15
NET Worth	296	184	140
Reserves and Surplus	292	183	139
Total Borrowing	188	155	147

Risk Assessment

Rentomojo faces risks primarily due to the asset-intensive nature of its rental business and its significant dependence on furniture and appliance subscription revenue. Any decline in consumer demand, lower subscriber retention or increased competition could adversely affect growth and profitability. The company also depends on vendors and third-party manufacturers for asset procurement, creating potential supply-chain risks. Operational disruptions, warehouse incidents, asset damage and high borrowing requirements may impact financial performance. Additionally, revenue concentration in major cities and the need to continuously maintain high asset utilisation and efficient refurbishment cycles remain important risks for the business.