



## IPO : Wakefit Innovations Limited

December 2025

**Snapshot**

Wakefit Innovation Limited incorporated in 2016, It is Indian D2C (Direct-to-Consumer) home and sleep solutions company, best known for its high-quality and affordable range of mattresses, furniture, and home décor products which is Bengaluru-based company that has recently filed its Draft Red Herring Prospectus (DRHP) with SEBI for an Initial Public Offering (IPO) totaling ₹468.2 cr, targeting growth in India's home furnishings sector. Wakefit's business strategy leverages online marketplaces alongside an expanding offline presence through exclusive company-owned stores (COCO stores) to reach a wide spectrum of customers across urban and semi-urban India

**Company Vision**

Wakefit Innovations Limited's vision is rooted in the idea of making premium sleep and home solutions accessible and affordable for everyone in India. The company's founders, Ankit Garg and Chaitanya Ramalingegowda, saw an urgent need for high-quality, scientifically-designed products that support better sleep health and comfort in Indian households, where traditional buying patterns and high prices often limited access to such essentials.

**Risk Assessment**

Wakefit Innovations faces several risks including high reliance on mattress sales, which accounted for around 60% of total revenue, making it vulnerable to demand fluctuations and changing consumer preferences. The company operates in a highly competitive and fragmented home furnishing industry, facing intense pricing pressure and challenges from unorganized players. Dependence on third-party logistics and raw material suppliers poses supply chain risks, as disruptions can affect delivery schedules and margins. Wakefit also has a history of operating losses with negative cash flows, raising concerns about sustained profitability and financial health.

Opening Date	Monday, December 8, 2025
Closing Date	Wednesday, December 10, 2025
Price Band	Rs.185 to Rs.195 per share
Bid Lot	76 Shares
Face Value	Rs.1 per share
Issue Size	6,60,96,866 share (aggregating up to Rs.1288.89 Cr)
Fresh Issue	1,93,42,461 shares (aggregating up to Rs.377.18 Cr)
Offer for Sale	4,67,54,405 shares (aggregating up to Rs.911.71 Cr)
Registrar	MUFG Intime India Pvt.Ltd.

**Key Financial**

Amount in cr.	30-Sep-25	FY2025	FY2024
Assets	1,220	1,051	928
Total Income	741	1,305	1,017
Profit After Tax	36	(35)	(15)
EBITDA	103	91	66
NET Worth	557	521	544
Reserves and Surplus	522	500	523

**Growth Prospects**

Wakefit Innovations exhibits strong growth prospects in India's expanding organised home furnishings market, with FY25 revenue surging 30% to ₹1,274 crore. Key drivers include aggressive offline expansion via 117-120 new COCO stores (₹82 crore allocation), manufacturing upgrades (₹15.4 crore for equipment), and heavy marketing (₹108.4 crore) to boost brand visibility and omnichannel presence. Vertical integration across five automated plants supports scalability, positioning it against competitors amid rising consumer demand for premium sleep solutions.