



Urban tots
Kids Unplugged

Deepak Houseware & Toys Ltd.

Leading Toy Manufacturing Company

RIDE-ON TOYS CATALOGUE

BUILT FOR UNSTOPPABLE FUN

ABOUT US

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Welcome to Urban Tots, India's premier toy brand where creativity meets innovation!

Our 350000 sqft state-of-the-art facility in Bhiwadi is the heart of our operations. We design and manufacture a wide range of toys, from ride-ons and sensory toys to educational and electronic toys, with an impressive production capacity of 1 million + units annually.

At Urban Tots, innovation never stops. Our growing capabilities in reverse engineering and new toy development allow us to stay ahead of trends and deliver exciting, future-ready products

Partnering with leading brands like Dmart, FirstCry, Hamleys, Reliance Smart Bazaar and V-Mart, we ensure world-class quality using cutting-edge technology. Our automated conveyors and Special Purpose Machines (SPMs) streamline production, while our Poka Yoke system prevents defects. With the expertise of our Quality Control team using 7 QC tools, we guarantee excellence in every product.

Our toys meet International standards, proudly bearing EN-71, G Mark and BIS Certificates. Led by Chairman **Mr. Deepak Chaudhary**, we are driven by a shared passion for innovation. Our skilled workforce of over 450 employees ensures seamless operations.

At Urban Tots, we are creators of memories. We prioritize sustainability with zero-waste practices and empower underprivileged women through employment opportunities.

With a robust dealer network across India, Urban Tots is poised for continued growth and expansion.

From the Chairman's Desk

At Urban Tots, we craft memories that last a lifetime. Our focus on quality and innovation drives our vision to become India's #1 brand, with a global presence in the next 5 years. We take pride in creating products in India that will be loved by children worldwide.

– Mr. Deepak Chaudhary



VISION

To lead the Indian toy industry through innovation, creativity, and strong partnerships. We aim to ignite imagination and learning in children through high-quality, Made-in-India toys that leave a lasting impact.

MISSION

To craft premium, safe, and value-driven toys that contribute to the developmental growth of every child. By nurturing meaningful partnerships and fostering a positive work culture, we strive to create a future filled with learning, fun, and growth.

CORE VALUES

We are committed to safety, innovation, and quality toys and ride-ons that spark joy, earn trust, and proudly represent Indian excellence while delighting kids and parents alike.

OUR CLIENTELE

Our products are trusted by some of the most recognized names in retail and e-commerce. We proudly supply to industry leaders such as

D-Mart

firstcry.com

Hamleys EST. LONDON 1760

SMART BAZAAR

V MART



Our Toys Meet International Standards

450+
Employees

Production Capacity
1 MILLION+
Units Annually

3,50,000 sq.ft

EN 71

G-Mark

IS 15644 : 2006

CM/L : 8600118816





STATE-OF-THE-ART FACILITIES

Our vertically integrated manufacturing unit is equipped with cutting-edge technology and an in-house design studio, allowing for full control over product development and quality assurance. With a large inventory of proprietary moulds and modern automation systems, we ensure precision, consistency, and scalability. Our infrastructure supports high-volume production while remaining flexible enough to cater to evolving market demands, new trends, and custom requirements.













Urban tots
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UT-JP-2188

UT-JP-2188

Non-Painted Car

Item code - DHT-2188

The UT-JP-2188 brings fun, style, and control to your child's first driving adventure

Dimensions: 128x83x76.9cm
Battery : 12v 7.6AH
Remote Control : 2xAAA Battery
Motor : 12V 15000 RPM (4x4)
Charger : 12v 1000MA
Maximum Load : 50kg Applicable
Applicable Age : 2-8 Years















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EN 71 G-Mark IS 15644 : 2006 CM/L : 8600118816

Urban tots
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UT-JP-2188

Painted Car







Ready to Ride with Power,
Style, and Ultimate Fun

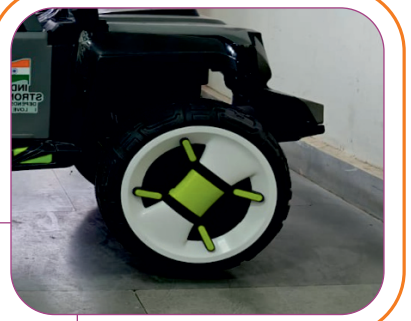
EN 71 G-Mark IS 15644 : 2006 CM/L : 8600118816

UT-JP-2288

Item code - DHT-2288

The UT-JP-2288 Car is the ultimate start to off-road adventure fun.

Dimensions: 128x73x74cm
Battery : 12v 7.6AH
Remote Control : 2xAAA Battery
Motor : 12V 15000 RPM (4x4)
Charger : 12v 1000MA
Maximum Load : 50kg Applicable
Applicable Age : 2-8 Years







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Urban tots
Kids Unplugged

UT-JP-1166

UT-JP-1166

Item code - DHT-2388

UT-JP-1166 is the perfect introduction to the world of ride-on toys.

Dimensions: 128x73x74cm
Battery : 12v 7.6AH
Remote Control : 2xAAA Battery
Motor : 12V 15000 RPM (4x4)
Charger : 12v 1000MA
Maximum Load : 50kg Applicable
Applicable Age : 2-8 Years











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POBO SERIES
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SPEED
POBO

UT-JP-POBO-1135T

Item code - DHT-1135T

Inspired by real road legends, UT-JP-POBO-1135T delivers iconic rides.

Product Dimensions: 104x67.5x72.5cm
Battery: 6V 4.5x2AH
Remote Control: 2 x AAA Battery
Motor: 12V 15000 RPM (4x4)
Charger: 12V 1000MA
Maximum Load: 40kg Applicable
Applicable Age: 2-8 Years







IS 15644 : 2006
CM/L : 8600118816

UT-JP-POBO-1135E

Item code - DHT-1135-E



UT-JP-POBO-1135E combines silent power with eco-friendly design for kids.

Product Dimensions: 104x67.5x72.5cm
Battery: 6V 4.5x2AH
Remote Control: 2 x AAA Battery
Motor: 12V 15000 RPM (4x4)
Charger: 12V 1000MA
Maximum Load: 40kg Applicable
Applicable Age: 2-8 Years



IS 15644 : 2006
CM/L : 8600118816

UT-JP-ZAGON-1140

Item code - DHT-1140

The UT-JP-ZAGON-1140 Kids Car every ride into a stylish adventure.

Battery : 6v 4.5AHx2
Remote Control : 2*AAA Battery
Motor : 12V 15000 RPM (2x2)
Charger : 12v 1000MA
Maximum Load : 40kg Applicable
Applicable Age : 2-8 Years



IS 15644 : 2006
CM/L : 8600118816

UT-JP-1699

Item code - DHT-1699

The UT-JP-1699 Car brings bold design to their first ride-on experience.

Dimensions : 132x78x82cm
Battery : 12v 7.6AH
Remote Control : 2 x AAA Battery
Motor : 12V 15000 RPM (4x4)
Charger : 12v 1000MA
Maximum Load : 50kg Applicable
Applicable Age : 2-8 Years





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SMALL JEEP



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SMALL WHEEL





UT-SJ-908

UT-SJ-908

Small Wheel

Item code - UT-908

Adventure begins with the rugged and ready UT-SJ-908 Kids Car

Dimensions: 100x66x67cm
Battery :6v 4.5AHx2
Remote Control : 2 x AAA Battery
Motor : 12V 15000 RPM (4x4)
Charger : 12v 1000MA
Maximum Load : 35kg Applicable
Applicable Age : 2-8 Years











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UT-SJ-888

Item code - UT-888

Designed for young drivers, the UT-SJ-888 delivers comfort and class.

Dimensions: 95x57x66cm
Battery : 12v
Remote Control : 2 x AAA Battery
Motor : 12V 15000 RPM (4x4)
Charger : 12v 1000MA
Maximum Load : 35kg Applicable
Applicable Age : 2-8 Years



Painted







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Non- Painted





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UT-SJ-906

Item code - UT-906

The UT-SJ-906 Kids Car makes every ride exciting and stylish.

Dimensions: 100x66x67cm
Battery :6v 4.5AHx2
Remote Control : 2 x AAA Battery
Motor : 12V 15000 RPM (4x4)
Charger : 12v 1000MA
Maximum Load : 35kg Applicable
Applicable Age : 2-8 Years





IS 15644 : 2006
CM/L : 8600118816

UT-SJ-5566

Item code - UT-5566

The UT-SJ-5566 Car is the ideal first ride for little drivers

Dimensions: 95x57.5x66.5cm
Battery : 6v 4.5AH x 2
Remote Control : 2 x AAA Battery
Motor : 12V 15000 RPM (4x4)
Charger : 12v 1000MA
Maximum Load : 35kg Applicable
Applicable Age : 2-8 Years

Colors

Also available with starlight and big wheel



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BIKE
UT-0005
Urban Tots
UT-0005
Urban Tots



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URBAN HAWK

URBAN HAWK

Item code - UT-104

Little riders, big smiles. Let your child cruise in style and safety.

Product Dimensions: 81.5x 43.5x 61cm
Battery: 6V 4.5AH
Remote Control: Manual
Motor: 6V
Charger: 6V 1000 MA
Maximum Load: 25kg Applicable















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URBAN COOL



URBAN COOL

URBAN COOL

Item code - UT-103 A

Urban cool brings cute retro style in a compact, fun-sized ride.

Product Dimensions: 81x 45x 64cm
Battery: 6V 4.5AH
Remote Control: Manual
Motor: 6V
Charger: 6V 1000 MA
Maximum Load: 25kg Applicable











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URBAN BOB

URBAN BOB

Item code - UT-103

Little riders, big smiles. Let your child cruise in style and safety.

Product Dimensions: 81 x 45x 64cm
Battery: 6V 4.5AH
Remote Control: Manual
Motor: 6V
Charger: 6V 1000 MA
Maximum Load: 25kg Applicable











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UT-BK-SUPER-RRR

Item code - DHT-UT-10484

Little riders, big smiles. Let your child cruise in style and safety.

Product Dimensions: 117 x 45.5 x 63.5cm
Battery: 12V 4.5AH
Remote Control: Manual
Motor: 12V
Charger: 6V 1000 MA
Maximum Load: 25kg Applicable

Non- Painted





Painted







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UT-BK-SH-1130G

Item code - DHT-1130G

Little riders, big smiles. Let your child cruise in style and safety.

Product Dimensions: 89.5 x 46.5 x 59.5cm
Battery: 6V 4.5AH
Remote Control: Manual
Motor: 6V
Charger: 6V 1000 MA
Maximum Load: 25kg Applicable







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UT-TRACTOR

Tractor- 114 x 65.5 x 69
Trolley- 74.5 x 46.5 x 49.5
Battery 12V 7.6AH
Remote Control - 2*AAA Battery
Motor -12V x 2
Charger- 12V 1000MA
Maximum Load - 35 KG
Applicable Age -Applicable 2–6 Years







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Leading Toy Manufacturing Company

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