



# Urban tots

**Kids Unplugged**

**Deepak Houseware & Toys Ltd.**

Leading Toy Brand & Manufacturing Company

## Company Profile



Founded with a passion for creating safe, imaginative, and educational play experiences, we have quickly emerged as a leader in the Indian toy manufacturing landscape. With a revenue milestone of **₹100+ crore in FY 2024** and a growing team of over **500 experts**, our journey reflects innovation, dedication, and quality. Our extensive product portfolio spans plastic, electronic, rubber, and metal toys—each designed to engage and inspire. As we move toward an IPO in the coming years, we remain committed to expanding our footprint and bringing joy to millions of children across the country.

# About Us

# Who We Are?

We are creators of joy and builders of childhood memories. Our brand stands for trust, creativity, and purposeful play. With a focus on quality and affordability, our toys are thoughtfully designed to enhance motor skills, cognitive development, and imagination. From ride-on toys to educational sets, each product is crafted to meet the evolving needs of modern parents and curious young minds. As a proudly Indian manufacturer, we blend global standards with local insight to deliver unmatched value.



# Vision

At Urban Tots, our vision is to become India's leading toy brand by fostering innovation, driving excellence, and building lasting partnerships. We aim to inspire growth, creativity, and learning through high-quality toys, empowering children to explore, imagine, and develop skills that shape their future.

We aim to craft premium, Made-in-India toys that provide exceptional value and safety. We are committed to creating meaningful, profitable relationships with our partners while nurturing a growth-oriented work culture. We strive to enrich children's lives by delivering innovative, high-quality toys and contribute to their developmental journey.

# Mission





# What We're Dealing

We specialize in providing high-quality solutions tailored to meet modern needs. Our offerings include top-notch products, innovative services, and expert support all designed to deliver value, reliability, and satisfaction. From concept to completion, we deal in excellence.

- 01 Ride-on Toys**
- 02 Sensory Toys**
- 03 Education Toys**
- 04 Electronic Toys**

# Ride-On Toys



To view more products, Visit our website

# Sensory Toys



To view more products, Visit our website

# Education Toys



To view more products, Visit our website

# Electronic Toys



To view more products, Visit our website

# State-of-the-Art Facilities

Our vertically integrated manufacturing units are 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.





Over

**450+**

Employees

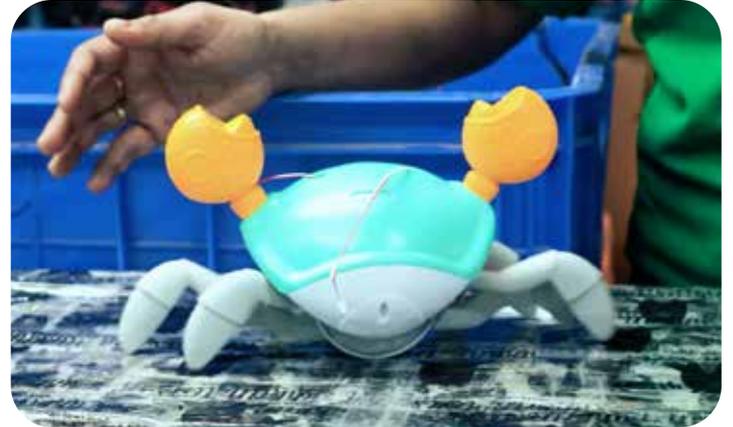
Production capacity

**10000+**

Metric Tons Annually

**350000 sq.ft**





## Our Toys Meet International Standards



G certificates

# 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

The logo for firstcry.com, featuring the word "firstcry" in a colorful, lowercase font with ".com" in a smaller purple font below it.The logo for Hamleys, featuring the word "Hamleys" in a red, cursive font with three stars above the 'y' and "EST. LONDON 1785" in a small red banner below.The logo for SMART BAZAAR, featuring the word "SMART" in blue and "BAZAAR" in white on a red square background.The logo for D Mart, featuring the word "D Mart" in green with a stylized tree icon above the letter 'M'.The logo for V MART, featuring a large red 'V' above the word "MART" in red.

Along with numerous independent retailers across India. These valued partnerships reflect the confidence our clients place in our quality, reliability, and service. With a growing network of dealers and distributors, our toys continue to reach new households every day, making us a preferred partner in the toy industry.





# Urban tots

## Kids Unplugged

A leading toy brand and manufacturer based in Bhiwadi, Rajasthan.  
From ride-ons to kids toys, we design fun, safe, and innovative toys  
that kids love and parents trust!



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