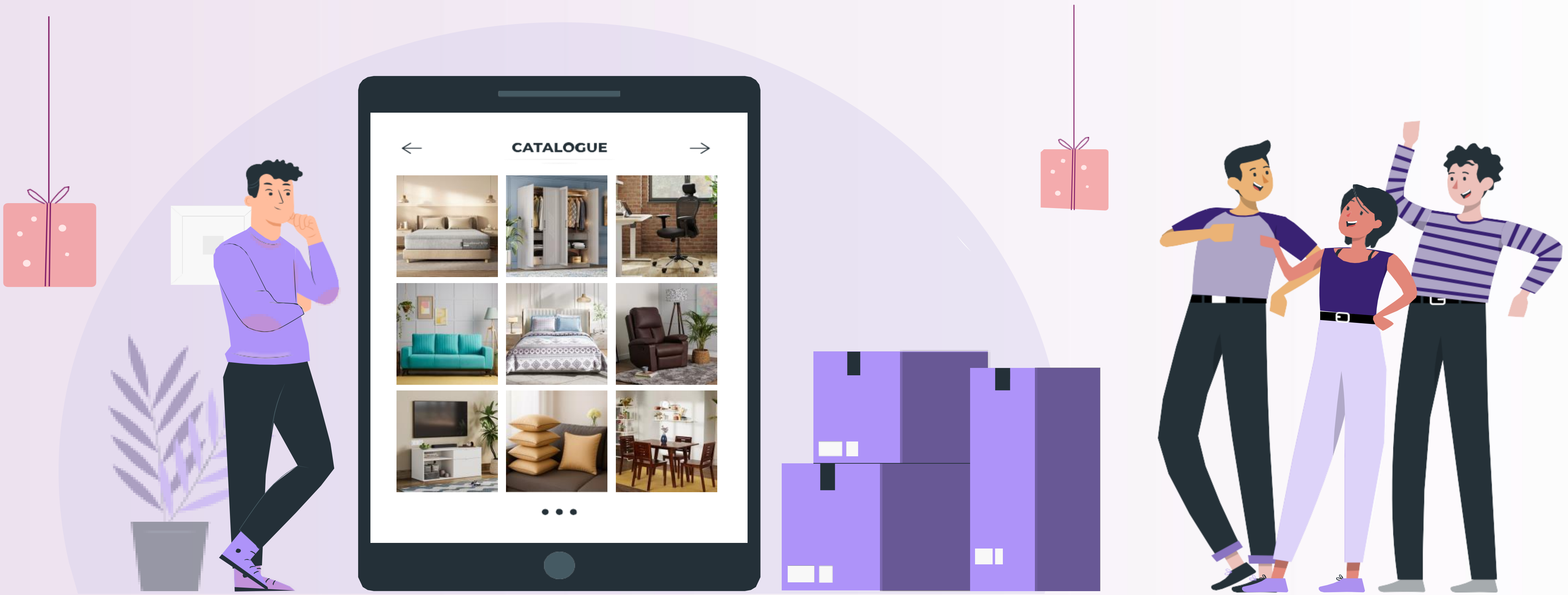

Investor Presentation

Wakefit Innovations Limited

May 2026

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Wakefit At a Glance

Largest and Fastest Growing D2C Home and Furnishing Solutions Destination

Mattresses | Furniture | Furnishings

Product Categories

Company Website | Marketplaces | MBOs | COCO Stores

Points of Sale

Product R&D | Manufacturing Plants | Warehousing | Logistics

Integrated Pillars

Technology | Data Analytics | Customer Experience

Foundational Elements

Largest D2C Player[1,2]
in the home and furnishings segment in India

Fastest Homegrown Player[1]
to achieve a total annual income of >₹10,000mn in just over nine years of operations

Only Player[3]
With complete control over the upstream processes of the value chain[4]

Top-Rated Player
Across the top two horizontal online marketplaces[5]

FY26 (INR Mn)			
14,889	**1,123**	**911**	**1,892**
+16.9%	**7.5%**	**6.1%**	**12.7%**
Revenue from operations (YoY Growth%)	Operating EBITDA [6] (% margin)	PBT after exceptional items (% margin)	PAT [7] (% margin)

Source: Redseer Report. Note MBOs: Multi-branded Outlets. 1. In the home & furnishings market in India among organized peers basis Redseer report. 2. In terms of revenue from operations in Fiscal 2024 basis Redseer report. 3. Among the home & furnishings peers basis Redseer report. 4. Covering design to manufacturing phase in the mattress and furniture segments, that encompasses R&D, Prototyping, and manufacturing. 5. In the home and furnishings market across SKUs in the mattress, furniture and furnishings and décor categories among its organized peers basis Redseer report. 6. Operating EBITDA represents EBITDA before considering Ind AS116 adjustments (lease), ESOP charges and other non operating or one time income & expenses. 7. FY26 PAT is after the impact of Deferred Tax Asset of INR 980.7 mn

Quarterly Overview

Management commentary (1/2)

Ankit Garg
Chairman, CEO &
Executive Director

"In FY26 we set a new record in terms of revenue from operations. The mattress segment witnessed healthy momentum with ~17% YoY growth. Furniture category delivered growth of ~24% on a YoY basis. In FY26, our retail channel growth stood at 49%.

Due to the seasonality element in the business, YoY trends are appropriate parameters to gauge performance. In Q4FY26, the mattress category maintained its growth trajectory and reported a 20% growth on a YoY basis and outperformed the overall industry growth trends. The Retail Channel growth for Q4FY26 stood at ~35%.

Multiple external headwinds impacted the second half of the year, weighing on consumer demand and discretionary spending. Despite these challenges, the Company delivered a reasonable performance during the period. In FY27, we are targeting revenue growth driven by the strength of our Mattress portfolio, while improving the reach of our furniture and furnishing business. We are closely monitoring raw material prices to navigate the volatile environment with prudent price increases and focused cost optimization efforts while ensuring best value to our customers.

The long term opportunity in the Indian home and furniture market continues to remain intact. Structural growth drivers such as rising urbanization, premiumization trends, increasing online adoption, and a growing consumer preference for organized branded players continue to support long-term category expansion. In line with this, the Board of Directors have approved expanding our scope of work in the MOA which will allow us to strengthen our offerings and reinforce our position as a comprehensive home and furnishing solution provider."

Management commentary (2/2)

Chaitanya Ramalingegowda
Executive Director

"From a macro perspective March 2026 witnessed significant volatility across several raw material categories, with select key inputs such as Polyol and TDI registering price increases in the range of 30% to 160%. Furthermore, there were elevated costs across crude linked materials, packaging inputs, logistics, and infrastructure related expenses.

The impact of cost inflation was partly mitigated through strong supplier relationships built over the years. Also, we initiated measured pricing actions towards the end of March, with a further round of price increases implemented in April.

In the March quarter, the Company invested its internal accruals for COCO store expansion. The Company ended the year with 139 active COCO stores. Our owned channels, which include the website, contributed over 67.2% of total revenues in FY26 vs 57.0% in FY25.

We had a 30% increase in our MBO store counts, ending March 2026 with 1,948 stores across 536 cities. We continue to view MBOs as strategic partners as they help expand geographic reach, improve accessibility and deepen market penetration across both existing and newer regions and enhance overall brand visibility and customer touchpoints.

Our balance sheet continues to be strong with investable cash of INR 9,586 mn as of March 31, 2026. Going forward, we intend to prioritize store expansion in Tier 2 towns to deepen our geographic reach.

During the year, the Company continued to invest in brand building, marketing, customer acquisition, and omnichannel expansion to grow market share and drive long-term growth.

Looking ahead, our focus remains on strengthening the omnichannel ecosystem, deepening customer engagement, and investing in innovation across products and categories. With the home and furniture market in India still largely fragmented and underpenetrated by organized players, we see Wakefit evolving into an integrated home-focused platform where adjacent categories drive cross-selling opportunities, customer retention, and long-term growth."

Recent updates

wakefit

Operating Environment	Raw material procurement costs rose substantially during the latter part of Q4FY26, with select key inputs including polyols, TDI etc registering price increases of 30% to 160%. Competitive intensity remained elevated during the March quarter as players increased spending to stimulate relatively subdued demand. The Company initiated phased pricing actions beginning in the latter part of March, followed by another round of price revisions in April.
MOA Object Clause Expansion	The Board of Directors of the Company approved amending the existing object clauses and by inclusion of new object clauses that will support the core categories. Aimed at broadening the Company's operational scope within the wider mattress, furniture and furnishing ecosystem, the expansion into adjacent categories includes home improvement, lifestyle solutions and ancillary products to our core categories. The amendments are aligned with the Company's vision to be one stop destination for home furnishing needs. The proposal is provided to the members of the Company for approval.
Stores update	As on 31-Mar-26, the company had 139 active COCO stores. Committed to store expansion plans in line with the plans stated in the IPO offer document.

Key Highlights: Highest Ever Annual Performance

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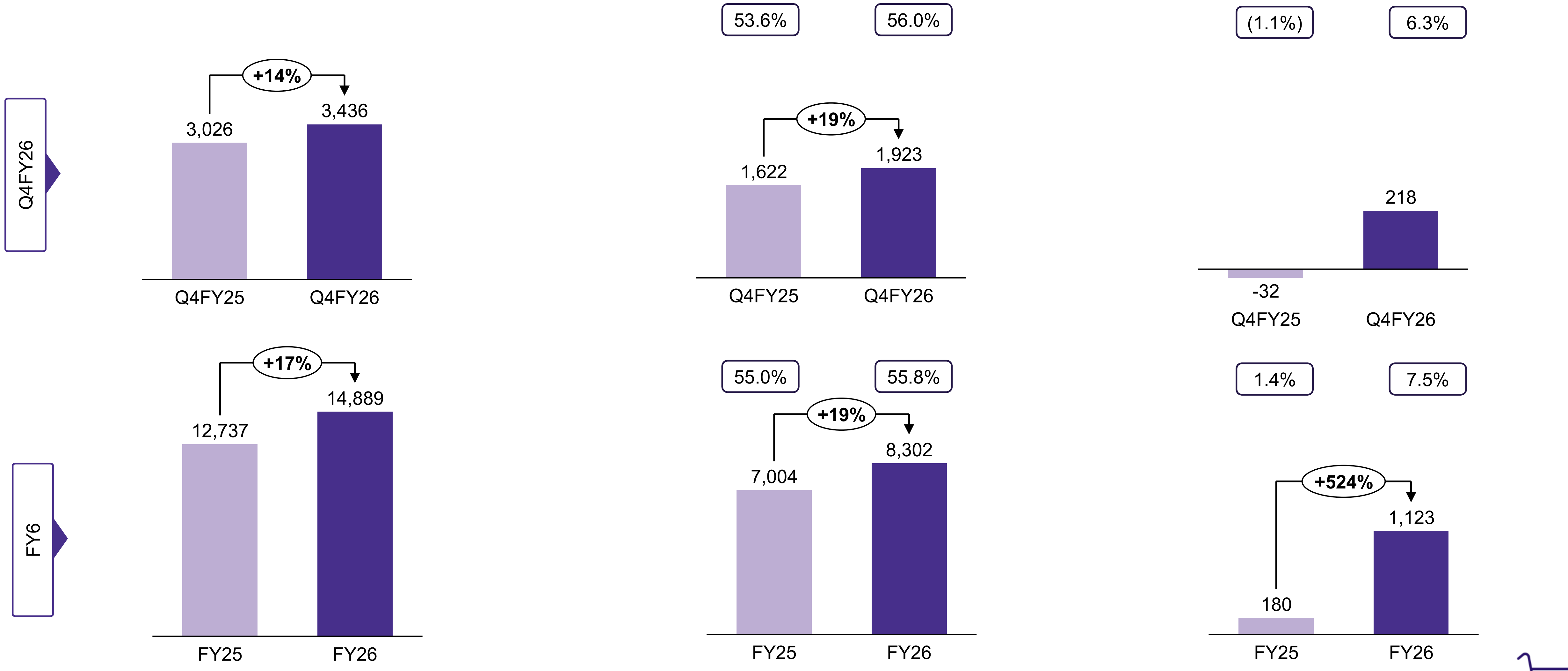
INR mn *Margins (%)*

Revenue from Operations | **Gross Profit & Margins (%)** | **Operating EBITDA & Margins[1] (%)**



1. *Operating EBITDA represents EBITDA before considering Ind AS116 adjustments (lease), ESOP charges and other non operating or one time income & expenses*

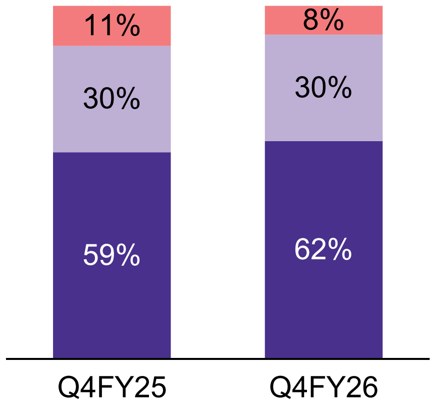
Sales Mix

wakefit

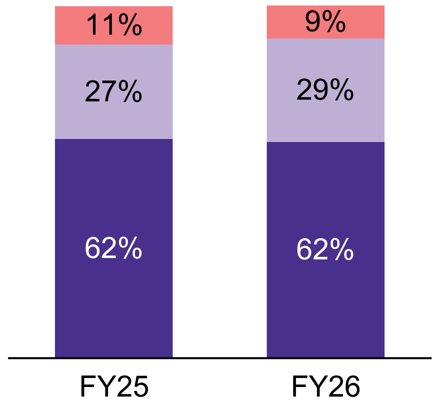
Category-wise

Mattresses Furniture Furnishings & Décor

Q4FY26

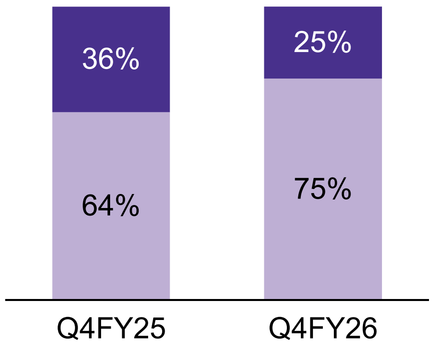


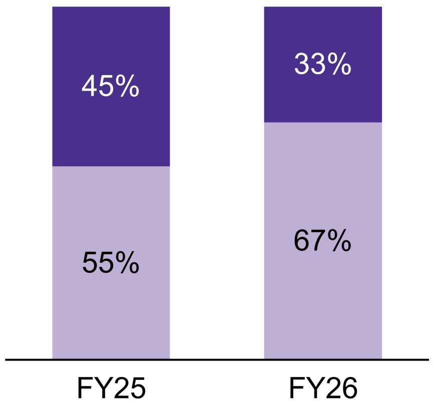
FY6



Channel-wise

External Channels Own Channels





Profit and Loss Statement

Particulars (INRmn)	Q4FY26	Q4FY25	YoY	FY26	FY25	YoY
Revenue from Operations	**3,436.0**	**3,026.1**	**13.5%**	**14,889.4**	**12,736.9**	**16.9%**
Cost of goods sold	1,513.1	1,403.9		6,587.8	5,733.4	
Gross Margin	**1,922.9**	**1,622.1**	**18.5%**	**8,301.7**	**7,003.5**	**18.5%**
% Margin	***56.0%***	***53.6%***		***55.8%***	***55.0%***	
Employee benefit expenses	434.3	399.7		1,662.0	1,657.4	
Other Expenses	1,123.9	1,162.7		4,820.1	4,755.2	
Reported EBITDA (excl.Other Income)	**364.8**	**59.7**	**510.7%**	**1,819.6**	**591.0**	**207.9%**
% Margin	***10.6%***	***2.0%***		***12.2%***	***4.6%***	
Other Income	173.7	84.6		454.3	317.4	
Reported IndAS EBITDA (incl.Other Income)	**538.5**	**144.3**	**273.2%**	**2,273.9**	**908.3**	**150.3%**
Depreciation and amortisation expense	241.3	297.8		1,044.5	962.4	
EBIT	**297.3**	**(153.5)**	**nm**	**1,229.3**	**(54.1)**	**nm**
% Margin	***8.7%***	***(5.1%)***		***8.3%***	***(0.4%)***	
Finance Cost	62.3	108.4		280.7	295.9	
Profit before Tax before exceptional item	**235.0**	**(262.0)**	**nm**	**948.6**	**(350.0)**	**nm**
% Margin	***6.8%***	***(8.7%)***		***6.4%***	***(2.7%)***	
Exceptional Items #	(1.7)	0.0		37.6	0.0	
Profit before Tax after exceptional item	236.7	(262.0)		911.0	(350.0)	
% Margin	***6.9%***	***(8.7%)***		***6.1%***	***(2.7%)***	
Tax	(980.7)	0.0		(980.7)	0.0	
Profit After Tax	**1,217.5**	**(262.0)**	**nm**	**1,891.8**	**(350.0)**	**nm**
% Margin	***35.4%***	***(8.7%)***		***12.7%***	***(2.7%)***	
Operating EBITDA	**218.0**	**(32.4)**	**nm**	**1,122.6**	**179.8**	**524.5%**
% Margin	***6.3%***	***(1.1%)***		***7.5%***	***1.4%***	

Operating EBITDA represents EBITDA before considering Ind AS116 adjustments (lease), ESOP charges and other non operating or one time income & expenses

 # increase in gratuity liability arising out of past service cost and increase in leave liability on account for changes in Labour laws

- Retail Channel revenue growth (Q4FY26/ FY26): 35% / 49%.
- In Q4FY26, the Company reported Revenue from Operations of INR 3,436 mn. While demand trends normalized at the beginning of the quarter, discretionary spending moderated in the latter half of Q4FY26 due to macroeconomic headwinds, resulting in softer demand.
- Amid continued raw material cost volatility, Gross Profit for Q4FY26 stood at INR 1,923 mn, with margin at 56%. The Company has been proactively stocking raw materials and taking price hikes in a phased manner to manage this situation, while balancing growth.
- Increased investments in advertising and marketing initiatives, coupled with heightened competitive intensity in the category, led to moderation in margins during the quarter. In Q4FY26, the marketing spends stood at ~7.3% of the revenue from operations.
- In accordance with IndAS 12, the Company recognized Deferred Tax Assets charge of INR 980.7 mn under tax expense in Q4FY26.
- The total ESOP expenses for FY26 stood at INR 33.0 mn and FY27 is expected to be INR 120 mn.
- For FY26, the net cashflow generated from operating activities stood at INR 2,445 mn
- As on 31-Mar-26, the Company had 139 active COCO stores. During the year the Company added 42 new stores and closed 8 stores. The Company remains committed to executing its planned store expansion strategy as outlined in the object of the offer during the IPO
- As on 31-Mar-26, the Company had utilised internal accruals for store expansion. The Company has INR 9,586 mn investable cash.

EBITDA Walk

Particulars (INRmn)	Q4FY26	Q4FY25	FY26	FY25
Reported EBITDA (a)	**364.8**	**59.7**	**1,819.6**	**591.0**
Share based payment expense (b)	13.6	0.4	33.0	117.4
Ind AS Adjustment (Rent) (c)	200.3	185.8	803.6	632.7
Other Non Operating Expense (d)	39.8	15.3	63.5	26.1
One Time Costs				
IPO Expense (e)	0.0	0.0	10.1	0.0
Others (f)	0.0	78.0	0.0	78.0
Operating EBITDA (a + b - c + d + e + f)	**218.0**	**(32.4)**	**1,122.6**	**179.8**

Operating EBITDA represents EBITDA before considering Ind AS116 adjustments (lease), ESOP charges and other non operating or one time income & expenses

Company Overview

Evolution of Wakefit from a Sleep Solutions Player into a One-stop Destination Offering Home and Furnishing Solutions

wakefit

2016
- Started selling mattresses
- **Incorporated as a private limited company**

2018
- Launched furniture[1]
- **Raised funds from Peak XV Partners Investments VI (earlier known as Sequoia Capital)**

2020
- Received 1,000,000th order

2021
- Received 2,000,000th order
- **Opened Hosur (Tamil Nadu) factory, with a total built-up area of 400,772 sq. ft.**

2022
- Commenced MBO business
- **Opened the first COCO – Regular Store in Lucknow, Uttar Pradesh**

2023
- Received 5,000,000th order
- **Returned to EBITDA Positive in FY24**
- **24.9% CAGR Revenue from Operations (FY22-24)**

2025
- Listed on BSE and NSE in Dec 2025

"Top-rated" player across the top two horizontal online marketplaces in India[2]

- 2024 – **'Top Flipstar 2024 for Highest GMV in Furniture'** at Flipstars 2024 by Flipkart
- 2024 – **'Top-Rated Tech Startup'** at Employee Choice Awards 2024 by Ambition Box
- 2023 – **'Home and Lifestyle Retailer of the Year'** at the IReC Awards 2023
- 2022 – **'Best D2C Brand Over 5 Years[3]'** at D2C Disruptors Awards 2022 by Forbes
- 2022 – **'Best Use of Character-Led Branded Content'** at the Indian Content Marketing Awards 2022
- 2019 – **'Best Customer Service'** at the Entrepreneur Awards 2019

Source: Redseer Report.

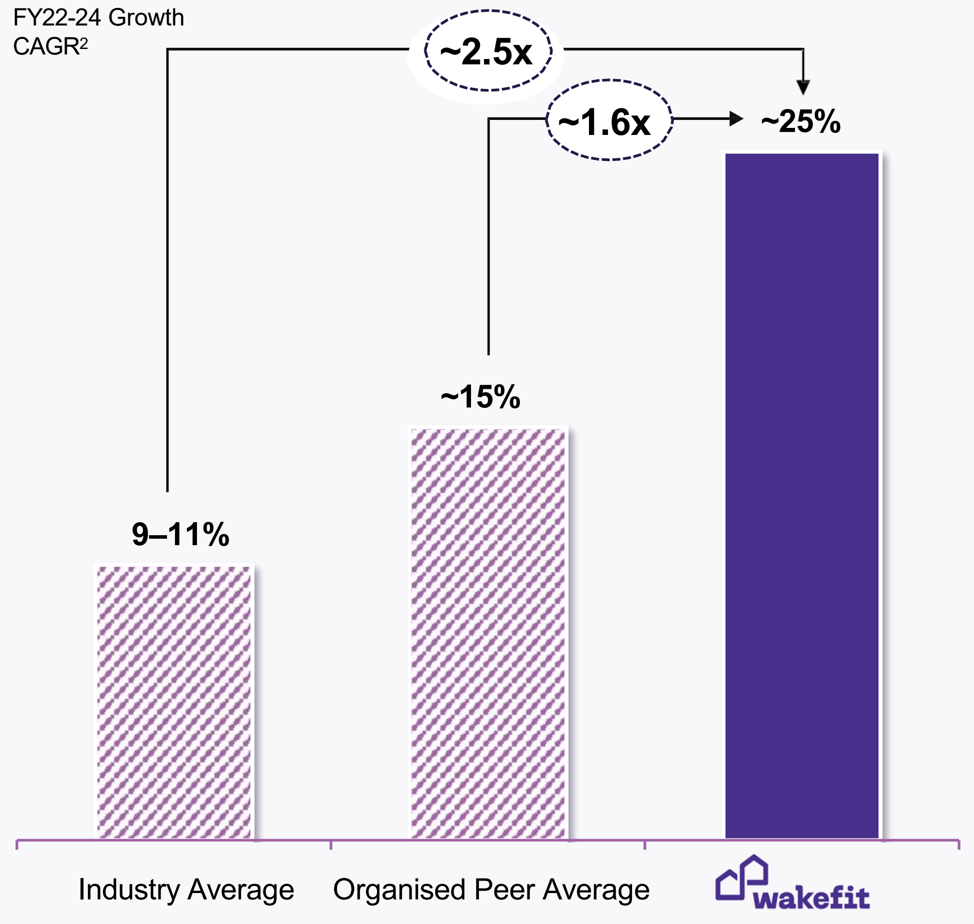
Notes: 1. Received the first furniture order. 2. In the home and furnishings market across SKUs in the mattress, furniture and furnishings and décor categories basis Redseer report. 3. In the home and lifestyle category.

Wakefit in a Nutshell

1. Largest and fastest growing D2C home and furnishing solutions provider
2. Comprehensive home and furnishing solutions brand with a core focus on product innovation
3. Full-stack vertically integrated operations with differentiated processes and technical capabilities
4. Omnichannel sales presence and strategically located store network
5. Multi-faceted marketing approach to enhance our brand image
6. “Experienced management team” with a proven track record in the industry
7. Strategy in place to capture huge opportunity in the fast growing indian home and furnishings market
8. Business model with a track record of delivering financial growth

1 Largest & Fastest Growing D2C Home and Furnishing Solutions Provider[1,3]

Fastest-growing Homegrown Company in the Home and Furnishings Market in India[1]



Largest D2C Home and Furnishing Company in India[3]

3.2x Revenue vs #2 D2C Player[3]	*Significantly scaled vs second-largest D2C player in the space*
>₹10,000mn Total Income in FY24	*Achieved within just 9 years of operations*
Only Full-stack D2C Brand that has Scaled Across Verticals[4]	*Each vertical generated >₹1,000mn in revenue in FY24*
Amongst the Top Three Companies	*In the organized mattress market in terms of revenue in FY24*

Wakefit ranks among the **Top 3 Players** in the organized mattress market[5]

Wakefit is the **Largest Player** in terms of online revenue from mattresses[6]

Wakefit is the **Only Player** with complete control over the upstream processes of the value chain[7]

Wakefit **Owns Majority** of its distribution through owned channels

Source: Redseer Report.

Notes: 1. Among its organized peers basis Redseer report. 2. Growth in revenue from operations in FY22-24. 3. In terms of revenue from operations in Fiscal 2024 basis Redseer report. 4. Includes mattresses, furniture and furnishings. 5. By FY2024 revenue; 6. Among its organized peers basis Redseer report. 7. In the mattress and furniture segments basis Redseer report..

2 Comprehensive Home and Furnishing Solutions Brand Driven by Strong Platform Play Under a Single Brand

wakefit

Mattresses

61.4%

FY26 Revenue Mix

+

Furniture

29.3%

FY26 Revenue Mix

+

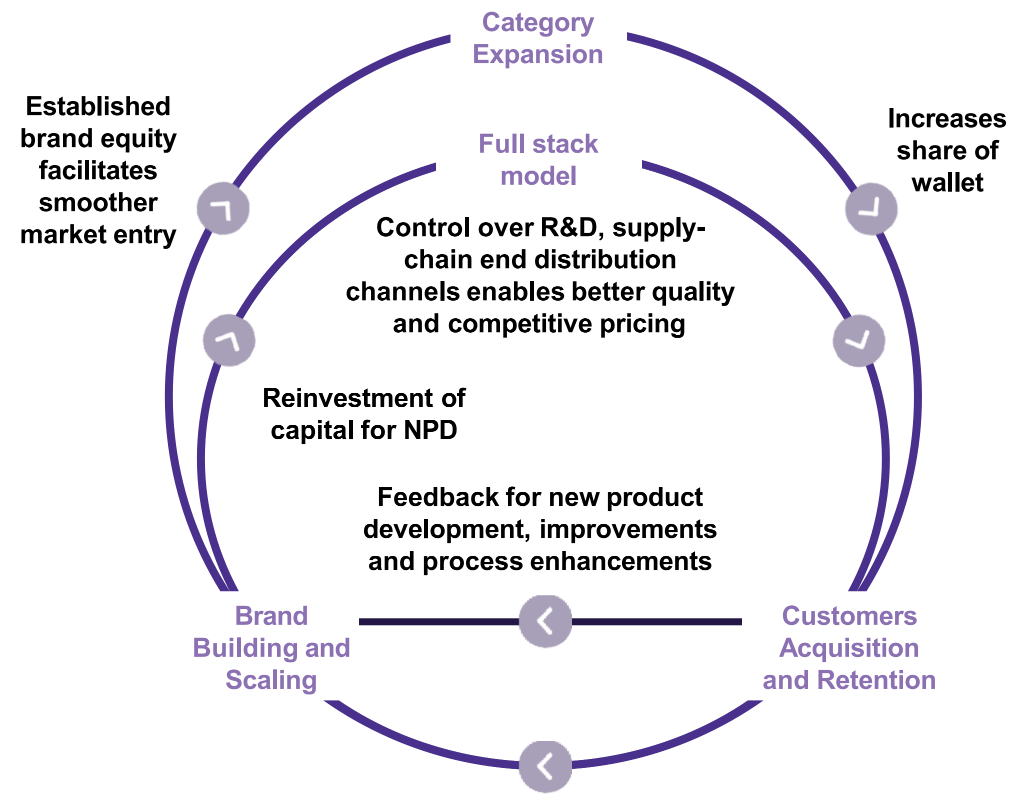
Furnishings

9.3%

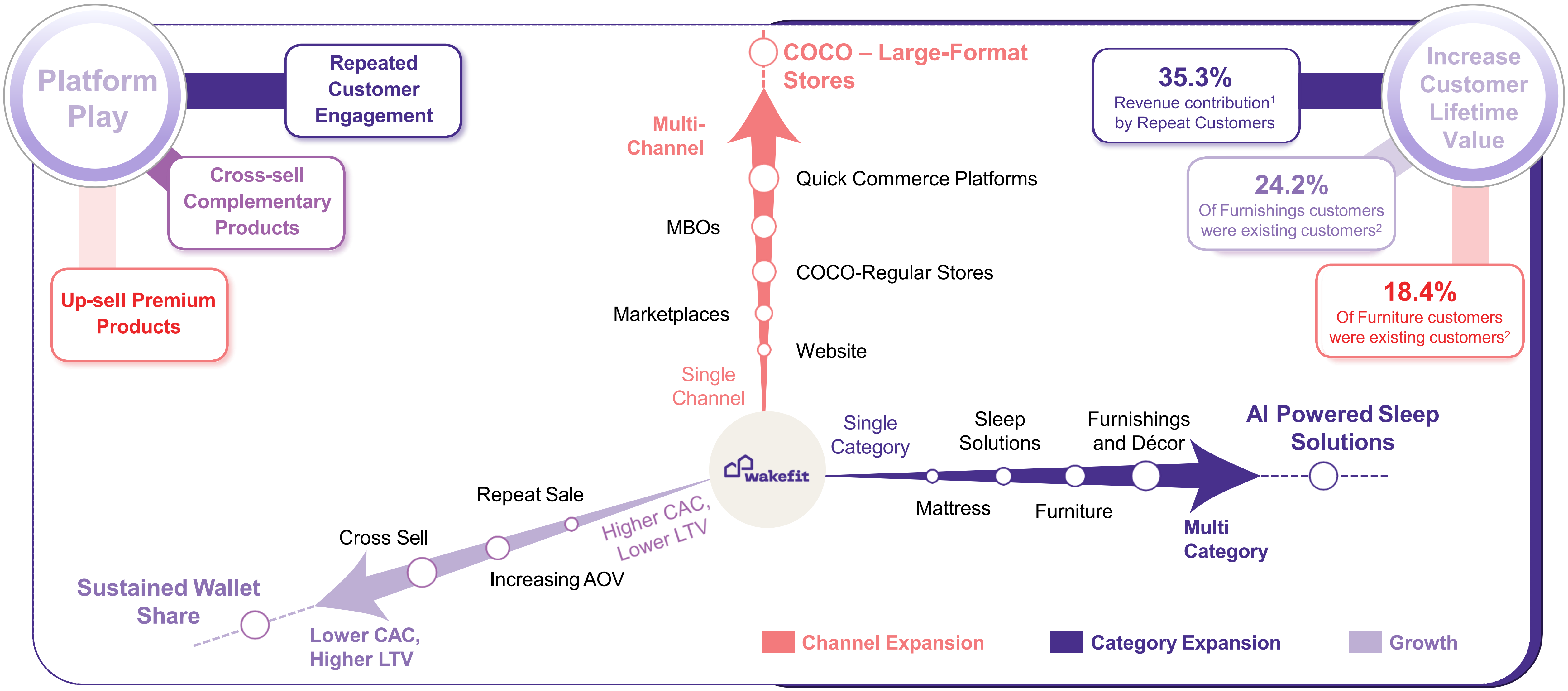
FY26 Revenue Mix

Flywheel Effect in Home & Furnishings Market

Offering mattresses, furniture and furnishings under a single brand enables cross-selling of complementary products, up-sell higher-end products and encourages repeated customer engagement through network effects



2 Strong Platform Play Under a Single Brand Enables us to Cross-sell Complementary Products and Up-sell Higher-end Products



Notes: 1. As of FY26. 2. Existing customers of other categories in FY26.

2 Core Focus on Product Innovation and New Product Development

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Leveraging Consumer Insights to Drive Product Development and Launch Industry-first Products

Conceptualisation → Engineering → Prototyping → QC 1 Prototype → Approve → Production → Pilot → QC 2 Prototype → Approve → Product Launch

QC 1 Prototype → Reject → Prototyping

QC 2 Prototype → Process Related Feedback → Production

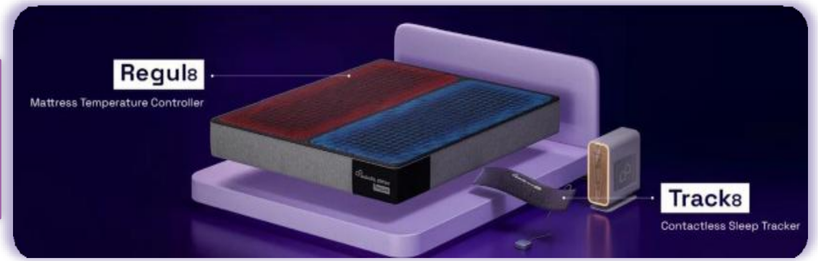
QC 2 Prototype → Product Related Feedback → Prototyping

Product Innovation

First Organised Player

To introduce roll-packing technology for mattresses in India

Zense Range of SleepTech Products



Personalized Mattresses

Currently pilot testing a technology that leverages firmness customization techniques

Source: Redseer report.

3 "Full-Stack" Vertically Integrated Model Reflects our Ability to Maintain Control over Every Stage of a Product Lifecycle

Pillars of Vertically-Integrated Business

Structural Challenges

Product Design	Engineering	Manufacturing	Logistics	Sales Channels	Brand
Changing consumer preferences and multiple design philosophies	*Lack of product standardization and SKU complexity*	*Inconsistent quality, assembly variations and resource constraints*	*Storage constraints and fulfilment inefficiencies*	*Growing need for seamless transition across touchpoints*	*Limited brand stickiness and reliance on performance marketing*

Wakefit Pillars

- **Product Design**
- **Engineering**
- **Manufacturing**
- **Logistics**
- **Sales Channels**
- **Brand**

Leverage Technology to Drive Operational Efficiencies

3 Streamlined Quality Manufacturing Through Imported Machinery and Automated Technology

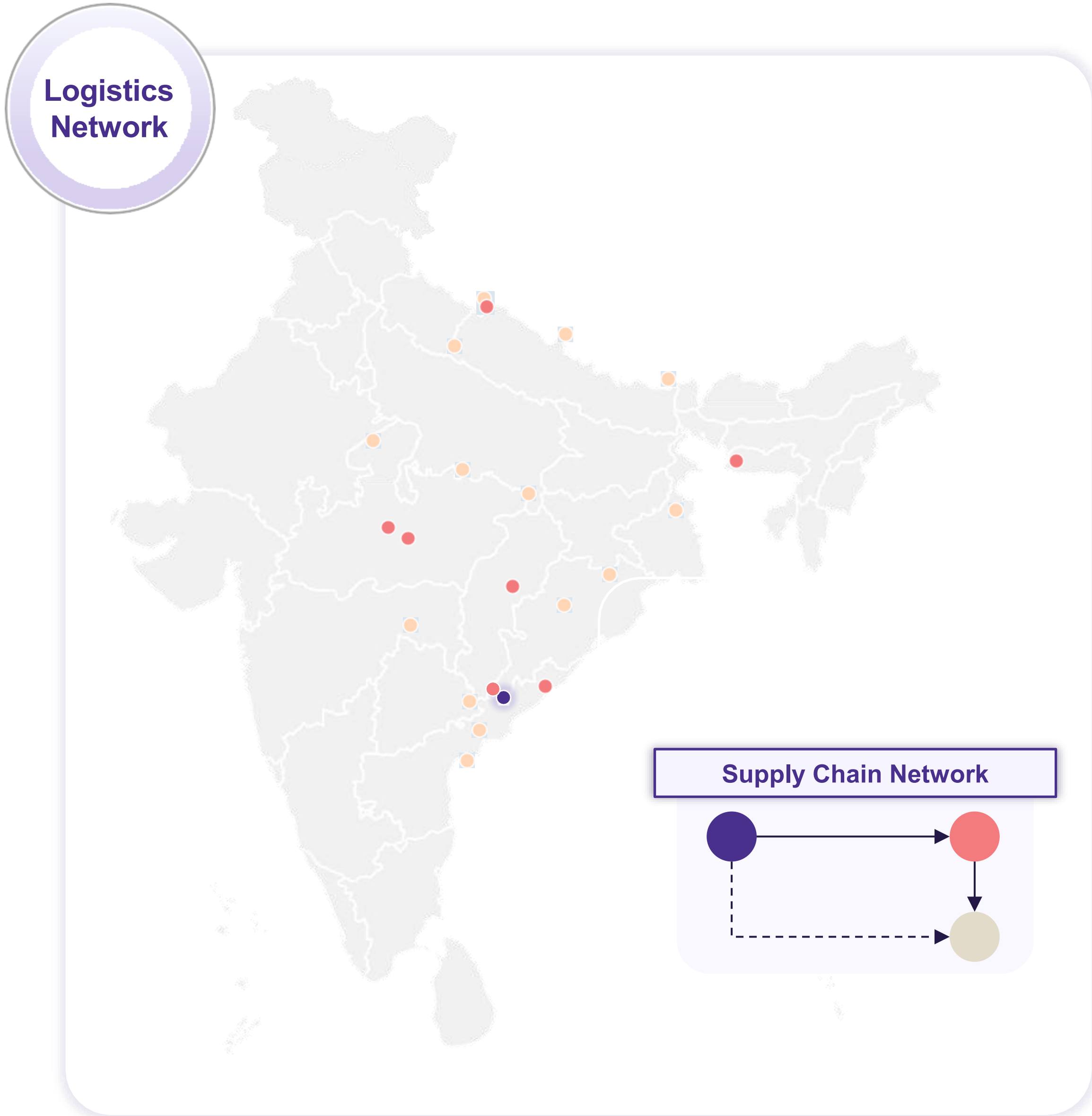
Manufacturing Facility	Location	Products Manufactured	Built-up Area (sq. ft.)
Facility I	Sonipat, Haryana	▪ Mattress ▪ Sofa	1,21,040
Facility II	Bengaluru, Karnataka	▪ Chairs ▪ Steel bed fabrication ▪ R&D activities	37,076
Facility III	Bengaluru, Karnataka	▪ Accessories[1]	70,725
Facility IV	Hosur, Tamil Nadu	▪ Wood furniture[2] ▪ Sofa	3,44,994
Facility V	Hosur, Tamil Nadu	▪ Mattress	1,25,000

Precision Manufacturing through Robotic Arms and Roller Belts

Introduced 'Every Part Every Interval' ("EPEI") Process to Minimize Wastage

Notes: 1. Including comforter, pillows, bedsheet, protectors, curtains, cushion, bean bag, décor items. 2. Includes engineered and solid wood furniture.

3 Optimized Logistics and Distribution Through a Well-structured Supply Chain Network



1 **Mother Warehouse in Hosur (1.6 lakh sq. ft.)** – Serves as the primary inventory repository and main distribution point

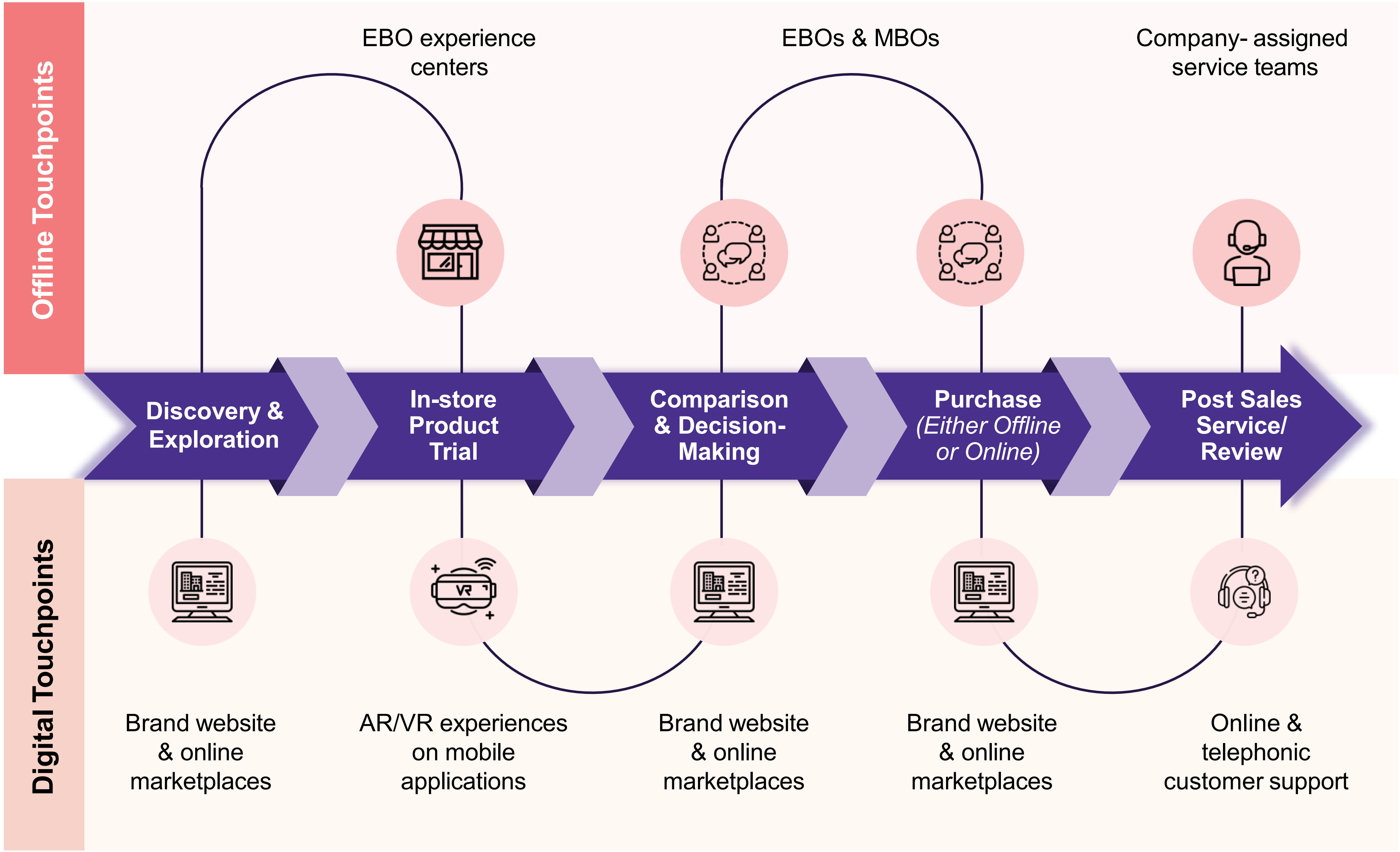
9 **Inventory Holding Points (10,000 to 55,000 sq. ft.)** – Hold inventory for mattresses and marketplace-serviced categories

17 **Points of Delivery (800 to 5,600 sq. ft.)** – Act as transit hubs for last-mile deliveries and bases for furniture installers

As of FY2026.

Map not to scale. All data, information, and map sare provided "as is" without warranty or any representation of accuracy, timeliness or completeness

4 Omnichannel Customer Journey



Operational Efficiency

Synchronizes inventory management across channels for consistent delivery timelines

Enhanced Customer Engagement

Integrates discovery, comparison and validation across channels

Strategic Growth Lever

Expands reach and scale, enabling entry into adjacent categories

Source: Redseer Report.

Notes: EBO: Exclusive brand outlet, MBO: Multi-brand outlet. AR: Augmented Reality. VR: Virtual reality.

4 Omnichannel Ecosystem Offers Customers Multiple Touchpoints and Integrates Both Own Channels and External Channels

Own Channels

Offline — COCO Stores

Hands-on Experience

- 139 Active Stores
- Different Store Sizes
- Experience Centres
- Direct Interaction

Online — Website

Seamless Shopping Experience

- Easy Navigation
- Measurement Guides
- Rich Content
- 3D Renders

Point of Discovery

- Search Engines
- Programmatic Ads
- Social Media
- OTT Platforms
- Market-places
- Retail Stores
- Out of Home

External Channels

Offline — MBOs

Additional Touchpoints for Customers

- ~1,948 Stores
- 453 Cities
- Diverse Range of Dealers
- 27 / 4 States / UTs

Online — Marketplaces

Convenience and Familiarity

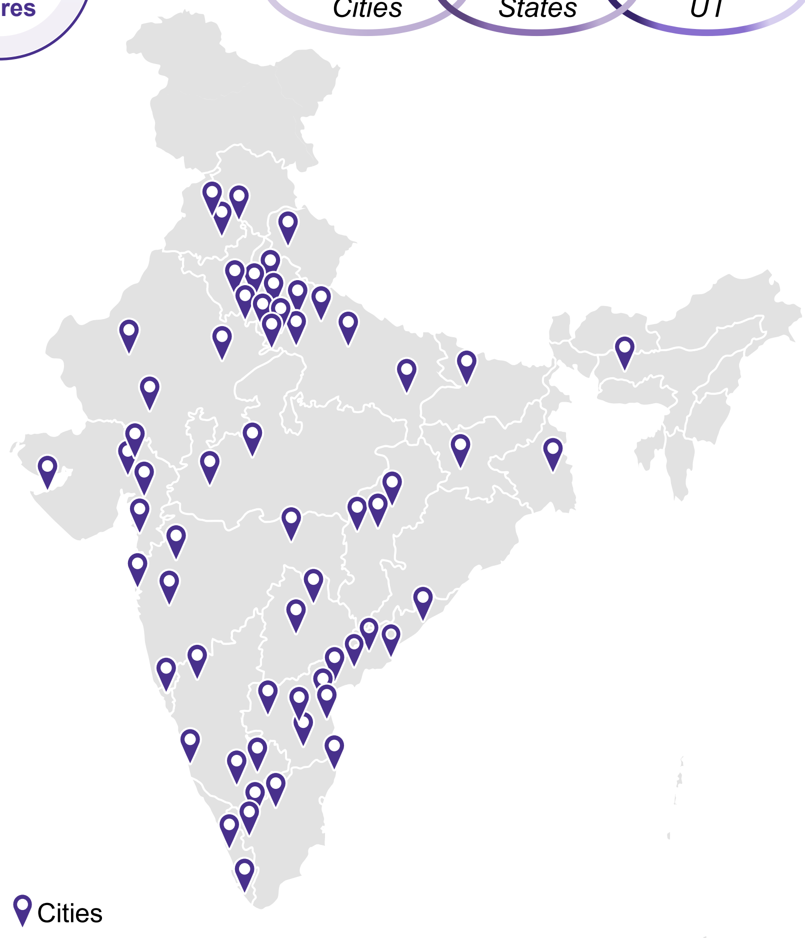
- Major E-commerce Platforms
- Quick Commerce Platforms

- Enhanced Engagement
- Customer Insights
- Complete Control
- Higher Profitability

4 Strategically Located COCO Store Network Provides a Branded Environment and Fosters a Deeper Connection with our Brand

139 COCO Stores

76 Cities | **21** States | **2** UT

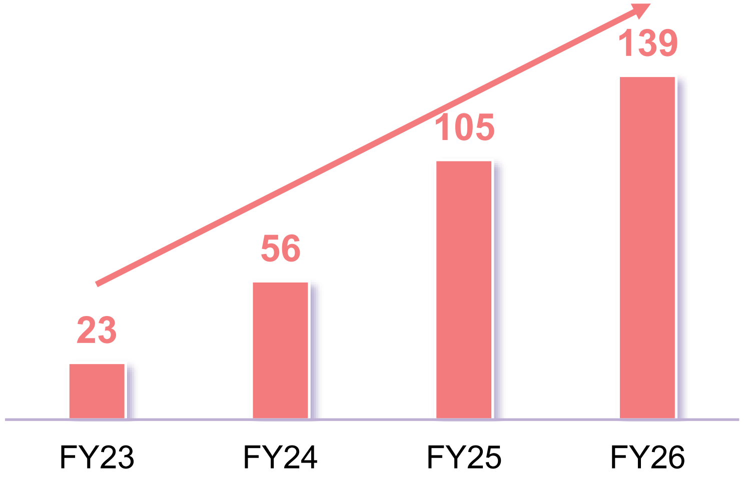


Direct Interaction
Increasing brand loyalty and driving higher conversion rates

Hands-on Experience
With the products through engagement with trained staff

Data-driven
Approach to identify locations with higher business potential

Higher AOV for COCO regular stores vs website



Notes: AOV: Average Order Value.
Map not to scale. All data, information, and map sare provided "as is" without warranty or any representation of accuracy, timeliness or completeness

5 Multi-faceted Marketing Approach Focusses on Building Enduring Relationships and Results in High Level of Customer Satisfaction

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Significant Visibility and Engagement with a Disciplined Marketing Approach

Community Engagement

- ‘Sleep Internship’
- Great Indian Sleep Score

Marketing Campaigns

- ‘Andar ke bacche ko jagao’
- ‘Kumbhakaran
- ‘Gaddagiri’

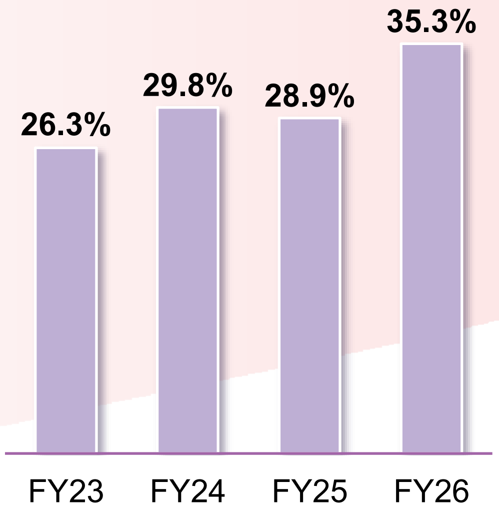
Celebrity Collaborations

- Celebrity Collaborations
- Rashmika Mandanna
- Bobby Deol

Cultural Integration

- Strategic placements in topical media and advertising and alignment with current trends & cultural conversations

Strong Customer Retention



Repeat customer revenues as a % of revenues from operations

Major Global E-commerce Platform

4.3/5	Mattresses
4.1/5	Furniture
4.1/5	Furnishings

Major Homegrown E-commerce Platform

4.4/5	Mattresses
4.3/5	Furniture
4.3/5	Furnishings

Average Rating[2]

Notes: 1. In the home & furnishings space basis Redseer Report. 2. As of FY26.

6 Led by an "Experienced Management Team" with a Proven Track Record in the Industry (1/2)

wakefit

Promoters[1] bring Expertise and Strategic Vision

Ankit Garg
Chairman, CEO and Executive Director

Indian Institute of Technology, Roorkee

Bayer Materials Science and J. B. Polymers

- **15+ years of experience**
- **Leverages expertise in R&D, new product development and customer insights**

"Forbes 30 under 30 – 2019", "ET 40 under 40- 2024", "BW Disrupt Young Entrepreneur Awards 2021"and "BW Disrupt 40 under 40 Entrepreneurs 2022"

Chaitanya Ramalingegowda
Executive Director

Indian School of Business, Hyderabad

Cognizant and Zinnov

- **20+ years of experience**
- **Drives marketing, growth strategies, customer experience and technological advancements**

BW Disrupt 40 under 40 – 2020

Key Managerial Personnel

~20

Parul Gupta
Chief Financial Officer

Syngene, Myntra, Jabong, Aircel and Airtel

~7

Surbhi Sharma
Company Secretary and Compliance Officer

Ola Electric Mobility, BMP & Co. LLP and Kerala Ayurveda

Senior Management

~6

Kunal Chandel
Senior Manager - Legal

Hindustan Zinc and Rahul Chaudhry & Partners

~18

Umanath Nayak
Head of Human Resource

Freshmenu[2], Gionee, Papa Johns and Global Franchise Architects

Notes: 1. Also a part of Board of Directors. 2. Food Vista India Private Limited (Freshmenu).

Years of work experience

6 Led by an "Experienced Management Team" with a Proven Track Record in the Industry (1/2)

Distinguished Board

Sakshi Vijay Chopra
Nominee Director
Peak XV Partners

Alok Chandra Misra
Independent Director
General Atlantic, WNS and Mphasis

Gunender Kapur
Independent Director
Vishal Mega Mart

Sandhya Pottigari
Independent Director
GE Digital, Amazon and Siemens

Mukul Arora
Nominee Director
Elevation Capital (Light Ray Advisors)

Sudeep Nagar
Independent Director
Bluestone, Lodha Group and CSC (Computer Sciences Corporation)

Arindam Paul
Independent Director
Atomberg and Cognizant

7 Wakefit Strategy: Key Pillars

1 Strategic Expansion of COCO Stores and Enhance Website Sales

2 Synergistic, Data-driven Product Category Expansion with a Focus on Scaling our Operations

3 Continue to Develop, Invest and Increase Brand Salience and Brand Awareness

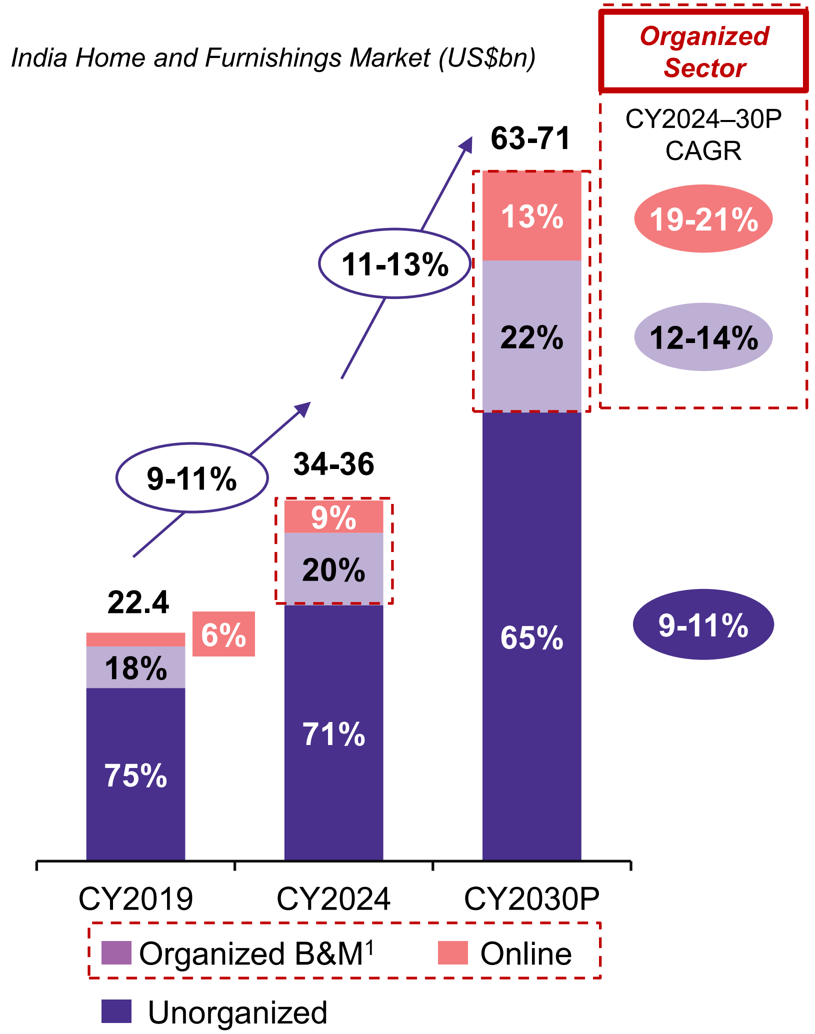
4 Leverage Technology to Enhance Customer Experience and Drive Operational Efficiencies

5 Increase Customer Lifetime Value

7 Home and Furnishings Market to Reach US$63-71bn by CY2030 Led by Organized Retail Growth, Rising Online Dominance and Premiumization

wakefit

Home & Furnishings Market to reach **US$63-71bn by CY2030** led by **High Growth in Organized Sector**



Mattresses

US$1.7-1.9bn TAM[2]

~5% Segment Share[3]

19-21% CAGR

17-19% CAGR

- **Rapidly formalizing** with an increase in organized share from **~20% to ~30%** by value from CY2019 to CY2024 and **~45%** by CY2030P
- **Branded & digital play** are driving the organized market

Furniture

US$22-24bn TAM[2]

~66% Segment Share[3]

16-18% CAGR

12-14% CAGR

- **Premiumization –** Masstige (30% share[4]), premium, and luxury categories to outpace mass-market growth
- **Formalizing of the market** with streamlined supply chains

Furnishings & Décor

US$9.5-10.4bn TAM[2]

~29% Segment Share[3]

21-23% CAGR

13-15% CAGR

- **Branded and D2C players**, along with e-commerce platforms, are driving the growth by swiftly **adapting to evolving consumer trends and preferences**

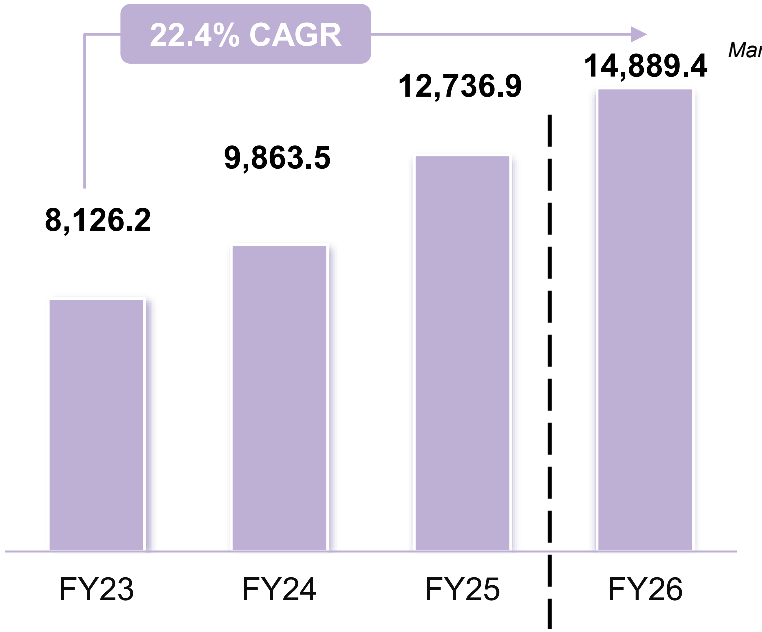
Online TAM CY24-30 CAGR   Organized B&M TAM CY24-30 CAGR

Source: Redseer Report.

Notes: 1. B&M: Brick and Mortar. 2. CY24 TAM. 3. Segment share of the CY2024 India home and furnishings market. 4. Share by value in CY2024.

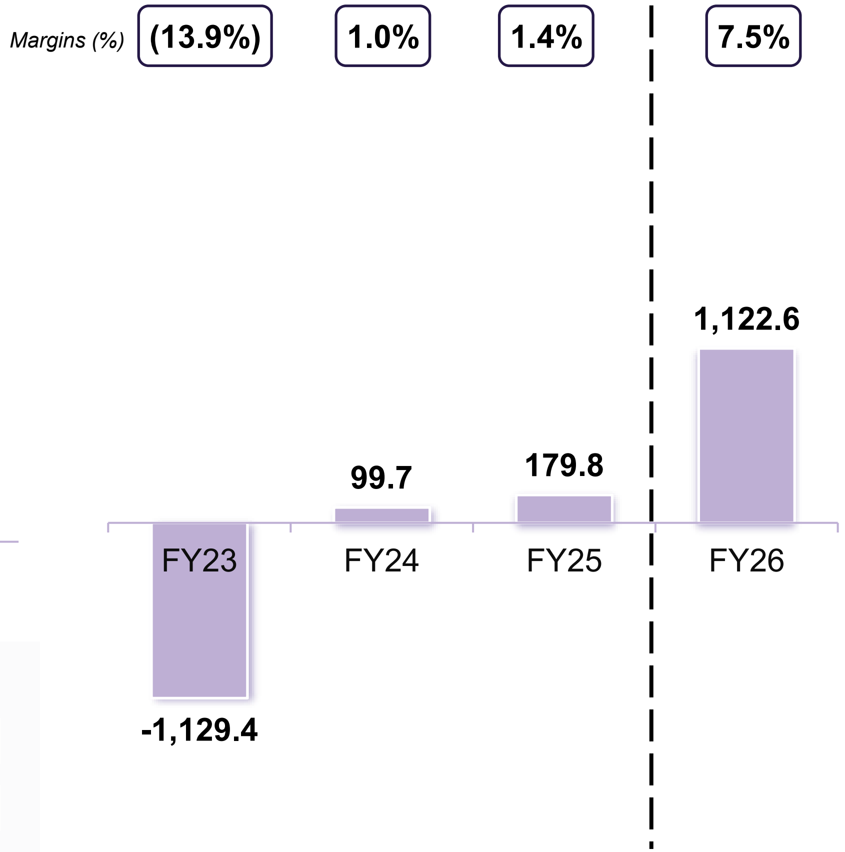
8 Track Record of Consistent Financial Growth

Revenue from Operations (INRmn)

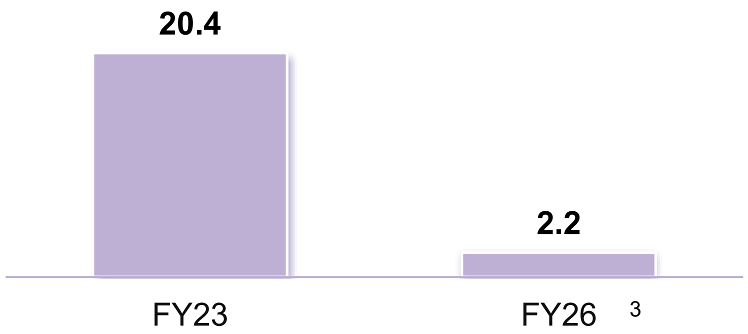


Revenue from Operations (INRmn)	FY23	FY26	CAGR[2]
Mattresses	5,159.8	9,138.7	20.0%
Furniture	1,951.1	4,357.5	30.7%
Furnishings	1,015.3	1,393.2	11.1%

Operating EBITDA[1] (INRmn) and Margins[1] (%)



Net Working Capital Days (days)



*Notes: 1. Operating EBITDA represents EBITDA before considering Ind AS116 adjustments (lease), ESOP charges and other non operating or one time income & expenses. 2. FY23-26 CAGR. 3. Calculated as (Average Net working capital divided by Revenue from Operations)*365; Net working capital is calculated as Inventories plus Trade Receivables minus Trade Payables.*

Appendices

Successful IPO Listing on NSE and BSE in Dec'25

IPO Proceeds
INR 12,889 Mn

Primary Issuance	Offer for Sale (OFS)
INR 3,772 Mn	INR 9,117 Mn

- **INR 308.4 Mn** - Capital expenditure to be incurred by our Company for setting up of 117 new COCO – Regular Stores
- **INR 1,614.7 Mn** - Expenditure for lease, sub-lease rent and license fee payments for existing COCO – Regular Stores
- **INR 154.1 Mn** - Capital expenditure to be incurred by for purchase of new equipment and machinery
- **INR 1,084.0 Mn** - Marketing and advertising expenses
- **INR 330.7 Mn** - General Corporate Purposes

Focus on Environmental, Social and Governance ("ESG") Principles

Environmental Development and Sustainability

Repurpose Sawdust into fuel briquettes for industrial boilers and hotels

Minimize Waste through PU rollers, 3-ply cardboard packaging and reusable covers

Minimize Packaging Material usage through roll-pack and flat-pack designs

Inclusive Growth Through Wakefit Gurukul

Community Development Programs and Training Initiative

Workers → Upskilling and Monetization → Traineeship → Skilled Employee Absorbed

- Carpenters
- Fitters
- Customer Support
- Retail Staff

Prioritize Good Governance Practices

Employee Welfare

- ESOPs irrespective of designation
- Diverse programs and engagement initiatives
- Healthy and supportive work environment

Compliance and Quality Assurance

- ISO 9001:2015 and ISO/IEC 27001:2022 certification
- Robust firewalls, intrusion detection and security audits
- Testing raw materials, in-process checks

Notes: PU: Polyurethane.

Balance Sheet

Assets (INRmn)	FY23	FY24	FY25	FY26
Property, plant and equipment	1,559.3	1,635.6	1,652.0	1,493.3
Capital work-in-progress	34.7	21.4	7.4	16.6
Right-of-use assets	1,325.6	1,652.3	2,493.1	2,386.5
Intangible assets	11.2	5.8	9.1	11.3
Financial assets	1,039.8	129.9	890.4	3,516.7
Income tax assets (net)	34.2	49.3	36.2	61.3
Deferred tax assets (net)	0.0	0.0	0.0	1034.4
Other non-current assets	57.4	47.5	44.6	63.3
Total Non-current Assets	**4,062.2**	**3,541.8**	**5,132.8**	**8,583.4**
Inventories	1,155.9	1,306.8	1,636.3	1,975.5
Investments	315.0	1,384.2	512.5	799.4
Trade receivables	168.3	280.9	58.6	22.0
Cash and cash equivalents	615.2	36.3	71.2	884.9
Bank balances other than cash and cash equivalents	1,116.4	135.9	30.8	1,543.6
Other financial assets	55.4	2,378.8	2,902.5	3,403.3
Other current assets	429.7	218.3	162.9	299.9
Total Current Assets	**3,855.9**	**5,741.2**	**5,374.8**	**8,928.6**
Assets held for sale	0.0	0.0	0.0	0.0
Total Assets	**7,918.1**	**9,283.0**	**10,507.6**	**17,512.0**

Liabilities (INRmn)	FY23	FY24	FY25	FY26
Equity share capital	10.1	10.3	10.5	330.0
Instruments entirely equity in nature	170.8	192.5	192.5	0.0
Other equity	4,869.9	5,233.3	5,002.7	10,988.2
Total Equity	**5,050.8**	**5,436.1**	**5,205.7**	**11,318.2**
Lease liability	1,134.6	1,376.3	2,023.4	1,909.6
Provisions	13.3	75.8	84.6	89.2
Total Non-current Liabilities	**1,147.9**	**1,452.1**	**2,108.0**	**1,998.8**
Borrowings	0.0	73.6	0.0	0.0
Lease liability	304.7	449.1	709.9	809.2
Trade payables	1,095.2	1,444.2	1,570.1	1,940.6
Other financial liabilities	25.0	96.5	180.0	509.6
Other current liabilities	223.4	272.6	653.1	809.7
Provisions	71.0	58.8	80.8	126.0
Total Current Liabilities	**1,719.3**	**2,394.8**	**3,193.9**	**4,195.0**
Total Liabilities	**2,867.2**	**3,846.9**	**5,301.9**	**6,193.8**
Total Equity and Liabilities	**7,918.0**	**9,283.0**	**10,507.6**	**17,512.0**

Cashflow Statement

Particulars (INR Mn)	Mar-25	Mar-26
Net Profit Before Tax	**-350.0**	**911.0**
Adjustments for: Non -Cash Items / Other Investment or Financial Items	1,100.4	997.2
Operating profit before working capital changes	**750.4**	**1,908.3**
Changes in working capital	-1.3	558.4
Cash generated from Operations	**749.1**	**2,466.7**
Direct taxes paid (net of refund)	13.1	-21.4
Net Cash from Operating Activities	**762.2**	**2,445.3**
Net Cash from Investing Activities	**-21.1**	**-4,986.7**
Net Cash from Financing Activities	**-706.2**	**3,355.1**
Net Decrease in Cash and Cash equivalents	34.9	813.7
Add: Cash & Cash equivalents at the beginning of the period	36.3	71.2
Cash & Cash equivalents at the end of the period	**71.2**	**884.9**

Key Performance Indicators

Particulars	FY23	FY24	FY25	FY26
Revenue from Operations (INRmn)	8,126.2	9,863.5	12,736.9	14,889.4
Revenue from Operations Growth	28%	21%	29%	17%
Reported EBITDA	(931.4)	348.7	591.0	1,819.6
% Margin	(11%)	4%	5%	12%
Profit After Tax (INRmn)	(1,456.8)	(150.5)	(350.0)	1,891.8
Profit After Tax % Margin	(18%)	(2%)	(3%)	13%
Return on Net Worth %	(29%)	(3%)	(7%)	16.71%
Return on Capital Employed	(21%)	0%	(1%)	8.49%
Net working capital days	20.4	6.9	3.8	2.2
Revenue by category (INRmn)				
Mattresses	5,159.8	5,675.2	7,813.7	9,138.7
Furniture	1,951.1	3,012.2	3,516.9	4,357.5
Furnishings	1,015.3	1,176.2	1,406.3	1,393.2
Total	8,126.2	9,863.5	12,736.9	14,889.4
Volume (mn units)				
Mattresses	5,68,443	5,94,040	7,93,348	9,15,402
Furniture	1,78,488	2,82,681	3,51,492	4,52,307
Furnishings	11,73,453	14,00,491	14,55,037	15,65,972
Total	19,20,384	22,77,212	25,99,877	**29,33,681**
COCO Stores	23	56	105	139

*Return on Capital Employed is calculated as (Earnings before interest and taxes("EBIT") divided by capital employed) *100*

Capital Employed is calculated as the sum of total equity, current borrowings, current lease liabilities, non-current borrowings, non-current lease liabilities.

*Net working capital days is calculated as (Average Net working capital divided by Revenue from operations)*365..*

Return on Net Worth (%) is computed as profit/(loss) for the period/year divided by Net Worth as at the end of the period/year. Net Worth means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account and debit or credit balance of profit and loss account, after deducting the aggregate value of the accumulated losses, deferred expenditure and miscellaneous expenditure not written off, as per the restated statement of assets and liabilities, but does not include reserves created out of revaluation of assets, write-back of depreciation and amalgamation. Further, Net Worth has been computed as a sum of equity share capital, instruments entirely equity in nature and other equity as of the end of the period/year.

Product Portfolio

Mattresses Portfolio

Memory Foam and ShapeSense Mattresses

Eco Latex Mattress

Xpert Grid Mattress

Dual Comfort Mattress

Rollup Mattress

Foldable Mattress

Notes: Product catalogue not exhaustive

Furniture Portfolio

Sofas

Engineered Wood Beds

Natural Wood Beds

Chair and Seating

Dining Furniture

Engineered Wood Cabinet

Engineering Wood Wardrobe

Solid Wood Shelf

Solid Wood Wardrobe

Engineered Wood TV Unit

Solid Wood TV Unit

Solid Wood Coffee Table

Notes: Product catalogue not exhaustive

Furnishings Portfolio

Cushions

Pillows

Bathrobe

Carpet

Curtains

Mat

Rug

Runner

Towels

Yoga Mat

Home Decor

Lightings

Notes: Product catalogue not exhaustive

Thank You

Company

Wakefit Innovations Limited
CIN: L52590KA2016PLC086582

Surbhi Sharma
Company Secretary
Email id: investorscompliance@wakefit.co

Investor Relations Advisors

SGA Strategic Growth Advisors

Strategic Growth Advisors Pvt Ltd.
CIN: U74140MH2010PTC204285

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