WAKEFIT INNOVATIONS LIMITED

Financial Results for Q1FY27

Thursday, 06th August 2026, Bengaluru

Wakefit Innovations Limited (NSE: WAKEFIT | BSE: 544642), India's largest and fastest growing D2C home and furnishing solutions destination, announced its un-audited Financial Results for the quarter ended 30th June 2026.

Key Highlights: Quarterly Performance

Particulars (INR mn)	Q1FY27	Q1FY26	YoY	FY26
Revenue from Operations	4,049.1	3,471.2	16.6%	14,889.4
Reported EBITDA (excl. Other Income)	564.0	450.4	25.2%	1,819.6
% Margin	13.9%	13.0%		12.2%
Reported IndAS EBITDA (incl. Other Income)	720.2	527.6	36.5%	2,273.9
% Margin	17.8%	15.2%		15.3%
Profit before Tax	363.1	196.2	85.1%	911.0
% Margin	9.0%	5.7%		6.1%
Profit After Tax	233.8	196.2	19.2%	1,891.8
% Margin	5.8%	5.7%		12.7%
Operating EBITDA	*368.3*	*246.0*	*49.7%*	*1,122.6*
% Margin	*9.1%*	*7.1%*		*7.5%*

1. Operating EBITDA represents EBITDA before considering Ind AS116 adjustments (lease), ESOP charges and other non-operating or one time income & expenses,
2. In accordance with IndAS 12, the Company recognized one-time higher Deferred Tax Asset (DTA) of INR 980.7 mn under tax expense (credit) in Q4FY26 and partial unwinding of DTA in the form of Deferred Tax expense of INR 73.0 mn is recorded in Q1'27

Operational Highlights

- **Sales Mix by Category (Q1FY27)**: Mattresses (65.9%), Furniture (27.8%) and Furnishings (6.3%).
- **Sales Mix by Channel (Q1FY27)**: Own Channels (72.3%) and External (27.7%).
- Own Channels revenue grew **20.5% YoY**, while External channel revenue grew **7.6% YoY.**
- Retail Channel growth (Q1FY27): **20.5% YoY.**
- As on 30-June-26, the Company had **165 active COCO stores**. During the quarter, the Company added **27 new stores**.
- Gross Profit for Q1FY27 stood at **INR 2,310.9 million (57.1% margin)** as compared to **INR 1,936.2 million (55.8%)** in Q1FY26. Uptick in gross margins is also driven by price hikes implemented to offset the sharp increase in Polyol and TDI prices following supply disruptions caused by the Middle East conflict.

- Advertisement and marketing investments remained in line with the previous quarter and our earlier guidance, standing at 7.6% of Revenue from Operations.
- The total ESOP expenses for Q1FY27 stood at **INR 6.1 mn**.
- Tax expense for the quarter includes a deferred tax charge of **INR 73.0 mn**, primarily on account of reversal of timing differences (depreciation and provisions) in the normal course of business, along with partial unwinding of deferred tax assets recognised on carried-forward losses as the Company continues to generate taxable profits. This compares with a deferred tax income of **INR 980.7 mn** in the preceding quarter, which had included a higher one-time recognition of DTA on carried-forward losses & timing differences. Excluding these deferred tax movements, PAT for the quarter was **306.8 mn (7.6% of Operating Revenue)**, up by 0.7% QoQ and 1.9% YoY, reflecting the underlying operating performance of the business.

Management Commentary

Commenting on the results, Mr. Ankit Garg, Chairman, CEO and Executive Director: "We are pleased to begin FY27 on a strong note, delivering Revenue from Operations of INR 4,049.1 mn, up 16.6% YoY. Reported EBITDA (excluding Other Income) increased to INR 564.0 mn, with the EBITDA margin improving to 13.9%. Profit Before Tax rose to INR 363.1 mn, an increase of 85.1% YoY, while Profit After Tax for the quarter stood at INR 233.8 mn, registering a YoY increase of 19.2%. Repeat customers contributed 36.7% of our revenue during the quarter, reflecting the strength of our customer relationships and the trust we have built across our product categories.

Our mattress business continued to deliver strong momentum, growing 27.3% YoY. As we continue to expand our offline footprint, we see significant opportunities to drive cross-selling across mattresses, furniture and furnishings. While mattresses will remain our stable growth and cash-generation engine, we expect the contribution from furniture and furnishing to increase meaningfully over the next three to four years, expanding our addressable market and enhancing customer lifetime value.

I would like to express my sincere appreciation to the entire Wakefit team for their commitment and relentless execution, which have been instrumental in delivering another strong quarter. Their dedication and hard work continue to be the driving force behind our long-term growth and success."

Commenting on the results, Mr. Chaitanya Ramalingegowda, Executive Director: "The quarter was marked by significant volatility in raw material prices following the Middle East situation, particularly across key mattress category inputs such as Polyol and TDI. The Middle East situation also impacted supply chain costs across the other categories. We responded through calibrated pricing actions to mitigate the impact of higher input costs while continuing to execute on our strategic priorities. The full impact of increased raw material cost will reflect in H1FY'27.

Our retail expansion strategy continued to make strong progress during the quarter, with the addition of 27 COCO stores, taking our network to 165 active stores, compared to 42 store additions during the entire FY26. Our MBO network also expanded to 2,250 stores across 701 cities, further strengthening our reach and enhancing customer accessibility. We remain on track to add nearly 80 COCO stores during FY27. Our expanding retail footprint is enhancing brand salience and customer confidence, encouraging greater engagement across channels and supporting online purchases.

Our planned FY27 capex of around INR 1,000-1,200 mn remains on track, with approximately 80% allocated towards retail expansion, particularly our jumbo store format, and the remaining 20% towards manufacturing automation and other regular business upgrades. These investments will support the next phase of our retail expansion while further strengthening our manufacturing capabilities.

Looking ahead, we remain focused on the disciplined execution of our expansion strategy, positioning us well to continue investing in long-term growth and further strengthening our presence across mattresses, furniture, and furnishings."

About Wakefit Innovations Limited

Wakefit Innovations Limited (NSE: WAKEFIT | BSE: 544642), headquartered in Bengaluru and incorporated in 2016, is the largest D2C home and furnishings company in India in terms of revenue in Fiscal 2024 (Source: Redseer Report). The company offers a wide range of products, including mattresses, furniture, and furnishings, through omnichannel presence, ensuring a seamless customer experience across all touchpoints, both online and offline. It is a full-stack vertically integrated company, enabling it to control every aspect of operations, from conceptualizing, designing and engineering the products to manufacturing, distributing and providing customer experience and engagement. Over the years, Wakefit has evolved from a sleep solutions player to a one-stop destination offering home and furnishing solutions catering to the mass, masstige and premium segments.

The Company has 5 manufacturing locations across Karnataka, Tamil Nadu and Haryana. It has a wide distribution network spread via 165 COCO stores (June 30, 2026), located in 100 cities across 22 states and 2 union territories and 2,250 MBO stores (June 30, 2026), located in 701 cities across 27 states and 4 union territories.

Safe Harbour Statement:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors.

For more information please contact:

Company	Investor Relations Advisors
wakefit	SGA Strategic Growth Advisors
Wakefit Innovations Limited CIN: L52590KA2016PLC086582 Surbhi Sharma Company Secretary Email id: investorscompliance@wakefit.co	**Strategic Growth Advisors Pvt Ltd.** CIN: U74140MH2010PTC204285 Shikha Puri / Aashaka Thakar shikha.puri@sgapl.net / aashaka.thakar@sgapl.net Tel No: +91 98192 82743 / +91 9328603124