

Urban Company and HDFC Pension Come Together to Secure the Future of 50,000+ Service Professionals

- ***NPS Platform Workers' Model ensures financial security for Urban Company's service professionals in their old age***
- ***A step towards making India Future Sure***

Gurugram, January 28, 2026: HDFC Pension Fund Management Ltd (HDFC Pension) India's largest Corporate NPS Point of Presence and private sector Pension Fund, has entered into a collaboration with Urban Company Limited to introduce the '**National Pension System (NPS) Platform Workers Model**' for **over 50,000 service partners on the Urban Company platform.**

The initiative will enable Urban Company's service professionals to voluntarily enrol in the National Pension System, a retirement savings scheme regulated by the Pension Fund Regulatory and Development Authority (PFRDA). Through this partnership, service professionals will gain simplified and seamless access to structured retirement planning.

HDFC Pension has pioneered the NPS Platform Workers' space by becoming the first NPS PoP to partner with digital platform aggregators to help secure the retirement of gig workers. This collaboration with Urban Company will further enable their service professionals to access structured retirement planning with ease. Both Urban Company and HDFC Pension are aligned with the vision of providing long-term financial security to Indians across diverse sections of society.

Through this partnership, service professionals can choose their contribution amount and through even small, regular contributions, they can build a retirement corpus for themselves. Benefits could be in the form of a lump sum or payouts in a fixed frequency such as every month. The HDFC Pension NPS platform also offers significant flexibility, including portability across platforms. Additionally, the digital integration between both partners enables smooth KYC processes and easy on-boarding.

As part of the affiliation, HDFC Pension will manage pension contributions providing a seamless digital experience for on-boarding, account management and long-term retirement planning, while Urban Company will facilitate awareness and access to the program across its platform service partner network.

Commenting on the development, **Abhiraj Singh Bhal – Co-founder and CEO, Urban Company**, said "Our partnership with HDFC Pension marks a meaningful step towards institutionalising retirement planning for our service professionals. This builds on our long-standing investments in partner welfare: spanning skill development, insurance, access to credit and income stability, and reinforces our commitment to a more sustainable and inclusive ecosystem."

Sriram Iyer – Managing Director & CEO, HDFC Pension, said, "Gig and platform workers are an indispensable pillar of India's evolving workforce. This is a strong need to provide them access to structured retirement solutions. Through the association with Urban

Company, we are taking another productive step towards bridging this gap by making the National Pension System more accessible, simple and digitally enabled for platform workers. This initiative mirrors our commitment to expanding pension coverage and supporting long-term financial security for India's growing gig economy."

India's platform workforce, estimated to reach 23.5 million by 2030, is largely excluded from the formal retirement planning pool owing to lack of awareness and access. Through these endeavours, HDFC Pension Fund intends to widen access to organised retirement planning across India's workforce. So far HDFC Pension has on-boarded close to one lakh gig workers via the NPS Platform Workers' model through multiple collaborations. The framework allows gig workers associated with the platforms to make small, periodic contributions and build retirement savings that can be withdrawn as a lump sum and pension upon retirement.

About HDFC Pension

Established in 2011, HDFC Pension is a licensed Pension Fund appointed by Pension Fund Regulatory & Development Authority (PFRDA) to manage pension corpus of citizens enrolled under the National Pension System. HDFC Pension is a wholly owned subsidiary of HDFC Life, one of India's leading Life Insurance Companies.

HDFC Pension is licensed as a Pension Fund (PF) and as a Point of Presence (PoP), and is managed by seasoned professionals with vast experience in Insurance & Pension Administration, Risk Management, Banking, Capital Market and Asset Management. The company is committed to delivering superior risk adjusted returns, strictly adhering to the prudent investment norms and guidelines defined by PFRDA. As a PoP, the company aims to provide seamless service to Individuals (under the retail NPS scheme) and Corporate Employees (under the Corporate NPS scheme) by helping them subscribe to NPS and for their ongoing service needs through the life of their investment.

About Urban Company

Urban Company is a technology-driven platform that connects customers with trusted professionals for home and beauty needs — from cleaning and repairs to salon and spa services. As per Urban Company's FY26 Earnings Index, average monthly net earnings in-hand reached INR 28,322 for all active service professionals (ex. InstaHelp), while the top 5% of service professionals earned INR 51,673. In addition, all active service professionals are covered under group life and accidental insurance, which includes life insurance cover of up to INR 10 lakh, disability cover of up to INR 6 lakh, as well as accidental hospitalisation and OPD treatment coverage, among other benefits.