

# Khanoumi

خانومی

Iran's largest online cosmetics, personal-care and perfume marketplace; 50,000+ products from 250+ brands and roughly a third of Iran's online beauty market. Part of Fankam Group.

|                              |                                                                                                                                                                                                                                                                                                                             |
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| <b>Record</b>                | IR-CO-2161 · Tejarat Khalagh Hadaf · sector ecommerce · founded 2014 · Tehran                                                                                                                                                                                                                                               |
| <b>Entity verification</b>   | Verified: the legal identity is confirmed by an official source. The tier describes the entity, not every field; each fact below carries its own evidence state.                                                                                                                                                            |
| <b>This document</b>         | Version 2026-10-07.32011c83. Generated 2026-10-07 from a snapshot of the record taken 2026-10-07 (64 public facts; facts checksum bd431ec471ebd1daa6d1fce71426ed9f; snapshot sha256 32011c83337774ef...). Nothing in it was typed by hand: every figure, period, source and note is the record field.                       |
| <b>Dates</b>                 | Latest fact update on the record 2026-10-07 · last full desk review 2026-09-11 · a full review re-reads every source; a fact update touches one field.                                                                                                                                                                      |
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Evidence states used below: [Official record](#) · [Company disclosed](#) · [Founder disclosed](#) · [Third-party reported](#) · [Tehran Index derived](#) · Not disclosed. Official record means a registry, exchange or regulator document; company and founder disclosed means the company or its executives on the record; third-party reported means press or a shareholder report we hold but not the underlying filing; derived means a Tehran Index mapping, never a market study.

## Operating and financial metrics, period-stamped

Series are as disclosed; where a definition changed between years the note says so and the series is not continuous.

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|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Customer return rate, average (customers buying again)</b><br>Two years to 20 March 2026<br><a href="#">Company disclosed</a> | 57 per cent; the report adds that more than half of customers repeated a purchase in the two years<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06<br>Note: The same report's summary says more than half of customers repeated a purchase in the two years; the figure here is the stated one, 57 per cent. |
| <b>Headcount</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                                                   | 321 people<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06<br>Note: The previous report's +36 per cent headcount growth agrees: 235 to 321 is +36.6 per cent. The same report puts headcount at 300 in the year to 20 March 2026.                                                                            |
| <b>Headcount</b><br>Year to 19 March 2024<br><a href="#">Company disclosed</a>                                                   | 235 people<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                                   |
| <b>Women's share of staff</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                                      | 49 per cent (men 51 per cent)<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                |
| <b>Unique users</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                                                | 2,743,999<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06<br>Note: Refines the rounded 2.7 million given for the same year in the previous report; not a contradiction.                                                                                                                                      |
| <b>Unique users</b><br>Year to 19 March 2024<br><a href="#">Company disclosed</a>                                                | 1,947,279<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                                    |
| <b>Women's share of unique users</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                               | 90 per cent (men 10 per cent)<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                |
| <b>Daily site visits, year-on-year change</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                      | +23 per cent<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                                 |
| <b>Sales on the best-selling day of the year</b><br>28 November 2025<br><a href="#">Company disclosed</a>                        | 140 billion toman in one day<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                 |

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Items sold during the Black Beauty campaign days</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                                                                           | 1.5 million items<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06<br>Note: Campaign dates are not printed beyond Azar (autumn) of 1404, so the period is the report year.                                                                                                                                                |
| <b>Tehran's share of orders</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                                                                                                   | 38 per cent (other provinces 62 per cent)<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                |
| <b>New products introduced</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                                                                                                    | 18,413<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                                                   |
| <b>New products introduced, year-on-year change</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                                                                               | +46 per cent<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                                             |
| <b>New brands added</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                                                                                                           | 265<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                                                      |
| <b>Brands carried</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                                                                                                             | 1,150<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06<br>Note: Refines the 'more than 1,000 brands' given for the same year in the previous report.                                                                                                                                                                      |
| <b>Calls to customer service</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                                                                                                  | 308,278<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                                                  |
| <b>Items processed</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                                                                                                            | 10 million<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                                               |
| <b>Orders processed per minute, average</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                                                                                       | 10<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                                                       |
| <b>Orders dispatched on the busiest day</b><br>9 December 2025<br><a href="#">Company disclosed</a>                                                                                             | 14,000<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                                                   |
| <b>On-time delivery rate</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                                                                                                      | 95 per cent (92 per cent the year before)<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                |
| <b>Product return rate</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                                                                                                        | 0.072 per cent of items<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                                  |
| <b>Net Promoter Score</b><br>Year to 20 March 2026<br><a href="#">Company disclosed</a>                                                                                                         | 55<br>Source: Khanoumi annual report for the year to 20 March 2026 · retrieved 2026-10-06                                                                                                                                                                                                                                                                       |
| <b>Tehran province orders, fall below normal daily volume on the two worst days</b><br>18 June 2025 and 1 March 2026<br><a href="#">Company disclosed</a>                                       | nearly 95 per cent<br>Source: Khanoumi report for the year to 20 March 2026, war and connectivity section · retrieved 2026-10-06<br>Note: Measured against Tehran province's normal daily order volume, on the single worst day of each war. It is not a drop over the whole war.                                                                               |
| <b>Time for daily purchases to return to the year's average after the twelve-day war</b><br>Twelve-day war of 13 to 24 June 2025 and the recovery after it<br><a href="#">Company disclosed</a> | four to five days after the ceasefire and the internet's return<br>Source: Khanoumi report for the year to 20 March 2026, war and connectivity section · retrieved 2026-10-06<br>Note: The wait is counted from the ceasefire and the internet's return together; the report's timeline marks the internet back on 25 June 2025 and sales back on 30 June 2025. |

**Sales recovery ahead of internet restoration, January 2026 shutdown**

Internet shutdown of 8 to 27 January 2026

[Company disclosed](#)

**8 days before the internet returned**

Source: Khanoumi report for the year to 20 March 2026, war and connectivity section · retrieved 2026-10-06

Note: Sales fell on 9 January 2026 and returned on 19 January, while the internet stayed down from 8 to 27 January 2026.

**Instalment purchases' share of all orders, change**

20 February to 20 April 2026, against the same window a year earlier

[Company disclosed](#)

**+11 percentage points**

Source: Khanoumi report for the year to 20 March 2026, war and connectivity section · retrieved 2026-10-06

Note: A change in share, in percentage points; the report does not print the share itself. The window starts eight days before the second war began on 28 February 2026.

**Care products' share of unit sales, first war window**

26 May to 6 July 2025

[Company disclosed](#)

**52 per cent**

Source: Khanoumi report for the year to 20 March 2026, war and connectivity section · retrieved 2026-10-06

Note: Share of items sold, not of sales value. The report's own first-war window runs from 26 May, before the war began on 13 June 2025.

**Care products' share of unit sales, second war window**

20 February to 20 April 2026

[Company disclosed](#)

**67 per cent**

Source: Khanoumi report for the year to 20 March 2026, war and connectivity section · retrieved 2026-10-06

Note: Share of items sold, not of sales value. The window spans the end of the financial year to 20 March 2026 and the month after it.

**Spending per customer on care products (hygiene and health)**

20 February to 20 April 2026

[Company disclosed](#)

**1,324 thousand toman**

Source: Khanoumi report for the year to 20 March 2026, war and connectivity section · retrieved 2026-10-06

Note: Average spend per customer over the window on care products only, in nominal toman, not adjusted for inflation.

**Spending per customer on care products, year-on-year change**

20 February to 20 April 2026, against the same window a year earlier

[Company disclosed](#)

**+85 per cent, from 715 thousand toman**

Source: Khanoumi report for the year to 20 March 2026, war and connectivity section · retrieved 2026-10-06

Note: Nominal growth, not adjusted for inflation; the report cites the central bank's inflation rate for the year as 48 per cent.

**Spending per customer on cosmetics**

20 February to 20 April 2026

[Company disclosed](#)

**252 thousand toman**

Source: Khanoumi report for the year to 20 March 2026, war and connectivity section · retrieved 2026-10-06

Note: Average spend per customer over the window on cosmetics only, in nominal toman.

**Lip pencil and liner, change in units sold**

20 February to 20 April 2026, against 22 December 2025 to 19 February 2026

[Company disclosed](#)

**+50.5 per cent, the largest rise among cosmetics**

Source: Khanoumi report for the year to 20 March 2026, war and connectivity section · retrieved 2026-10-06

Note: Compared with the two months before the war, not with a year earlier. Limited to cosmetic subcategories selling at least 2,000 units in two months.

**Foundation, change in units sold**

20 February to 20 April 2026, against 22 December 2025 to 19 February 2026

[Company disclosed](#)

**-32.1 per cent, the largest fall among cosmetics**

Source: Khanoumi report for the year to 20 March 2026, war and connectivity section · retrieved 2026-10-06

Note: Compared with the two months before the war, not with a year earlier. Limited to cosmetic subcategories selling at least 2,000 units in two months.

**Unique users, year-on-year change**

Year to 20 March 2025

[Company disclosed](#)

**+41 per cent**

Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06

Note: Growth in the number of unique users over the year before.

**Transactions in the Black Beauty sales campaign**

Year to 20 March 2025

[Company disclosed](#)

**more than 175,000**

Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06

Note: Transactions during the company's Black Beauty campaign, its November sale. A count of transactions, not of customers or items.

**Transactions in the Khanoumi birthday sales campaign**

Year to 20 March 2025

[Company disclosed](#)

**more than 130,000**

Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06

Note: Transactions during the company's birthday sale in June. A count of transactions, not of customers or items.

|                                                                                                                |                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Women's share of staff</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                    | 57 per cent (men 43 per cent; 50 per cent each the year before)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06                                                                                                                           |
| <b>Women among senior and middle managers</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>    | 34 (52 per cent of senior and middle managers), up from 10 (37 per cent) the year before<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06<br>Note: Senior and middle managers together. The same page gives 32 men in this group, from 17. |
| <b>Users aged 25 to 34, share</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                | 45.6 per cent<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06<br>Note: Largest age group among users. The report gives 35 to 44 at 32.1 per cent and 18 to 24 at 12.6 per cent.                                                           |
| <b>Daily site visits</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                         | 350,000 (225,000 the year before, +55 per cent)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06<br>Note: Visits to the website a day, as the report captions them.                                                                        |
| <b>Mobile share of devices used</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>              | 94 per cent (desktop 6 per cent)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06<br>Note: The page does not say whether the split is of visits or of users.                                                                               |
| <b>Customer comments posted</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                  | 73,592 (29,846 the year before, +146 per cent)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06                                                                                                                                            |
| <b>Tehran's share of orders</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                  | 39.7 per cent (44.05 per cent the year before)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06<br>Note: The share of orders from Tehran province; the other provinces took 60.3 per cent.                                                 |
| <b>Hygiene products' share of sales by value</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a> | 65.4 per cent (72.4 per cent the year before)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06<br>Note: Share of sales measured in rial. Cosmetics took 15.1 per cent and health products 10.7 per cent.                                   |
| <b>Cosmetics' share of sales by value</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>        | 15.1 per cent (23.2 per cent the year before)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06<br>Note: Share of sales measured in rial.                                                                                                   |
| <b>Total discounts given</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                     | 365 billion toman<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06<br>Note: The total value of discounts the company gave over the year, in toman as printed.                                                                              |
| <b>Net Promoter Score</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                        | 54.5 (51.5 the year before)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06<br>Note: Customers' willingness to recommend Khanoumi. The report prints the score with a per cent sign.                                                      |
| <b>Products on offer</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                         | 47,708 (35,220 the year before, +35.5 per cent)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06<br>Note: The number of distinct products listed. The at-a-glance page rounds this to more than 40,000.                                    |
| <b>New brands added</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                          | 155 (995 brands the year before)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06<br>Note: 995 brands plus 155 new ones gives the 1,150 brands the report counts for the year.                                                             |
| <b>New products introduced</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                   | 12,619 (7,875 the year before, +60 per cent)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06                                                                                                                                              |
| <b>Suppliers</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                                 | 411 (243 the year before, +69 per cent)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06                                                                                                                                                   |
| <b>Calls to customer service</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                 | 181,395 (99,327 the year before, +82.6 per cent)<br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06                                                                                                                                          |

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| <b>Customer service, average wait for an answer</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a> | <b>17 seconds (38 seconds the year before)</b><br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>New processing centre, processing capacity</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>   | <b>120,000 items a day</b><br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06<br>Note: The centre opened during the year; the report gives it 14,000 square metres and room for 2 million goods.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Storage capacity</b><br>Year to 20 March 2025<br><a href="#">Company disclosed</a>                             | <b>2 million items (1.5 million the year before, +33 per cent)</b><br>Source: Khanoumi annual report 1403, year to 20 March 2025 · retrieved 2026-10-06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Conversion rate on the first day of the birthday sale</b><br>10 June 2024<br><a href="#">Company disclosed</a> | <b>6.6 per cent</b><br>Source: Khanoumi tenth-birthday report, June 2024 · retrieved 2026-10-06<br>Note: Conversion rate as the report prints it, for the opening day of a sale with discounts of up to 70 per cent; not an ordinary-day rate.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Users</b><br>1403 (year to 20 March 2025)<br><a href="#">Company disclosed</a>                                 | <b>2,700,000 users, 91% women. 10,500,000 monthly site visitors</b><br>Source: Khanoumi Business · <a href="https://www.khanoumi.com/business/annual-report-1403/">https://www.khanoumi.com/business/annual-report-1403/</a> · retrieved 2026-08-18<br>Note: Persian original: «دربارگاه روبراک نویسی ۲/۷ از ۱۴۰۳ لاس ردوخ ناربراک دادعت یموناخ». The company also claims 80% revenue growth; that figure is not recorded because no absolute base is disclosed anywhere.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Sales</b><br>1403 (year to 20 March 2025)<br><a href="#">Company disclosed</a>                                 | <b>Sales of 1,800 billion toman (roughly \$26M at the 2024-25 average free-market rate of ~70,000 toman/\$). More than 1,000 brands and 40,000 product varieties carried.</b><br>Source: Khanoumi annual report 1403, page 17 · <a href="https://www.khanoumi.com/business/annual-report-1403/">https://www.khanoumi.com/business/annual-report-1403/</a> · retrieved 2026-08-20<br>Note: Persian original: «تمه ۱.۸: شورف», where 1 hemat is 1,000 billion toman. The annual report carries an absolute sales figure, not only a growth rate. Sales as printed, which for a retailer is not necessarily net revenue; the report does not distinguish. Dollar conversion is Tehran Index arithmetic at the 2024-25 average of ~70,000 toman/\$. Read from the 92-page 1403 annual report, in a copy held by Tehran Index.                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Revenue (audited)</b><br>Year ended 20 March 2025<br><a href="#">Official record</a>                           | <b>1,149.7 billion toman (11,497,471 million rial)</b><br>Source: Sarv Roshd Paydar Yekom venture fund, audited financial statements for the year to 21 June 2026, note 10-2, filed on Codal (tracing number 1589852) · <a href="https://www.codal.ir/Reports/Attachment.aspx?LetterSerial=717VeitGRQGM7I7VIDaCg%3d%3d">https://www.codal.ir/Reports/Attachment.aspx?LetterSerial=717VeitGRQGM7I7VIDaCg%3d%3d</a> · retrieved 2026-09-09<br>Note: Identified by the national ID shown in this profile: the fund prints the investee as تراجت فده قالخ, the registered name the corporate registry pairs with that ID. The same figures appear in note 10-3 of the fund's audited interim to 21 December 2025 (tracing 1483028). This is audited revenue of the legal entity. The company's own annual report for the same year states sales of 1,800 billion toman; the 650 billion toman difference is not explained by either document. Sales may be gross value through the platform and revenue net of amounts owed to suppliers or tax; neither document says. At the 2024-25 average of about 70,000 toman/\$ the audited figure is roughly \$16 million, against roughly \$26 million for the company's stated sales. |
| <b>Net profit</b><br>Year ended 20 March 2025<br><a href="#">Official record</a>                                  | <b>65.4 billion toman (653,718 million rial)</b><br>Source: Sarv Roshd Paydar Yekom venture fund, audited financial statements for the year to 21 June 2026, note 10-2, filed on Codal (tracing number 1589852) · <a href="https://www.codal.ir/Reports/Attachment.aspx?LetterSerial=717VeitGRQGM7I7VIDaCg%3d%3d">https://www.codal.ir/Reports/Attachment.aspx?LetterSerial=717VeitGRQGM7I7VIDaCg%3d%3d</a> · retrieved 2026-09-09<br>Note: Identified on national ID [identifier held on the record] (see the revenue fact). Net margin about 5.7 percent of audited revenue, Tehran Index arithmetic. About \$0.9 million at the 2024-25 average of ~70,000 toman/\$.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Balance sheet</b><br>At 20 March 2025<br><a href="#">Official record</a>                                       | <b>Assets 1,223.4 billion toman (12,233,757 million rial), liabilities 798.3 billion toman (7,983,437 million rial), equity 425.0 billion toman (4,250,320 million rial)</b><br>Source: Sarv Roshd Paydar Yekom venture fund, audited financial statements for the year to 21 June 2026, note 10-2, filed on Codal (tracing number 1589852) · <a href="https://www.codal.ir/Reports/Attachment.aspx?LetterSerial=717VeitGRQGM7I7VIDaCg%3d%3d">https://www.codal.ir/Reports/Attachment.aspx?LetterSerial=717VeitGRQGM7I7VIDaCg%3d%3d</a> · retrieved 2026-09-09<br>Note: Identified on national ID [identifier held on the record] (see the revenue fact). Foots to the rial: 7,983,437 + 4,250,320 = 12,233,757. Liabilities are 65 percent of assets; the filing gives no breakdown. Toman figures above 1 billion carry no dollar equivalent here because the balance sheet is a point-in-time position; the 2024-25 average (~70,000 toman/\$) would put assets at roughly \$17 million.                                                                                                                                                                                                                                  |

### Sales growth and scale

Iranian year 1404, 21 March 2025

to 20 March 2026

[Company disclosed](#)

Sales +83 percent year on year, which the report puts at 35 percentage points above inflation · 3,200,000+ unique users · units sold +23 percent · 50,000+ SKUs · 1,400+ brands · 300+ staff · women 40 percent of management

Source: Khanoumi annual report 1404, "Khanoumi 1404 at a glance" ·

<https://www.khanoumi.com/pub/reports/annual/1404> · retrieved 2026-09-11

Note: Growth rate only; the report does not print the 1404 sales level. The 1403 base is itself two numbers in this profile: 1,800 billion toman by the company and 1,149.7 billion toman audited, so 83 percent cannot be turned into a 1404 level without choosing a base. Report: [khanoumi.com/pub/reports/annual/1404/annual-report.pdf](https://www.khanoumi.com/pub/reports/annual/1404/annual-report.pdf), not yet read page by page.

### Two-year window, FY2023-24 to FY2025-26

Iranian years 1402 to 1404, 21

March 2023 to 20 March 2026

[Company disclosed](#)

Sales 3.6 times · profit value 5.3 times (the report says "on the basis of rial margin value") · units sold close to 2 times · more than half of customers repeated a purchase within the period

Source: Khanoumi annual report 1404, "from growth to sustainability" ·

<https://www.khanoumi.com/pub/reports/annual/1404> · retrieved 2026-09-11

Note: Nominal rial multiples over a period of high inflation; the report itself frames the year as "sustainability" after a scale-up year (1402) and a transition year (1403). The report also carries a special section on the two wars and the internet shutdown of the year.

## Ownership, capital and listing status

### Shareholder on record

At 21 June 2026

[Official record](#)

Sarv Roshd Paydar Yekom venture fund holds a stake carried at 20.0 billion toman of cost (200,000,000,000 rial); the percentage owned is not disclosed in the filing

Source: Sarv Roshd Paydar Yekom venture fund, audited financial statements for the year to 21 June 2026, note 10, filed on Codal (tracing number 1589852) ·

<https://www.codal.ir/Reports/Attachment.aspx?LetterSerial=717VeitGRQGM7I7VIDaCg%3d%3d> · retrieved 2026-09-09

Note: Note 10 is in rial. The holding is 14.99 percent of the fund's venture portfolio at cost, which is a fact about the fund, not about Khanoumi's ownership. Registered capital and any implied valuation are deliberately not derived.

## Registered entity

From the corporate registry record held on the profile. Personal identifiers of individuals are never reproduced.

|                           |                                                                                                                                                                     |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Legal name</b>         | Tejarat Khalagh Hadaf · تجارت خلاق هدف                                                                                                                              |
| <b>Entity</b>             | company · status active · group Fankam Group                                                                                                                        |
| <b>Registration</b>       | n/a · registered capital n/a                                                                                                                                        |
| <b>Registered address</b> | n/a                                                                                                                                                                 |
| <b>Web</b>                | <a href="https://www.khanoumi.com">https://www.khanoumi.com</a> · <a href="https://www.linkedin.com/company/khanoumi">https://www.linkedin.com/company/khanoumi</a> |

## How this document was produced

Tehran Index holds one record per company in a structured database. Each fact carries a label, a value, the period it describes, an evidence state, the source it was read from, the date it was retrieved and a note that records caveats and every later correction. This file is a rendering of that record as it stood on 2026-10-07: `scripts/export-company-record.mjs` against the live database; facts checksum computed locally and by the database function `company_facts_md5`, both `bd431ec471ebd1daa6d1fce71426ed9f`. Because the record moves and this file does not, the file is superseded by the live record for anything dated after the snapshot; a regenerated version carries a new version string on every page. Methodology: [tehranindex.com/methodology](https://tehranindex.com/methodology). Scope and standards: [tehranindex.com/standards](https://tehranindex.com/standards).