

Purple United Sales Limited

(Formerly known as Purple United Sales Private Limited)

Corporate Office: Tower B, Ground Floor, Smartworks Corporate Park, Plot 1 & 2, Amity Road, Sector 125, Noida, UP - 201303 Ph: +91-9667792635/36, Email: info@purpleunited.in

Date: 1st May 2025

The Manager

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G,
Bandra-Kurla Complex, Bandra(E),
Mumbai- 400051

NSE SYMBOL: PURPLEUTED

ISIN: INE0P5R01014

Sub: Disclosure under Regulation 30 read with Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 — Updates regarding new Retail Stores of the Company.

Dear Sir,

In terms of Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that, Company has opened Five more Retail Stores/ Exclusive Brand Outlets (EBOs) in the Month of April 2025 so far under the Brand name “**PURPLE UNITED KIDS**”.

New stores will help us in reaching new markets and expanding our customer base for Kids Fashion.

The details of new stores opened in the month of March 2025 are as under:

1. Anantnag, **Jammu & Kashmir.**
2. Ferozepur, Zira **Punjab.**
3. Amritsar, Westwood, **Punjab.**
4. Wave Mall, Ludhiana, **Punjab.**
5. Airport Road, Mohali, **Punjab.**

With this the total no. of Retail Stores/ EBOs stand at 47.

Note: EBO in Kamla Nagar, Delhi, has been closed following the conclusion of the lease agreement. We are currently in the process of identifying a suitable new location in the vicinity.

You are requested to take the same on record.

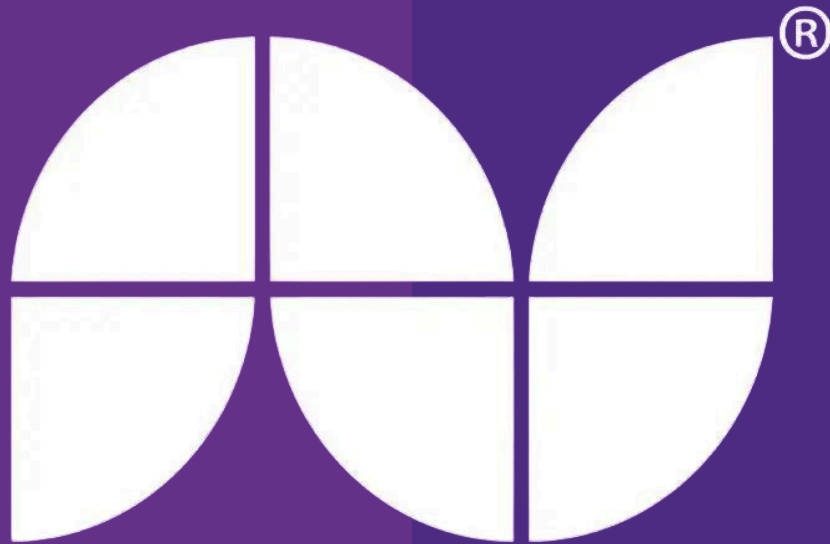
For Purple United Sales Limited

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Vishnu Kumar

Company Secretary & Compliance officer

M.No. A67575



PURPLE UNITED **KIDS**

PREMIUM FASHION

EBO UPDATE TILL 30 APRIL 2025

COMPANY OVERVIEW

First-of-its-kind premium fashion brand providing versatile apparel & footwear choices for kids of all age groups.

The ever-so-undeniable styles, with in-depth attention to each and every minor detail, ensure the **#ShopHappiness** experience.

Vibrant product range, a retail representation of confidence, strength, and all things fashionable.



Trendy and fashionable clothing



Premium Fashion products



Lab tested products



VISION

To be the most admired Premium Fashion Brand in Kids' Wear



MISSION

Enable children to express themselves using our 'brand' as a medium

THE 3F EXPERIENCE

FUN

- **Products designed to celebrate the joy and vibrancy of childhood.**
- **Bright, playful colors and patterns that inspire creativity and self-expression.**
- **Engaging themes like favorite characters (e.g. Disney and Mattel collaborations).**

FASHION

- **Trendy, premium-quality apparel and accessories that stand out.**
- **Collections tailored for all occasions, from casual outings to festive events.**
- **Cutting-edge designs that align with global kids' fashion trends.**

FUNCTIONALITY

- **Practical, durable products that cater to parents' needs.**
- **Lab-tested materials ensuring safety and comfort for delicate skin.**
- **Easy-to-wear, low-maintenance designs ideal for active kids and busy parents.**



Anantnag, Jammu & Kashmir

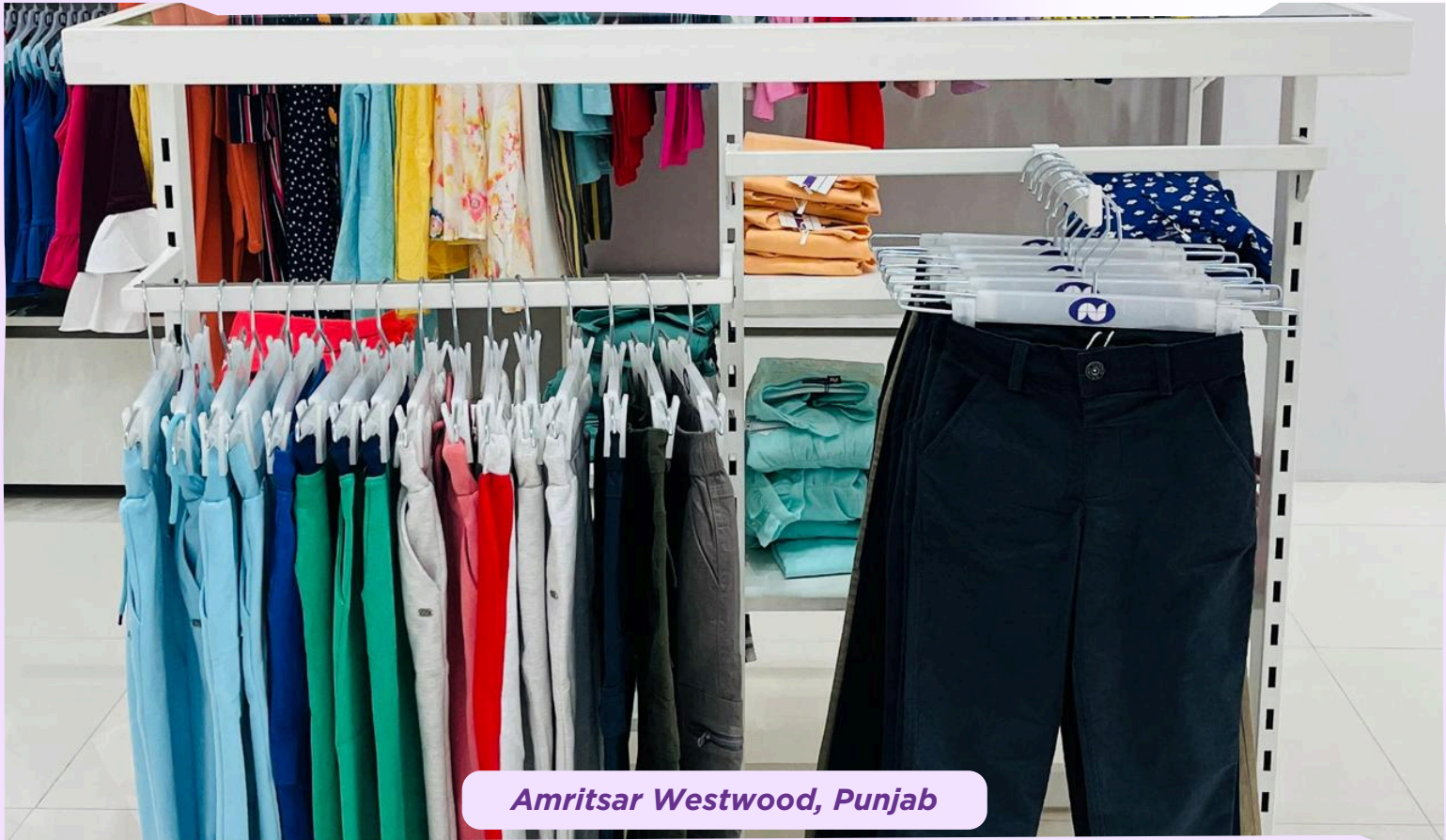






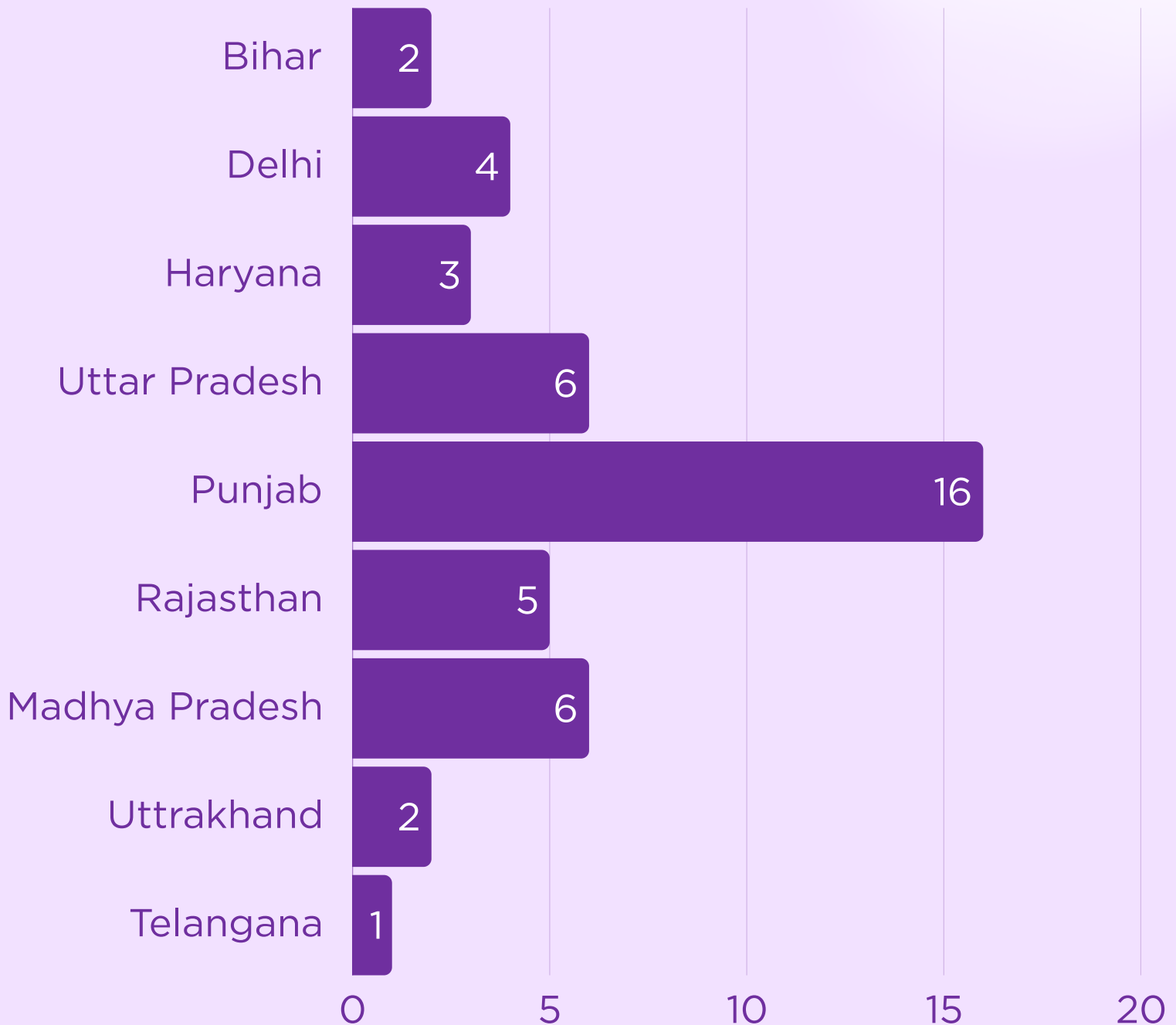








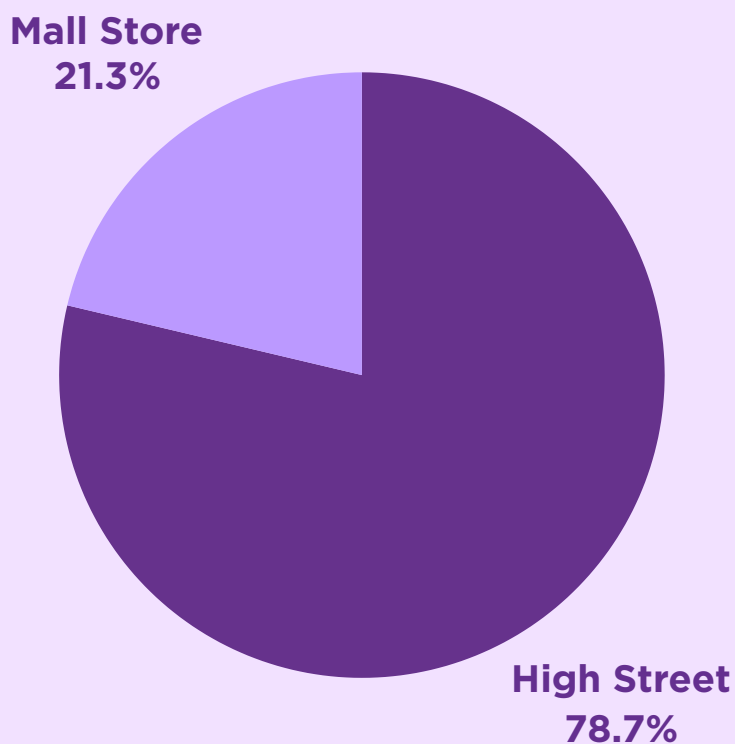
EBO STATISTICS TILL 30 APRIL 2025



Total number of EBO Stores- 47

***1 EBO in Kamla Nagar, Delhi, has been closed following the conclusion of the lease agreement. We are currently in the process of identifying a suitable new location in the vicinity.**

EBO STATISTICS TILL 30 APRIL 2025



Distribution Of EBO Market Categories

OPERATIONAL EBOs TILL 30 APRIL 2025

New addition of EBOs

S. No.	State	City	Location	Market Category	Per sq. ft. Area (Super Area)	Per sq. ft. Area (Carpet Area)
1	Jammu & Kashmir	Anantnag	Anantnag, Jammu & Kashmir	High Street	750	750
2	Punjab	Ferozepur	Zira, Punjab	High Street	1705	1705
3	Punjab	Amritsar	Amritsar Westwood, Punjab	High Street	1371	1202
4	Punjab	Ludhiana	Wave Mall, Ludhiana, Punjab	High Street	1049	887
5	Punjab	Mohali	Airport Road, Mohali	High Street	2700	900
Total No. of Stores: 5					7,575	5,444

OPERATIONAL EBOs TILL 30 APRIL 2025

New addition of EBOs

ZONE	No. of EBO as of 31 March 2025	Addition of No. of EBO till 30 April 2025	Total No. of EBO till 30 April 2025
EAST	2	-	2
WEST	10	-	10
NORTH	29	5	34
SOUTH	1	-	1
TOTAL	43	5	47

OPERATIONAL EBOs TILL 30 APRIL 2025

S. No.	State	Market Category	No. of Stores	Per sq. ft. Area(Super Area)	Per sq. ft. Area(Carpet Area)
1	Bihar	High Street	2	1513	1513
	Bihar Total		2	1,622	1,622
2	Delhi	High Street	4	3785	3785
	Delhi Total		4	5,495	5,495
3	Haryana	Mall Store	2	1658	904
	Haryana	High Street	1	1020	1020
	Haryana Total		3	2,396	2,074
4	Madhya Pradesh	High Street	5	9014	8879
	Madhya Pradesh	Mall Store	1	1058	948
	Madhya Prdesh Total		6	11,054	10,330
5	Punjab	High Street	15	17297	16866
	Punjab	Mall Store	2	2427	1712
	Punjab Total		17	22,425	19,479
6	Rajasthan	High Street	5	4593	4122
	Rajasthan Total		5	7,090	7,090
7	Uttar Pradesh	High Street	4	4303	3983
		Mall Store	2	3720	1860
	Uttar Pradesh Total		6	7,855	5,995
8	Uttrakhand	Mall Store	2	2848	1707
	Uttrakhand Total		2	2848	1707
9	Telangana	Mall	1	809	711
	Telangana Total		1	1300	809
10	Jammu & Kashmir	High Street	1	750	750
	Jammu & Kashmir Total		1	750	750
Total Stores till 30 April 2025			47	62,835	55,351



PURPLE UNITED KIDS

THANK
YOU