

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: 01st September, 2025

The Manager - Listing Department

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/Madam,

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 Six more Retail Stores/ Exclusive Brand Outlets (EBOs) in the Month of August 2025 under our 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 August 2025 are as under:

1. Vega Circle Mall, Siliguri
2. Kollar Road, Bhopal
3. Shaguna, Patna
4. Hazratganj, Lucknow
5. Pathankot, Punjab
6. Meenal, Bhopal

We have achieved the milestone of “**69**” Retail Stores/ EBOs of Purple United Kids.

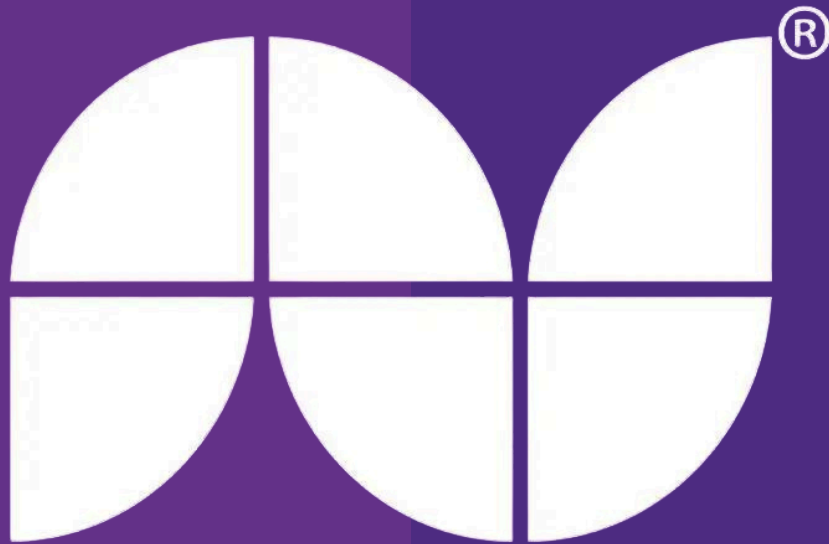
You are requested to take the same on record.

For Purple United Sales Limited

Ayati Gupta

Company Secretary & Compliance Officer

Encl.: As above



PURPLE UNITED **KIDS**

PREMIUM FASHION

EBO UPDATE TILL 31 AUGUST 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.

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.

FASHION

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.



*Vega Circle Mall, Siliguri,
West Bengal*



Kollar Road, Bhopal



Shaguna, Patna



Hazratganj, Lucknow



Pathankot, Punjab



Meenal, Bhopal



Vega Circle Mall, Siliguri



Kollar Road, Bhopal



Kollar Road, Bhopal



Shaguna, Patna



Shaguna, Patna



Shaguna, Patna



Shaguna, Patna



Hazratganj, Lucknow



Hazratganj, Lucknow



Hazratganj, Lucknow



Meenal, Bhopal

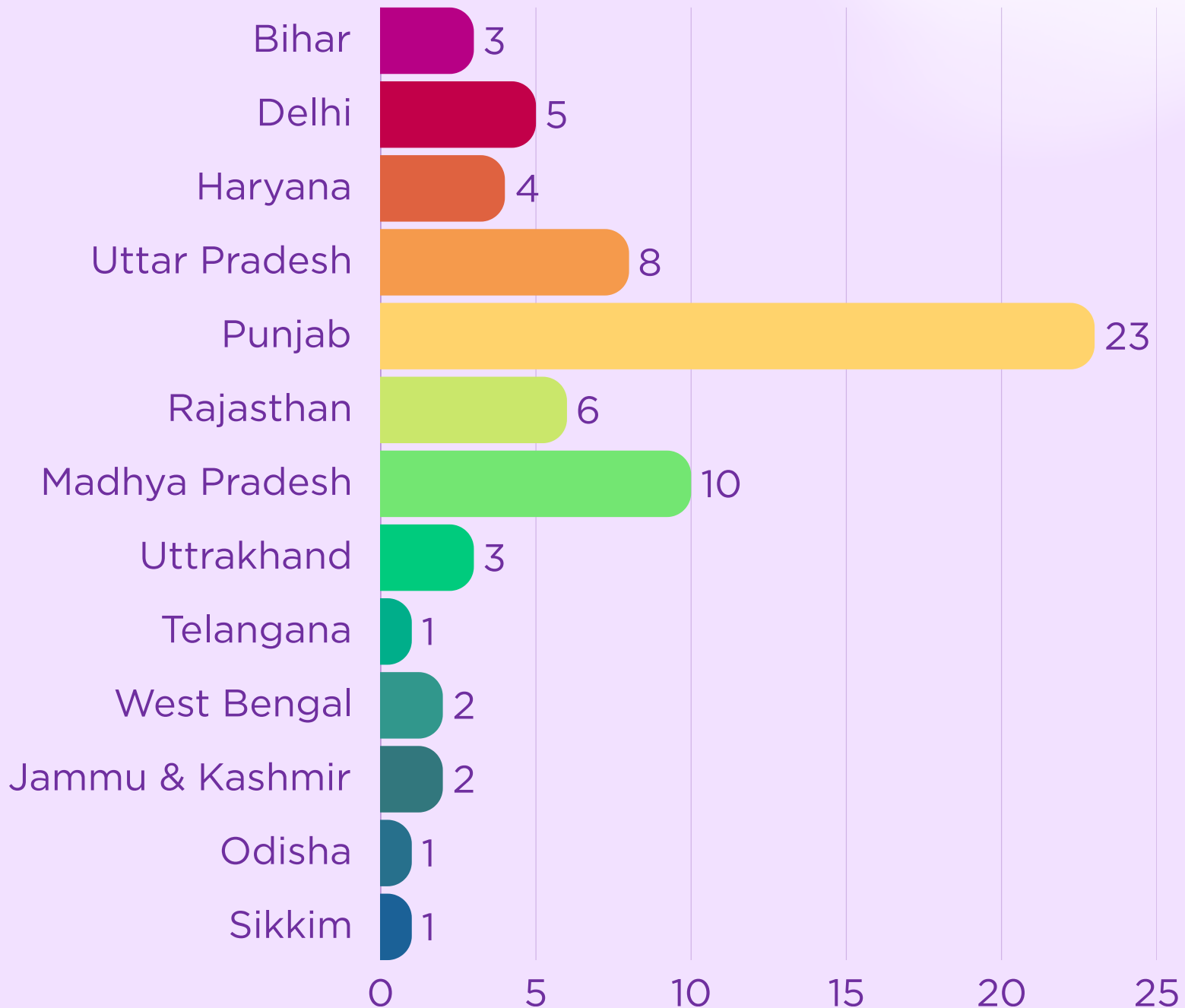


Meenal, Bhopal



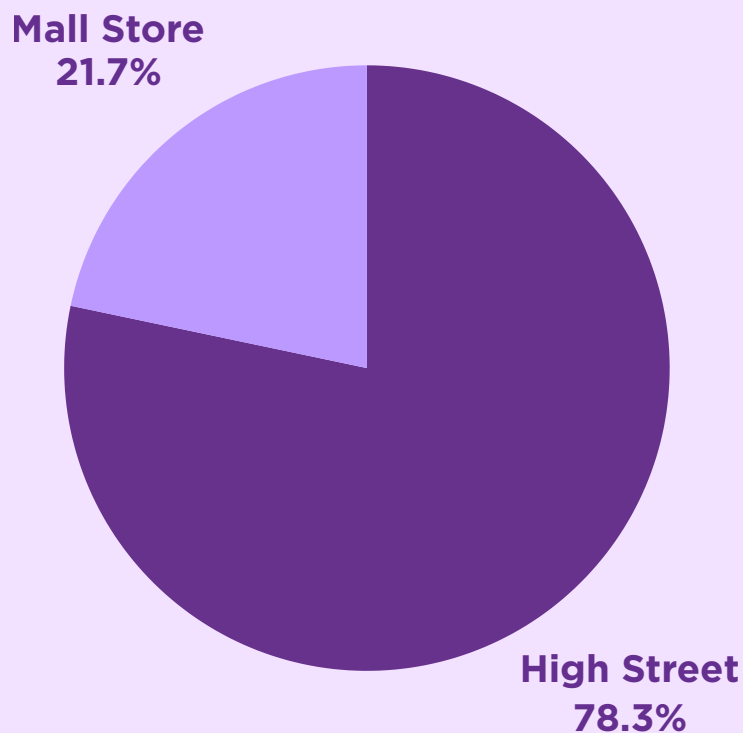
Meenal, Bhopal

EBO STATISTICS TILL 31 AUGUST 2025



Total number of EBO stores: 69

EBO STATISTICS TILL 31 AUGUST 2025



Distribution Of EBO Market Categories

OPERATIONAL EBOs TILL 31 AUGUST 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	West Bengal	Siliguri	Vega Circle Mall, Siliguri	Mall Store	1,200	750
2	Madhya Pradesh	Bhopal	Kollar Road, Bhopal	High Street	760	760
3	Bihar	Patna	Shaguna, Patna	High Store	3,600	3,600
4	Uttar Pradesh	Lucknow	Hazratganj, Lucknow	High Street	1,329	1,329
5	Punjab	Pathankot	Pathankot, Punjab	High Street	1,800	1,800
6	Madhya Pradesh	Bhopal	Meenal, Bhopal	High Street	3,304	3,304
Total No. of Stores: 6					11,993	11,543

OPERATIONAL EBOs TILL 31 AUGUST 2025

New addition of EBOs

<i>ZONE</i>	<i>No. of EBO as of 31 July 2025</i>	<i>Addition of No. of EBO till 31 August 2025</i>	<i>Total No. of EBO till 31 August 2025</i>
<i>EAST</i>	<i>5</i>	<i>2</i>	<i>7</i>
<i>WEST</i>	<i>13</i>	<i>2</i>	<i>15</i>
<i>NORTH</i>	<i>44</i>	<i>2</i>	<i>46</i>
<i>SOUTH</i>	<i>1</i>	<i>-</i>	<i>1</i>
<i>TOTAL</i>	<i>63</i>	<i>6</i>	<i>69</i>



OPERATIONAL EBOs TILL 31 AUGUST 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	3	5,222	5,222
	<u>Bihar Total</u>		<u>3</u>	<u>5,222</u>	<u>5,222</u>
2	Delhi	High Street	5	9,007	9,007
	<u>Delhi Total</u>		<u>5</u>	<u>9,007</u>	<u>9,007</u>
3	Haryana	Mall Store	2	1,376	1,054
		High Street	2	1,820	1,820
	<u>Haryana Total</u>		<u>4</u>	<u>3,196</u>	<u>2,874</u>
4	Madhya Pradesh	High Street	9	18,814	17,764
		Mall Store	1	1,804	1,080
	<u>Madhya Pradesh Total</u>		<u>10</u>	<u>20,618</u>	<u>18,844</u>
5	Punjab	High Street	22	31,694	28,910
		Mall Store	1	1,049	887
	<u>Punjab Total</u>		<u>23</u>	<u>32,743</u>	<u>29,797</u>
6	Rajasthan	High Street	5	7,090	7,090
		Mall Store	1	1,307	807
	<u>Rajasthan Total</u>		<u>6</u>	<u>8,397</u>	<u>7,897</u>
7	Uttar Pradesh	High Street	5	5,464	5,464
		Mall Store	3	5,720	3,060
	<u>Uttar Pradesh Total</u>		<u>8</u>	<u>11,184</u>	<u>8,524</u>
8	Uttarakhand	High Street	1	1,100	1,100
		Mall Store	2	2,848	1,707
	<u>Uttarakhand Total</u>		<u>3</u>	<u>3,948</u>	<u>2,807</u>
9	Telangana	Mall Store	1	1300	809
	<u>Telangana Total</u>		<u>1</u>	<u>1,300</u>	<u>809</u>
10	Jammu & Kashmir	High Street	2	1,911	1,911
	<u>Jammu & Kashmir Total</u>		<u>2</u>	<u>1,911</u>	<u>1,911</u>
11	West Bengal	Mall Store	2	2,460	1,590
	<u>West Bengal Total</u>		<u>2</u>	<u>2,460</u>	<u>1,590</u>
12	Odisha	Mall Store	1	1,510	905
	<u>Odisha Total</u>		<u>1</u>	<u>1,510</u>	<u>905</u>
13	Sikkim	Mall Store	1	700	450
	<u>Sikkim Total</u>		<u>1</u>	<u>700</u>	<u>450</u>
<u>Total Stores till 31 August 2025</u>			<u>69</u>	<u>102,196</u>	<u>90,637</u>



PURPLE UNITED KIDS

THANK
YOU