

Purple United Sales Limited

(Formerly known as Purple United Sales Private Limited)

Corporate Office: Tower 2, Ground Floor, Candor TechSpace, Plot No. 20 & 21, Sector-135, Noida, Uttar Pradesh
- 201304 Ph: +91-9667792635/ 36, Email: info@purpleunited.com

Date: 01st December, 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 Seven more Retail Stores/ Exclusive Brand Outlets (EBOs) in the Month of November 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 November 2025 are as under:

1. Vasai, Mumbai
2. Sirsa, Haryana
3. Walk in Square, Amritsar
4. Lulu Mall, Lucknow
5. VRC City Mall, Patiala
6. Muktsar, Punjab
7. Nawanshahr, Punjab

We have achieved the milestone of “**86**” Retail Stores/ EBOs of Purple United Kids.

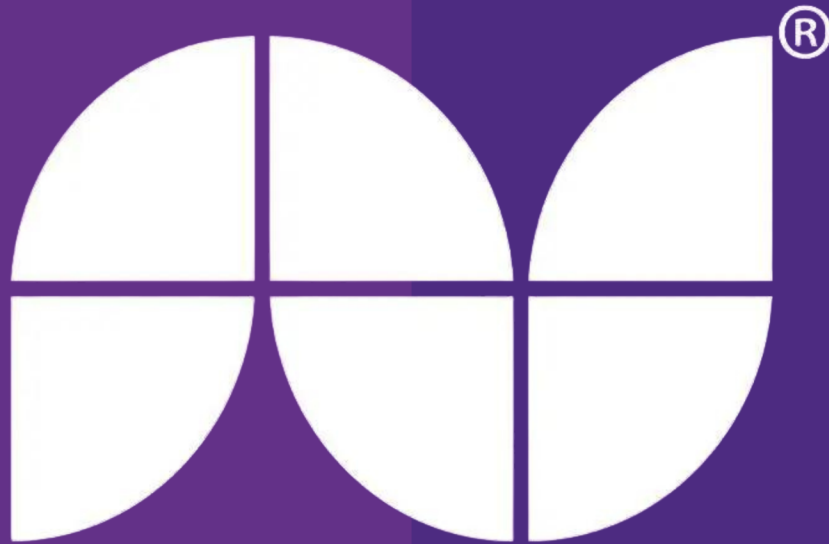
You are requested to take the same on record.

For Purple United Sales Limited

Ayati Gupta

Company Secretary & Compliance Officer

Encl.: As above



PURPLE UNITED **KIDS**

PREMIUM FASHION

EBO STATISTICS TILL 30 NOVEMBER 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.



PURPLE UNITED KIDS

**WE ARE
EXPANDING
IN THE WEST
& THE EAST**

Maharashtra

Guwahati

Jharkhand

Chhattisgarh

Kolkata



PURPLE UNITED KIDS



Continued Expansion
IN MUMBAI



Vasai, Mumbai



PURPLE UNITED KIDS



Sirsa, Haryana



Walk in Square, Amritsar



Lulu Mall, Lucknow



VRC City Mall, Patiala



Muktsar, Punjab



Nawanshahr, Punjab



Vasai, Mumbai



Vasai, Mumbai



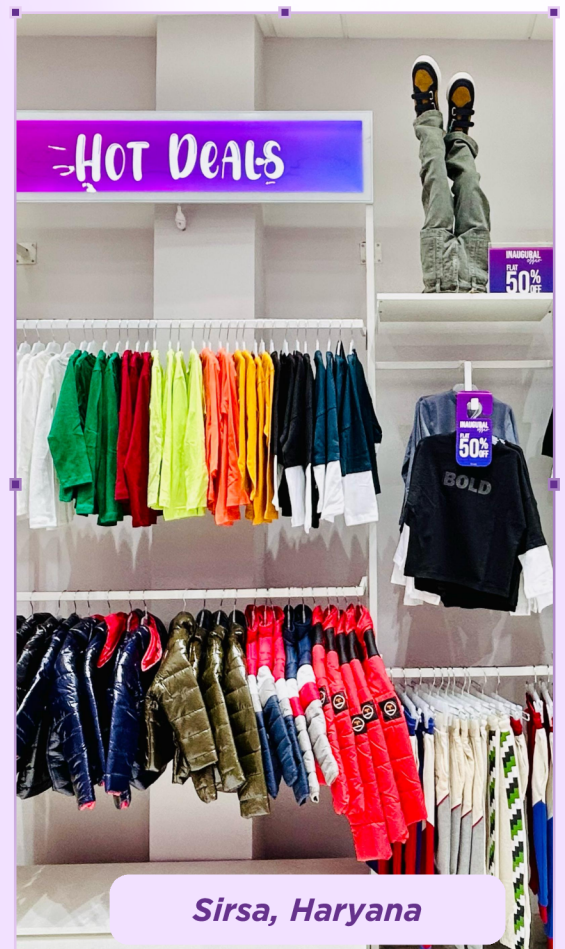
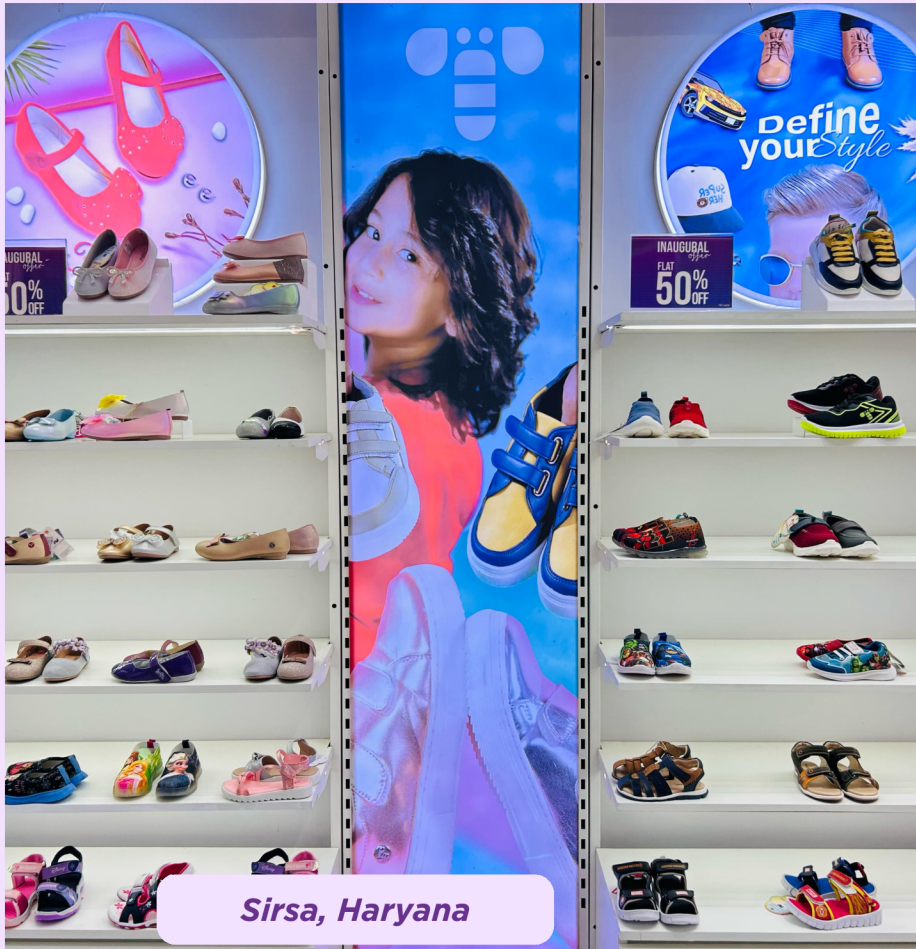
Vasai, Mumbai



Vasai, Mumbai



Vasai, Mumbai





Walk in Square, Amritsar



Walk in Square, Amritsar



Walk in Square, Amritsar



Walk in Square, Amritsar



Walk in Square, Amritsar



Lulu Mall, Lucknow



Lulu Mall, Lucknow



Lulu Mall, Lucknow



Lulu Mall, Lucknow



VRC City Mall, Patiala



VRC City Mall, Patiala

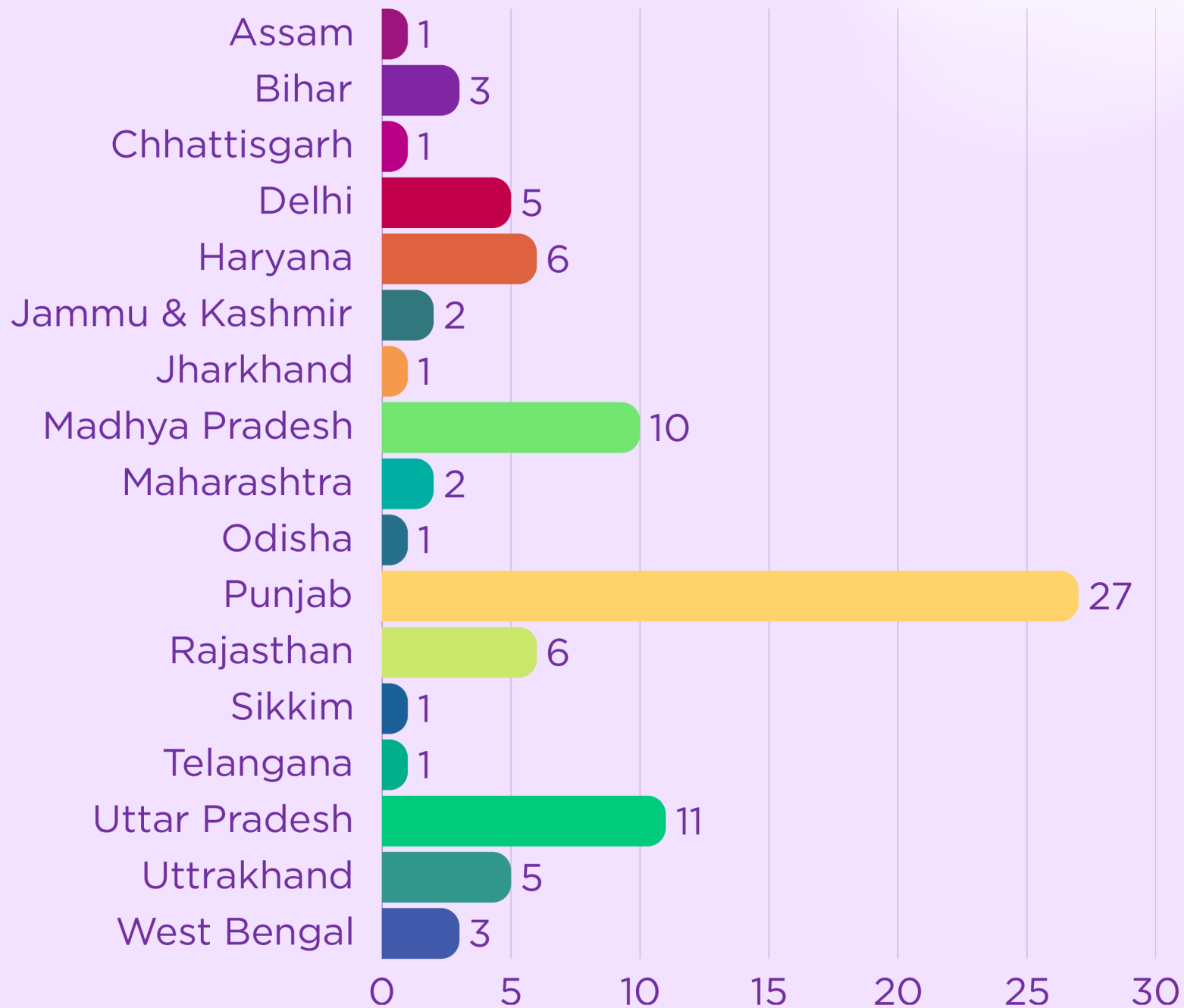


VRC City Mall, Patiala



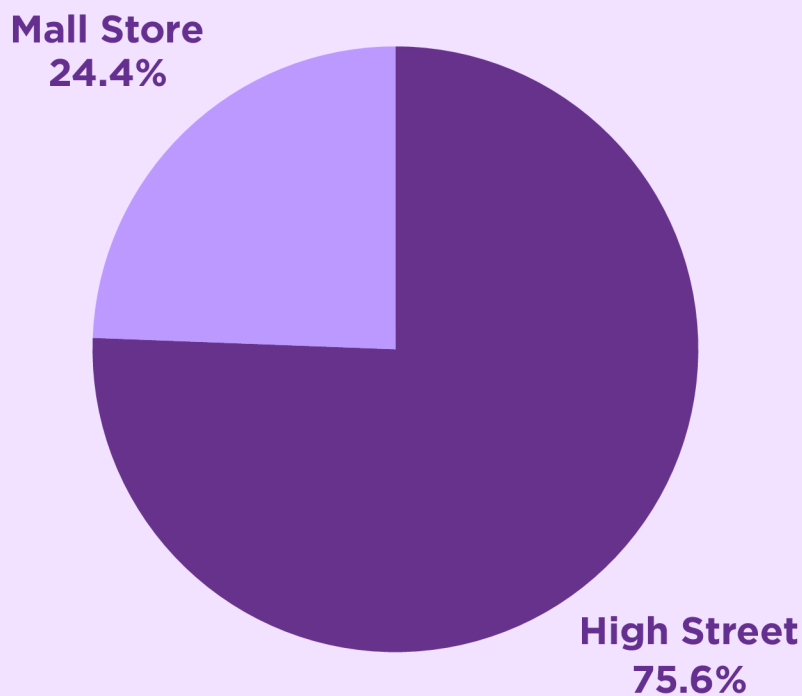
VRC City Mall, Patiala

EBO STATISTICS TILL 15 NOVEMBER 2025



Total number of EBO stores: 86

EBO STATISTICS TILL 30 NOVEMBER 2025



Distribution Of EBO Market Categories

EBO STATISTICS TILL 30 NOVEMBER 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	Maharashtra	Mumbai	Vasai, Mumbai	High Street	750	750
2	Haryana	Rohtak	Sirsa, Haryana	High Street	1,800	1,800
3	Punjab	Amritsar	Walk in Square, Amritsar	High Street	1,200	1,200
4	Uttar Pradesh	Lucknow	Lulu Mall, Lucknow	High Street	1,317	803
5	Punjab	Patiala	VRC City Mall, Patiala	High Street	2,720	1,993
6	Punjab	Muktsar	Muktsar, Punjab	High Street	1,200	1,200
7	Punjab	Nawanshahr	Nawanshahr, Punjab	High Street	1,700	1,700
Total No. of Stores: 7					10,687	9,446

EBO STATISTICS TILL 30 NOVEMBER 2025

New addition of EBOs

<i>ZONE</i>	<i>No. of EBO as of 31 October 2025</i>	<i>Addition of No. of EBO till 30 November 2025</i>	<i>Total No. of EBO till 30 November 2025</i>
<i>EAST</i>	<i>11</i>	<i>-</i>	<i>11</i>
<i>WEST</i>	<i>16</i>	<i>1</i>	<i>17</i>
<i>NORTH</i>	<i>51</i>	<i>6</i>	<i>57</i>
<i>SOUTH</i>	<i>1</i>	<i>-</i>	<i>1</i>
<i>TOTAL</i>	<i>79</i>	<i>7</i>	<i>86</i>



EBO STATISTICS TILL 30 NOVEMBER 2025

S. No.	State	Market Category	No. of Stores	Per sq. ft. Area (Super Area)	Per sq. ft. Area (Carpet Area)
1	Assam	High Street	1	1,164	1,164
	<u>Assam Total</u>		<u>1</u>	<u>1,164</u>	<u>1,164</u>
2	Bihar	High Street	3	5,222	5,222
	<u>Bihar Total</u>		<u>3</u>	<u>5,222</u>	<u>5,222</u>
3	Chhattisgarh	Mall Store	1	1,761	1,054
	<u>Chhattisgarh Total</u>		<u>1</u>	<u>1,761</u>	<u>1,054</u>
4	Delhi	High Street	5	9,007	9,007
	<u>Delhi Total</u>		<u>5</u>	<u>9,007</u>	<u>9,007</u>
5	Haryana	Mall Store	2	1,376	1,054
		High Street	4	6,070	5,420
	<u>Haryana Total</u>		<u>6</u>	<u>7,446</u>	<u>6,474</u>
6	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>
7	Jharkhand	Mall Store	1	1,326	663
	<u>Jharkhand Total</u>		<u>1</u>	<u>1,326</u>	<u>663</u>
8	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>
9	Maharashtra	High Street	1	750	750
		Mall Store	1	1,220	732
	<u>Maharashtra Total</u>		<u>2</u>	<u>1,970</u>	<u>1,482</u>
10	Odisha	Mall Store	1	1,510	905
	<u>Odisha Total</u>		<u>1</u>	<u>1,510</u>	<u>905</u>
11	Punjab	High Street	25	35,794	33,010
		Mall Store	2	3,769	2,880
	<u>Punjab Total</u>		<u>27</u>	<u>39,563</u>	<u>35,890</u>
12	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>
13	Sikkim	Mall Store	1	700	450
	<u>Sikkim Total</u>		<u>1</u>	<u>700</u>	<u>450</u>
14	Telangana	Mall Store	1	1300	809
	<u>Telangana Total</u>		<u>1</u>	<u>1,300</u>	<u>809</u>
15	Uttar Pradesh	High Street	7	8,114	8,114
		Mall Store	4	7,037	3,863
	<u>Uttar Pradesh Total</u>		<u>11</u>	<u>15,151</u>	<u>11,977</u>
16	Uttarakhand	High Street	3	4,200	4,200
		Mall Store	2	2,848	1,707
	<u>Uttarakhand Total</u>		<u>5</u>	<u>7,048</u>	<u>5,907</u>
17	West Bengal	Mall Store	3	4,424	2,670
	<u>West Bengal Total</u>		<u>3</u>	<u>4,424</u>	<u>2,670</u>
<u>Total Stores till 30 November 2025</u>			<u>86</u>	<u>128,518</u>	<u>112,326</u>



PURPLE UNITED KIDS

THANK
YOU