

# 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

01<sup>st</sup> December, 2025

The Manager- Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex,  
Bandra East, Mumbai-400051

**NSE SYMBOL: PURPLEUTED**

**ISIN: INE0P5R01014**

**Subject: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Earnings Presentation**

Dear Sir/Madam,

This is in continuation to our earlier intimation dated 30<sup>th</sup> November, 2025, Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the another part of H1FY26 earnings presentation of Purple United Sales Limited ("the Company") to be made during the Investors/Analysts call scheduled for 2<sup>nd</sup> December, 2025 at 11:00 A.M. The same is also being uploaded on the website of the Company [www.purpleunited.com](http://www.purpleunited.com).

Please acknowledge and take the same on your record.

Thanking You,

**Yours Faithfully,**

**For Purple United Sales Limited**

**Ayati Gupta**  
**Company Secretary & Compliance Officer**

**Encl.: as above**





PURPLE UNITED **KIDS**

PREMIUM FASHION

**FASHION THAT MAKES YOU  
FEEL GOOD**

**#SHOPHAPPINES**



# PURPLE UNITED AT A GLANCE



Founded in **2014** and based in **Noida**, Purple United is a **premium Indian kids' fashion brand** targeting children **up to 14 years**.



Specializes in **lab-tested, high-quality** apparel, footwear, and accessories, **earning trust** among Indian families.



Sets itself apart through "**3Fs**"—**fun, fashion, and functionality**—plus innovative design, safety, comfort, and attention to detail.



Centres its marketing strategy on **#SHOPHAPPINESS**, making each store visit a joyful and **memorable experience** for families and kids.



## VISION

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



## MISSION

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



# KEY FACTS & FIGURES



**86**

Exclusive Brand Outlets



**50+**

Cities Reached



**1,28,518 sq. ft.**

Retail area



**30,000 sq. ft.**

Warehouse Size



**650+**

Product Styles



**27%**

Customer return rate



**25+**

Purple Partners



**500+**

Employees



**17**

States Covered

# EMPOWERING YOUNG FUTURES: MEET OUR BRANDS



## toothless

Represents the simple joys of childhood with minimalist and logical product designs—making everyday essentials meaningful and delightful for kids.



## That's His Style

Caters to the premium fashion needs of boys, offering stylish, contemporary wear that celebrates individuality and confidence



## That's Her Style

Addresses the premium fashion segment for girls, blending elegant designs with youthful energy, allowing every girl to express herself through fashion.



## Striders

Built on innovation and vibrant creativity, Striders crafts colourful, ergonomic footwear designed for every stage of childhood adventure. With a focus on comfort and playful style, Striders inspires imagination, progress, and joy in every step kids take.

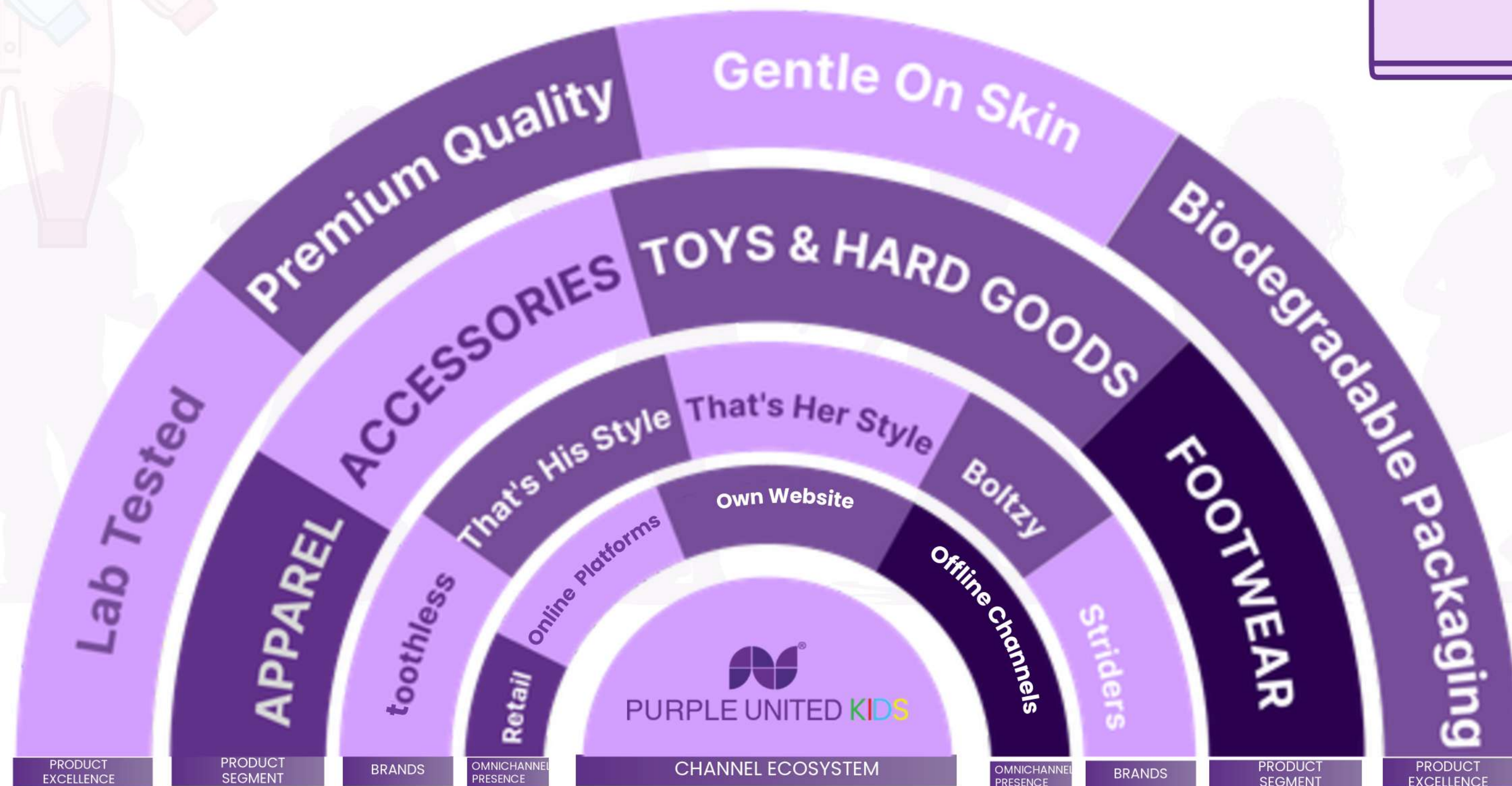
# BOLTZY

## Boltzy

More than just shoes—Boltzy stands for boldness and ambition. The brand empowers young trailblazers with footwear that fuses forward-thinking design and unbeatable performance, inspiring kids to lead with confidence rather than follow.



# INTEGRATED BRAND & CHANNEL ECOSYSTEM





# OMNICHANNEL PRESENCE

## CONNECTING EVERY PARENT, EVERYWHERE

### Retail Presence (Offline Expansion)



Purple United has built a strong offline network across key Indian states

### ONLINE ACCESS: OWN WEBSITE

The Purple United website offers a personalized shopping experience.

Website : [www.purpleunited.com](http://www.purpleunited.com)

### ECOMMERCE PLATFORMS

Partnered with leading online platforms for seamless nationwide access:



### Offline Channels

Expanding reach through multiple retail formats to maximize brand visibility.



Distributors



Shop-in-Shop counters



Large Format Stores (LFS)

Combining scale with strong local partnerships for national growth.



# BRAND PRESENCE



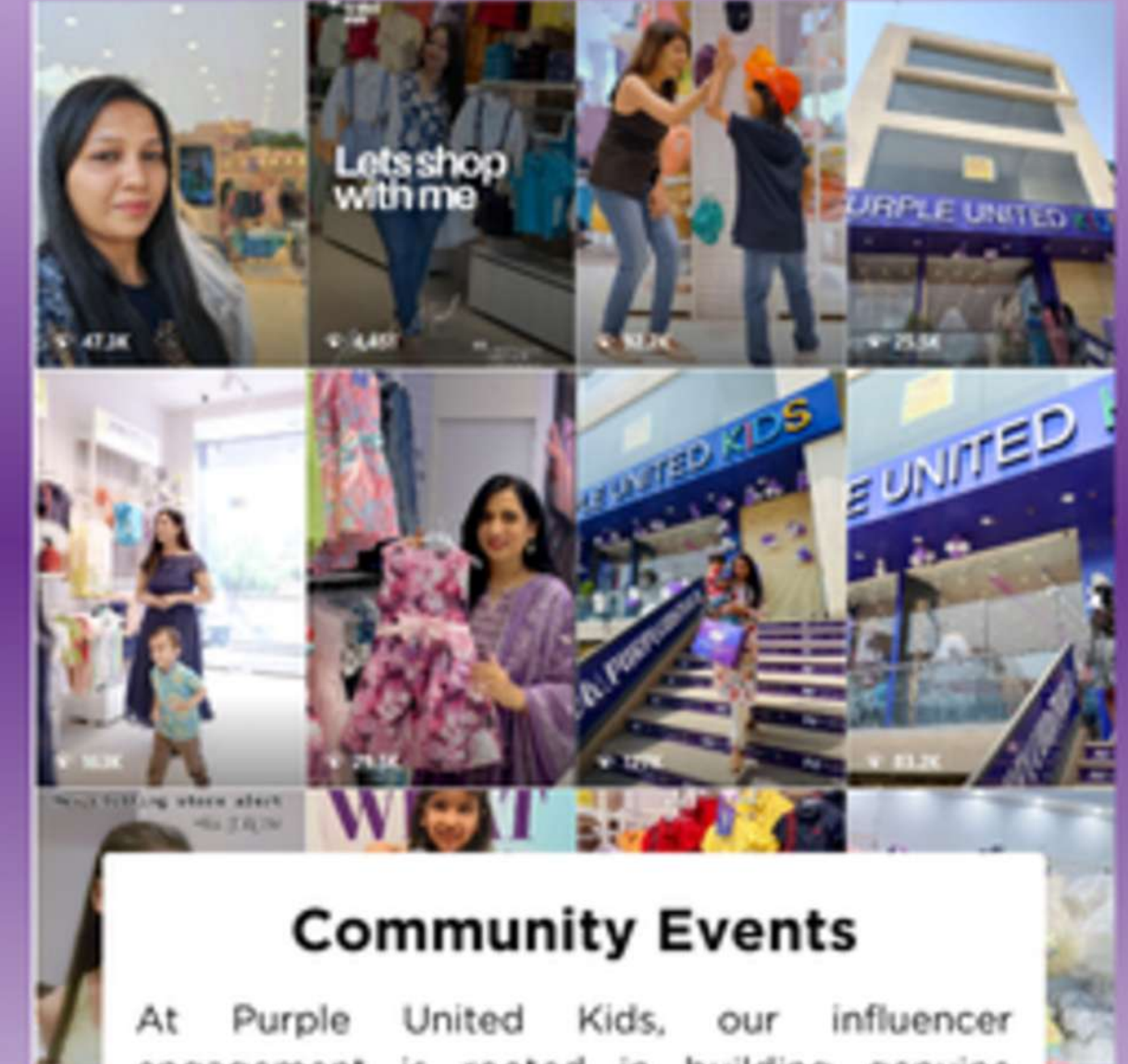
## On Ground Activations

We strategically engage with high-footfall locations by curating child-centric experiences such as interactive events, curated pop-up activations, and themed showcases.



## Digital Presence

Across platforms like Instagram, Facebook, and YouTube, we craft immersive campaigns that go beyond promotion—sparking conversation, encouraging user-generated content, and nurturing a vibrant community of engaged parents and young trend-setters.



## Community Events

At Purple United Kids, our influencer engagement is rooted in building genuine relationships and fostering a sense of shared purpose. By partnering with fashion-forward and parenting influencers who naturally connect with our audience, we're able to grow the Purple Community in meaningful ways.



# CATEGORY-WISE PRODUCT OFFERINGS



## ► Infants (0–2 Years)

- Apparel
- Footwear

## ► Boys (2–14 Years)

- Apparel (t-shirts, shirts, jackets, trousers, shorts)
- Footwear (shoes, sandals, boots)
- Toys & accessories

## ► Girls (2–14 Years)

- Apparel (dresses, skirts, leggings, tops, jumpsuits, jackets, party wear)
- Footwear (sandals, ballerinas, boots)
- Toys & accessories



### Lab Tested

Our products undergo rigorous lab testing to meet the highest quality standards.



### Premium Quality

Our products exhibit exceptional craftsmanship, superior materials, and outstanding performance.



### Biodegradable Packaging

Eco-Conscious Packaging That Biodegrades, Protecting The Planet For Future Generations.



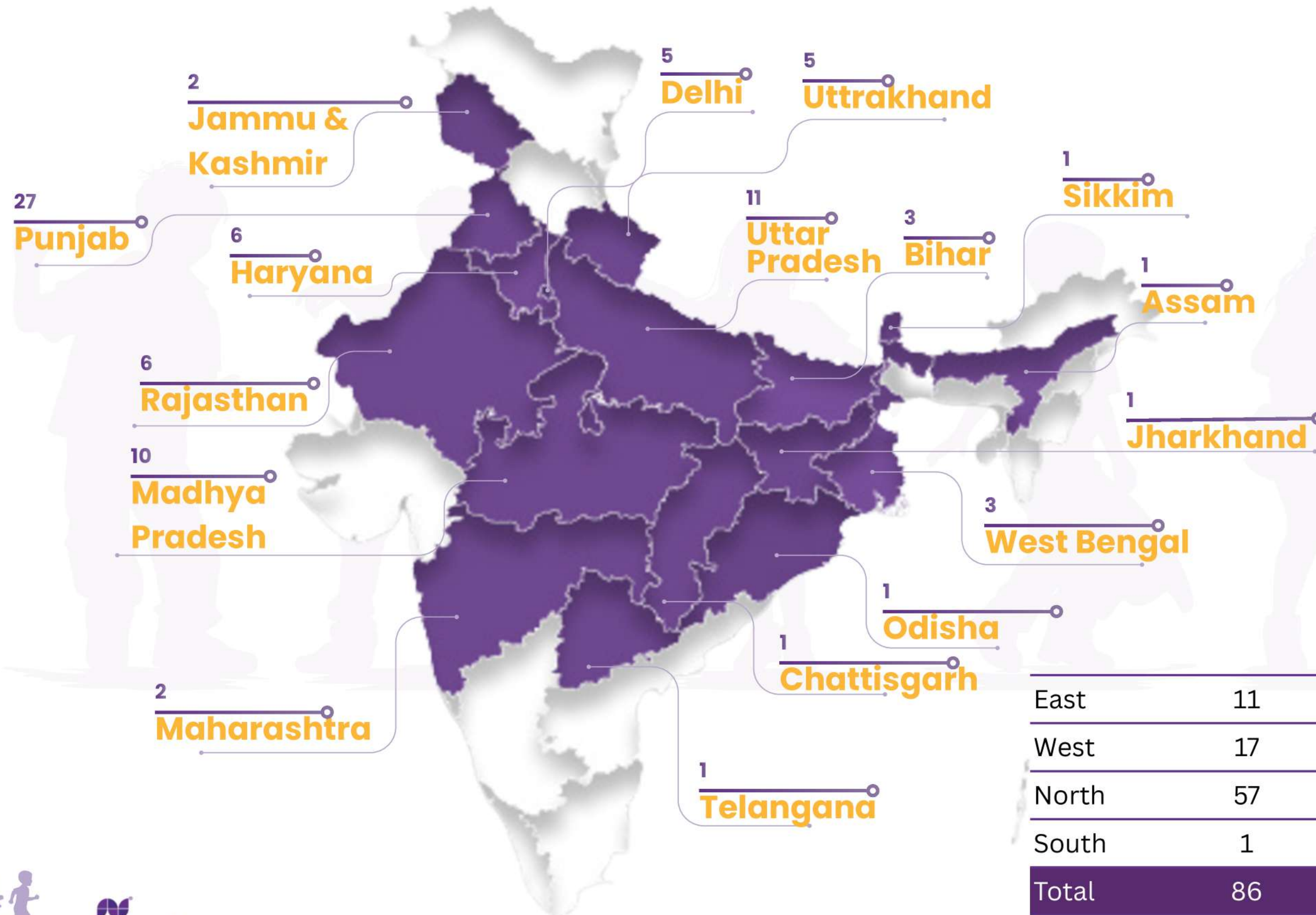
### Gentle On Skin

Soft, Safe, And Gentle- Perfect For Your Child's Delicate Skin.

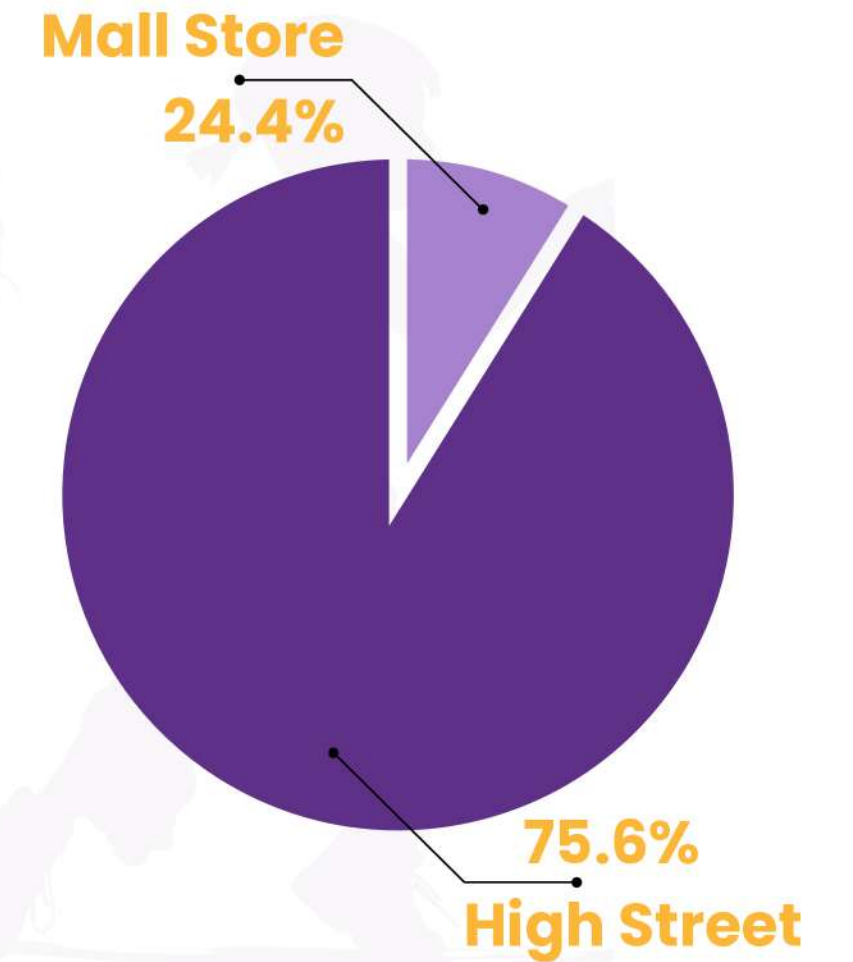


# PRESENCE

## TILL 30 NOVEMBER 2025



Distribution of EBO Market Categories





# GROWTH PROSPECT

Building as an organized player allows the company to capture market share from fragmented competitors. This improves efficiency and creates consistent brand value needed for long-term growth.

## Scalable Market Entry



Expanding into Tier 1 and Tier 2 cities opens doors to higher-income customer segments and untapped demand. Targeting these markets boosts revenue potential and brand reach.

## Geographic Expansion



By integrating retail and online channels, the company delivers a unified shopping experience. This drives loyalty, maximizes convenience, and increases engagement across all customer touchpoints.

## Omnichannel Excellence



Focused campaigns and customer engagement can build stronger recognition for kids' fashion. This increases demand, helps educate parents, and positions the brand as a trend leader.

## Fashion Awareness Drive

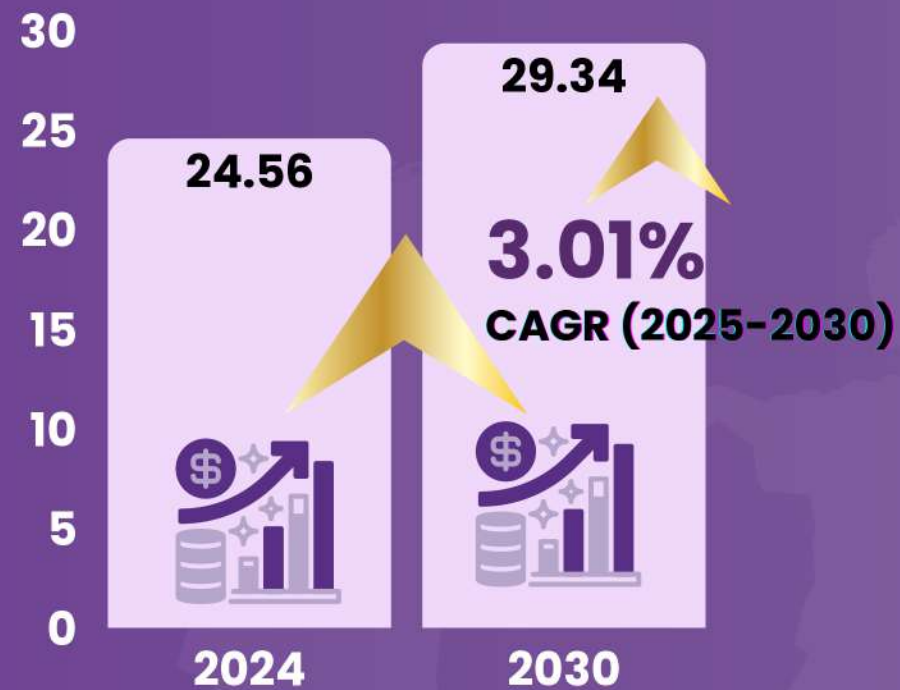




# INDUSTRY OVERVIEW

## Market Size

Amount in USD Billion



**Largest Market**

North

**Fastest Growing Segment**

Online

**The Indian kids apparel market is experiencing robust growth**

Growth in premium kidswear is fueled by higher disposable incomes, urbanization, and more dual-income, brand-conscious parents.

Parents are shifting from unorganized local shops to organized premium brands for better quality, comfort, design, and safety.

Social media and celebrity/influencer content are driving demand for trendy, occasion-wear and mini-me fashion in the kids segment.





# PROFILE OF MANAGEMENT

Managing Director

**J D Seth**

## Qualification

Bachelor of Engineering (BE), MBA in Finance

## Roles & Responsibilities

Brings 30+ years of expertise leading Sales, Distribution, Retail, and E-Commerce across top international brands (Puma, Nike, Adidas, Hush Puppies, Wilson etc).

As Managing Director, he drives strategic growth, fosters key partnerships, and ensures a strong market presence for Purple United Sales Ltd.

## Key Achievements

- Expanded the company's footprint in leading Indian marketplaces
- Built trusted relationships across verticals in consumer brands and distribution.
- Pioneered a customer-focused vision, propelling the brand's NSE Emerge listing and ongoing stakeholder trust.

Whole-Time Director

**Bhawna Seth**

## Qualification

Master of Arts in English

## Roles & Responsibilities

Bhawna Seth blends merchandising expertise with creative leadership, driving innovation and collection design as Whole-Time Director.

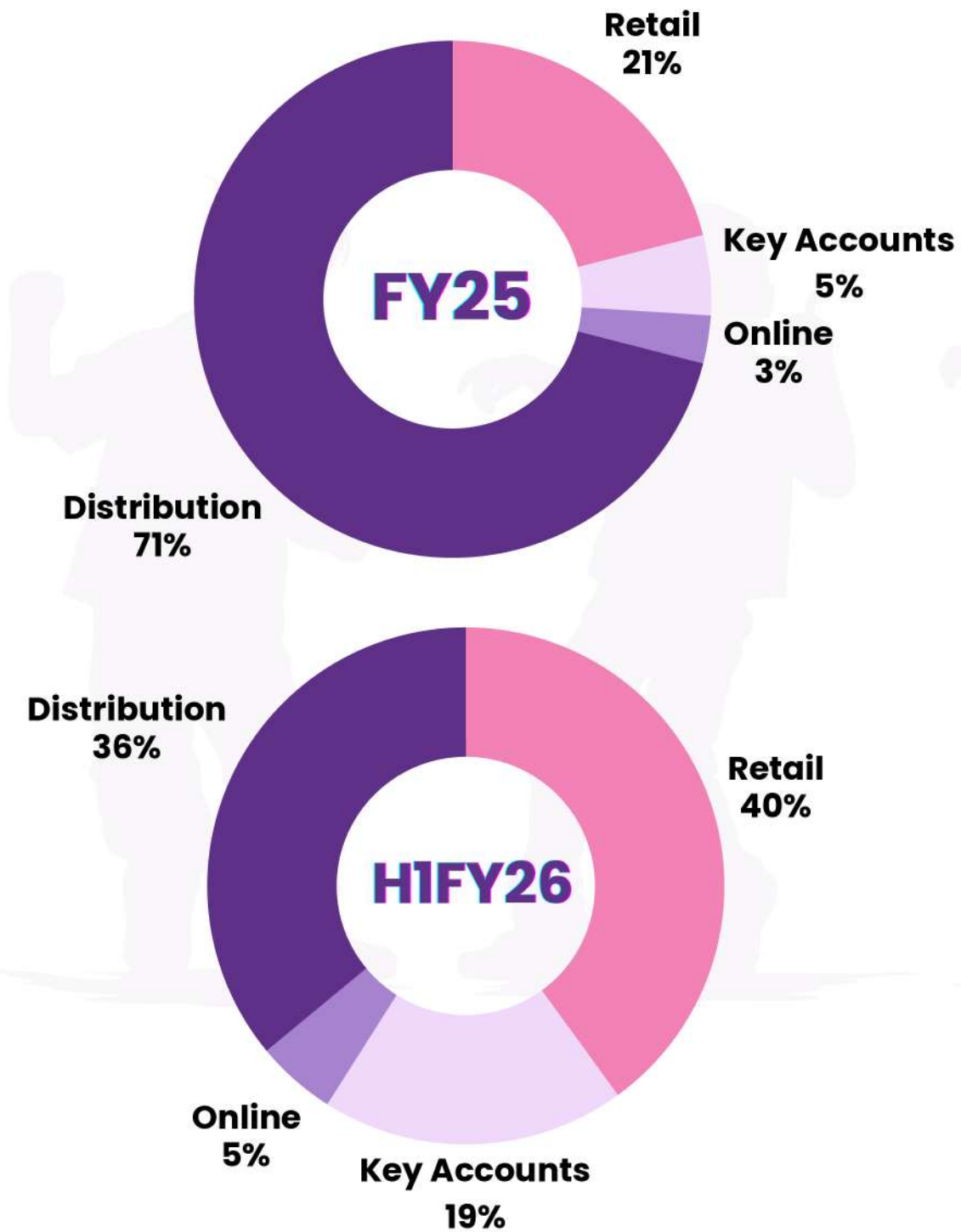
## Key Achievements

- Led a major fashion institute, strengthening expertise in consumer behaviour and team leadership.
- Delivered collections that define trends and align style with function for kidswear.
- Ensured brand growth by adapting design strategy to evolving sales and market needs

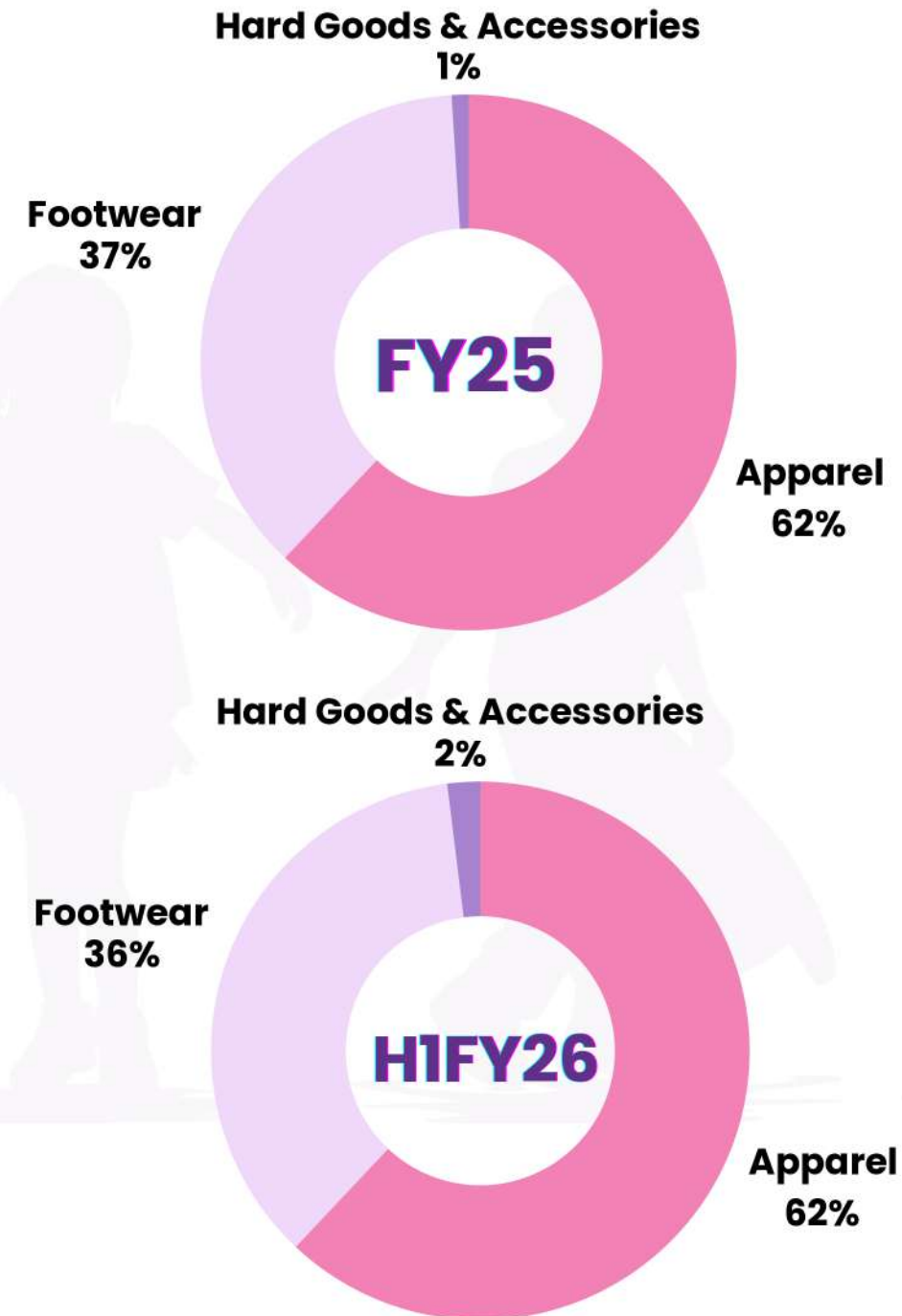


# CONTRIBUTION

## Channel wise Contribution



## Product Mix



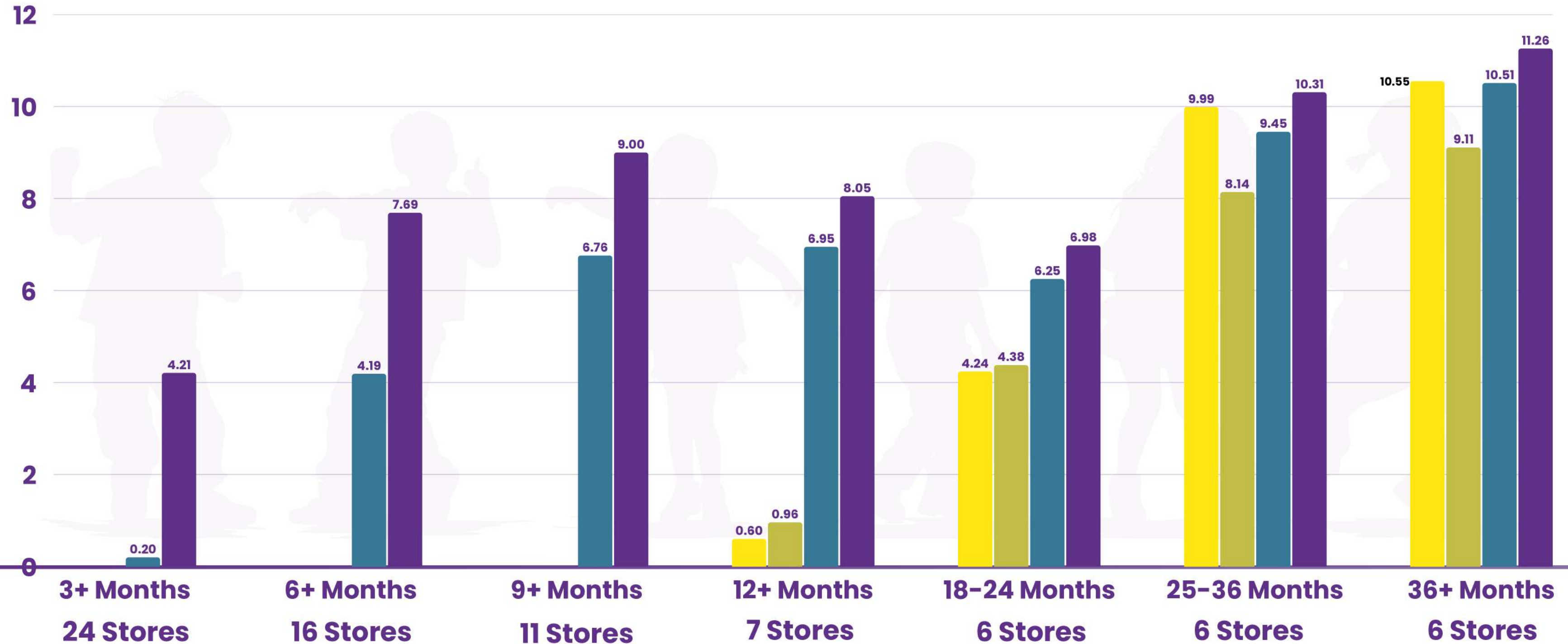


# SAME STORE GROWTH PERFORMANCE

Period Wise Analysis (74 Stores-Till Sept-2025) Average GMV per store per month

₹ in Lakhs

FY-25 Q-1 FY-25 Q-2 FY-26 Q-1 FY-26 Q-2





# PROFIT & LOSS STATEMENT

₹ in Lakhs

Particulars	H1FY26 (Unaudited)	H2FY25 (Unaudited)	HoH%	H1FY25 (Unaudited)	YOY%
<b>Revenue from Operations</b>	<b>6,072.76</b>	<b>7,262.65</b>	<b>(16%)</b>	<b>3,050.10</b>	<b>99%</b>
Other Income	29.34	0.82	3,478%	1.94	1,412%
<b>Total income</b>	<b>6,102.10</b>	<b>7,263.47</b>	<b>(16%)</b>	<b>3,052.04</b>	<b>100%</b>
Total Expenditure	4,813.88	5,903.56	(18%)	2,338.88	106%
<b>EBITDA</b>	<b>1,288.22</b>	<b>1,359.91</b>	<b>(5%)</b>	<b>713.16</b>	<b>81%</b>
Depreciation	252.98	105.63	139%	75.60	235%
Interest	384.50	275.40	40%	208.58	84%
Profit before Tax	650.74	978.89	(34%)	428.98	52%
Tax	145.43	260.73	(44%)	99.70	46%
<b>PAT</b>	<b>505.31</b>	<b>718.16</b>	<b>(30%)</b>	<b>329.28</b>	<b>53%</b>
EBITDA Margin	21.21%	18.72%	13%	23.38%	(9%)
PAT Margin	8.32%	9.89%	(16%)	10.80%	(23%)
EPS-Basic	5.26	8.89	(41%)	4.70	12%
EPS-Diluted	5.26	8.82	(40%)	4.77	10%



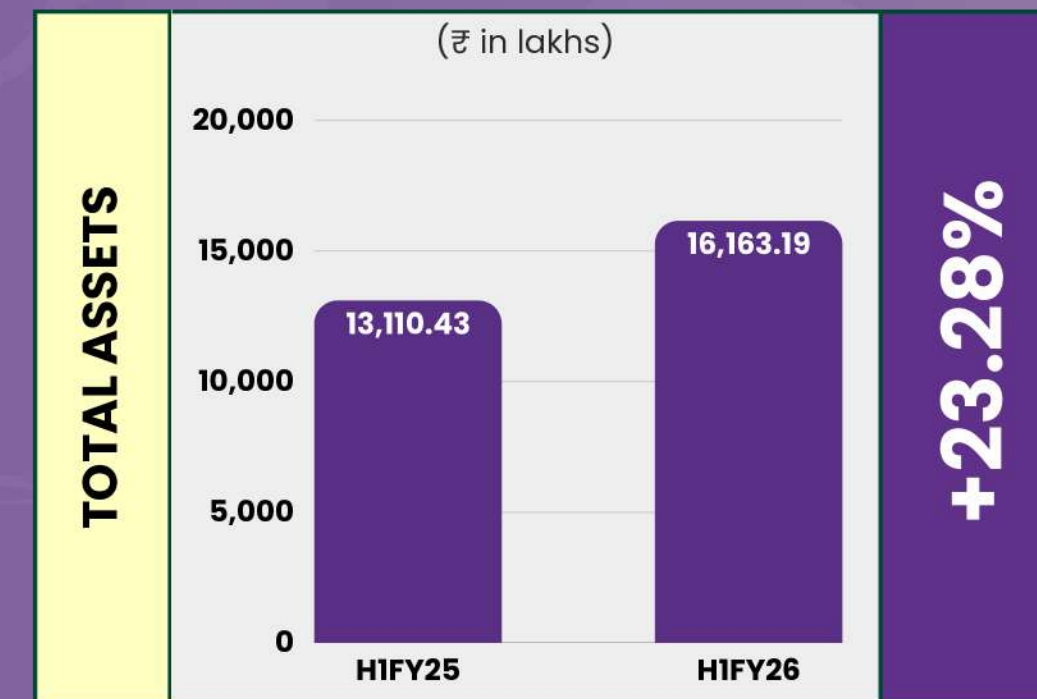
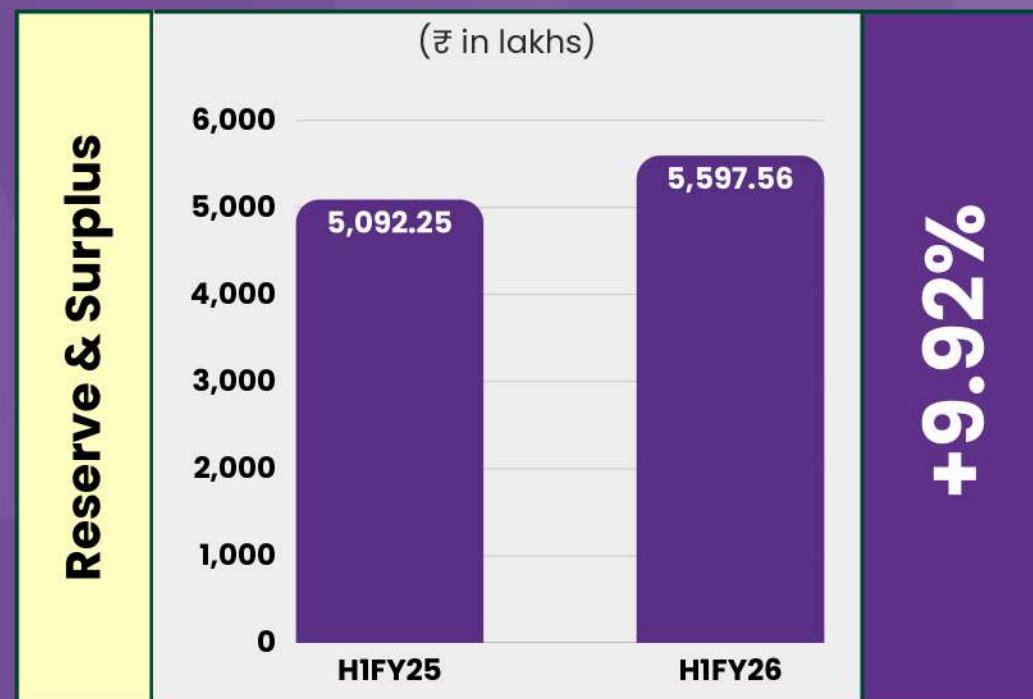
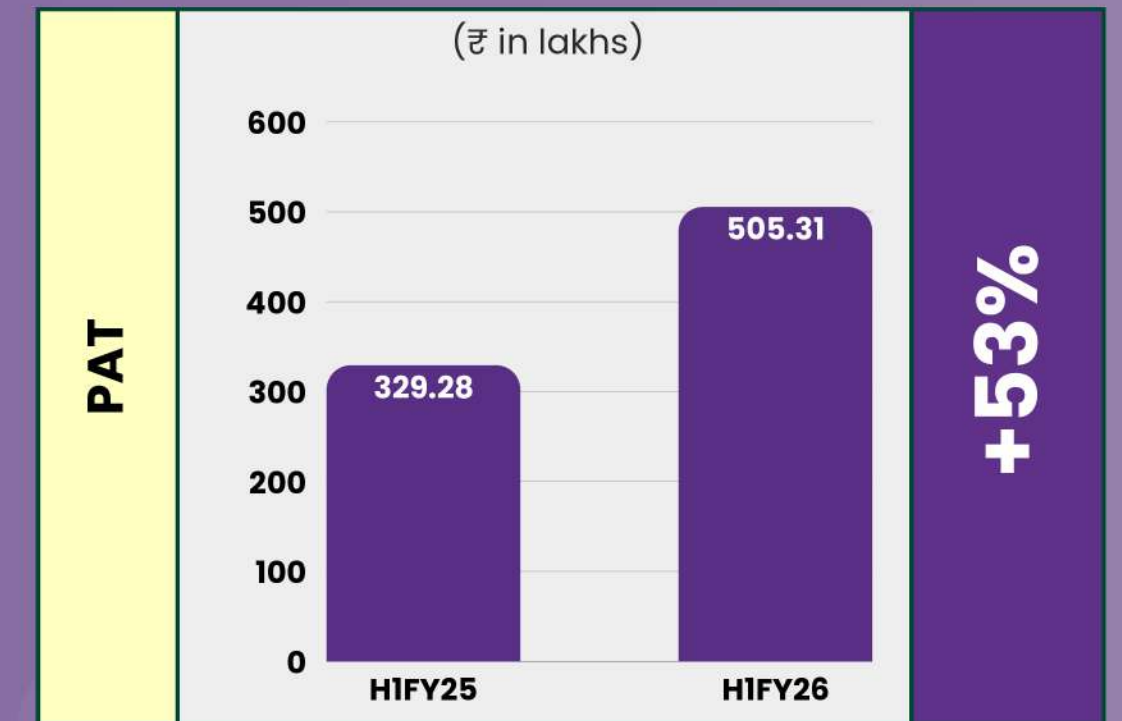
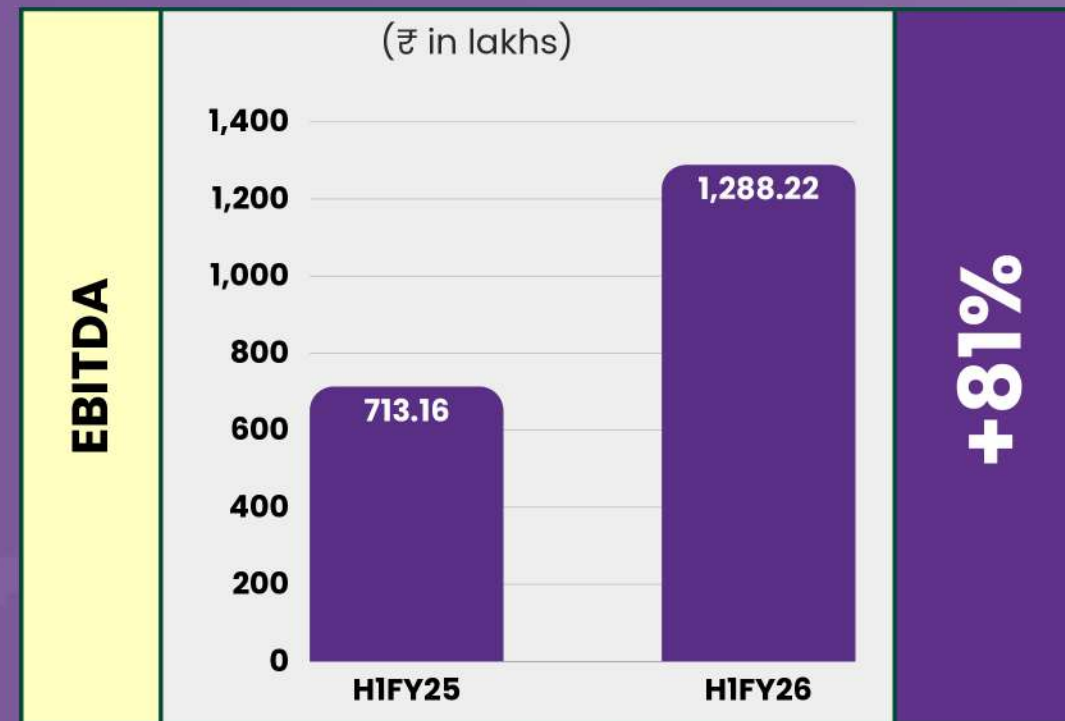
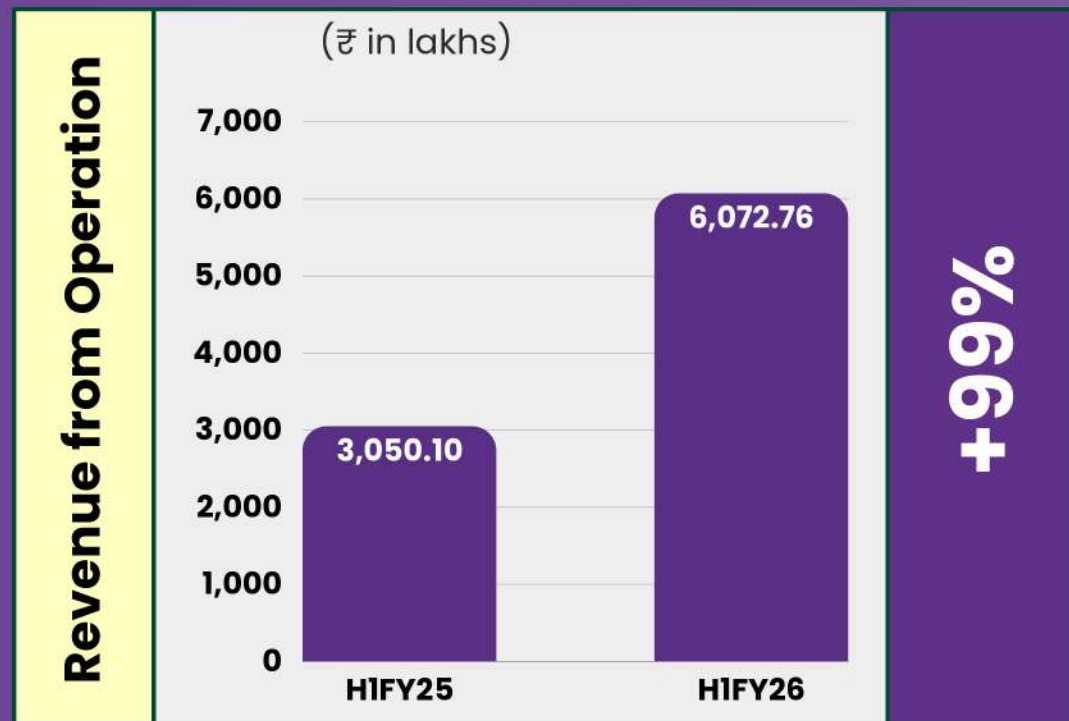
# BALANCE SHEET

₹ in Lakhs

Particulars	As At 30th September, 2025	As At 31st March, 2025
Share Capital	960.98	960.98
Reserve & Surplus	5,597.56	5,092.25
Long-term Borrowings	798.83	1,073.77
Short-term Borrowings	4,795.17	3,023.36
Trade Payables	1,397.14	748.31
Other Liabilities	2,613.51	2,211.76
<b>Total Liabilities</b>	<b>16,163.19</b>	<b>13,110.43</b>
Fixed Assets	2,367.32	1,523.67
Loans & Advances	26.59	15.42
Inventories	3,959.45	1,746.13
Trade Receivables	5,261.28	6,049.21
Other Assets	4,548.55	3,776.00
<b>Total Assets</b>	<b>16,163.19</b>	<b>13,110.43</b>

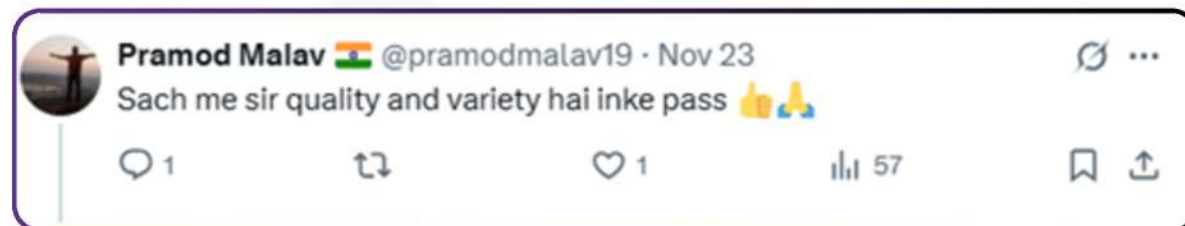


# KEY FINANCIAL ANALYSIS



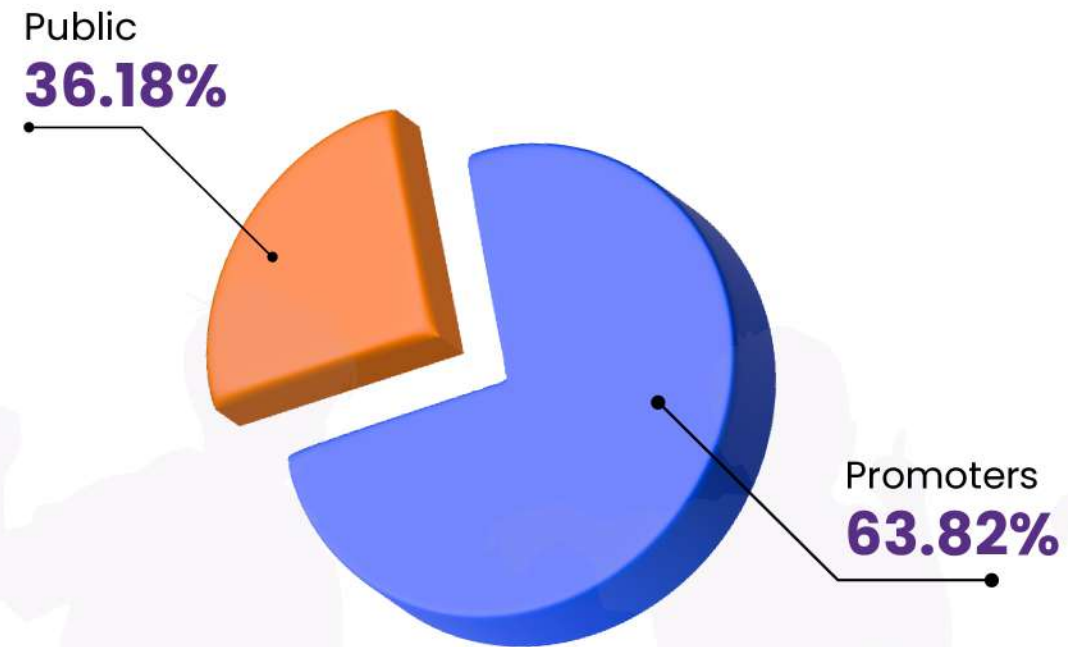


# REAL VOICES, REAL ENDORSEMENTS





# SHAREHOLDING PATTERN



## STOCK INFORMATION

as on 1st Dec 2025

Market Cap	₹ 463 Cr.
52 - Week High	₹ 588
52 - Week Low	₹ 120
Current Price	₹ 482
Face Value	₹ 10
NSE Symbol	PURPLEUTED





# DISCLAIMER

This presentation and the accompanying slides (the "Presentation"), which have been prepared by Purple United Sales Limited (the "Company"), are intended solely for informational purposes and do not constitute an offer, recommendation, or invitation to purchase or subscribe to any securities. They shall not form the basis of, or be relied upon in connection with, any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data the Company considers reliable. However, the Company makes no representation or warranty, express or implied, as to the truth, accuracy, completeness, fairness, or reasonableness of the contents of this Presentation, and no reliance should be placed on it. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company's market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the Company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cashflows, the Company's market preferences and its exposure to market risks, as well as other risks. The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections. All Maps used in the Presentation are not to scale.

All data, information and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.





PURPLE UNITED KIDS

PREMIUM FASHION



Tower 2, Ground Floor, Candor TechSpace, Plot No. 20 & 21, Sector-135, Noida, Uttar Pradesh - 201304



ir@purpleunited.com



www.purpleunited.com

REQUEST A MEETING



INVESTOR RELATION



FINPORTAL



Abhishek Bhutra | Himanshu Jain  
+91 80006 85556 , +91 89051 81853  
ir@finportal.in