

Purple United Sales 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: 03rd September, 2026

The Manager - Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, C-1, Block-G,
Bandra-Kurla Complex, Bandra(E),
Mumbai- 400051

NSE SYMBOL: PURPLEUTED
ISIN: INE0P5R01014

Subject: Disclosure of information under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Presentation

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the presentation of Purple United Sales Limited ("the Company") to be made during the Investors/Analysts event titled "**Alpha Ideas SME Stars-2026 Edition**" scheduled for 06th September, 2026 from 09:00 AM to 04:00 PM (IST). The same is also being uploaded on the website of the Company 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



PURPLE UNITED KIDS

FASHION



Alpha Ideas SME Stars 2026

Presented on: 6th September, 2026



PURPLE UNITED KIDS

PREMIUM FASHION



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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.

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Company Overview



- First-of-its-kind premium fashion for kids
- Versatile apparel and footwear for kids
- Meticulous design driving the **#ShopHappiness** experience
- Vibrant retail representation of confidence and strength

After a successful IPO in **Dec 2024**, Purple United is expanding its PAN India retail footprint, aiming to become India's most admired kids' fashion brand



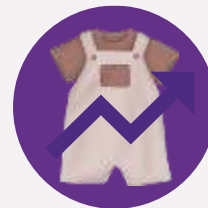
VISION

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



MISSION

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



Trendy and
fashionable clothing



Premium Fashion
products

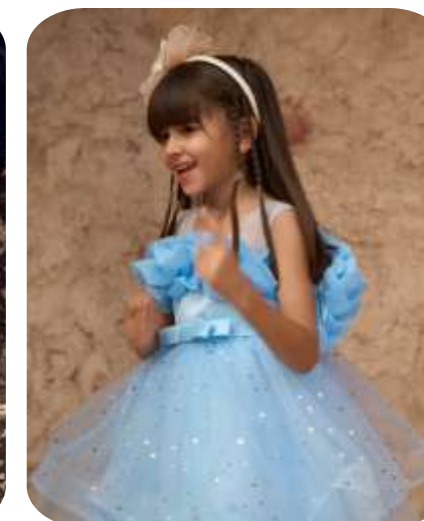
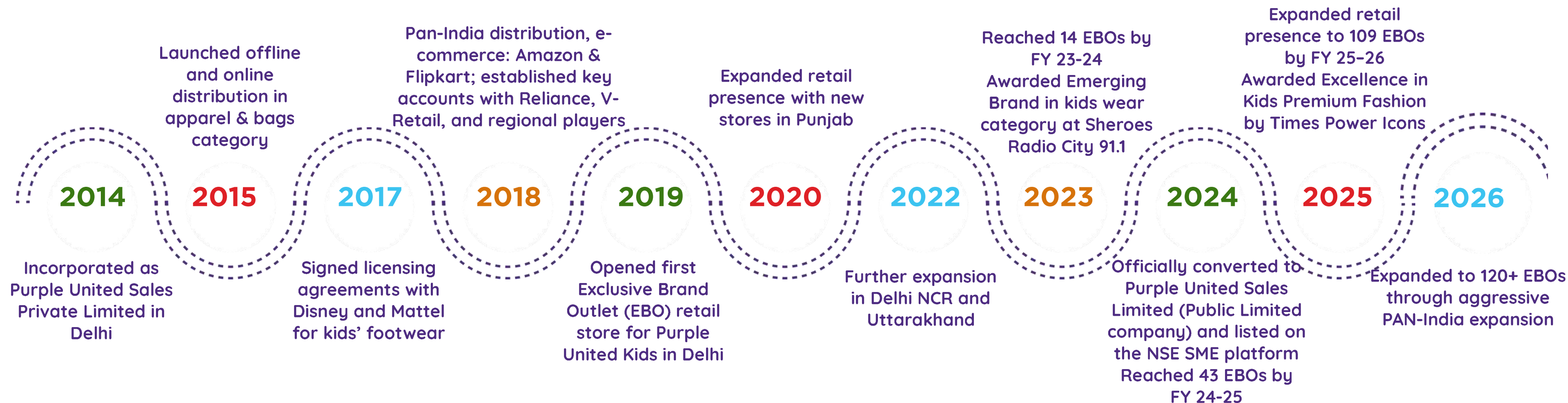


Lab tested
products



www.purpleunited.com | [@purpleunited15](https://www.instagram.com/purpleunited15)

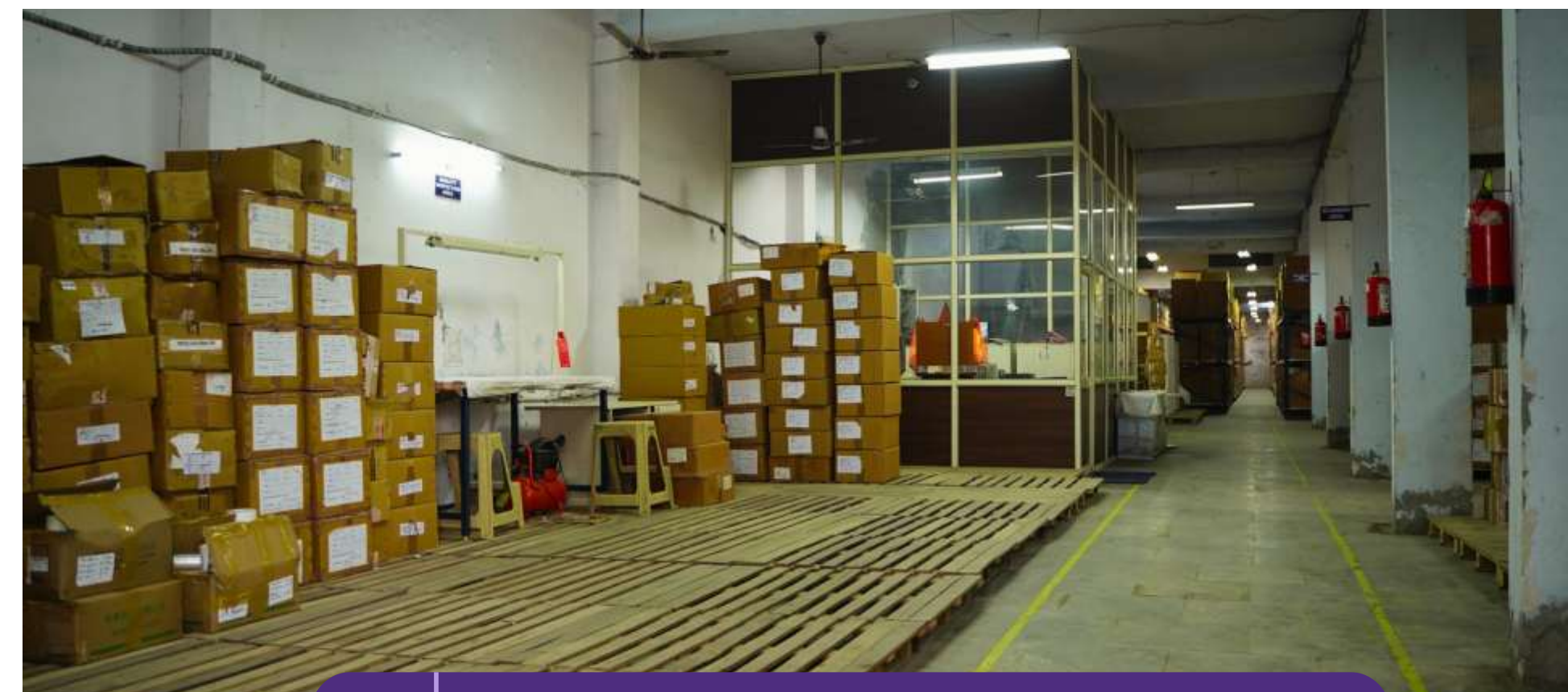
Our Journey



Our Corporate Office at Noida

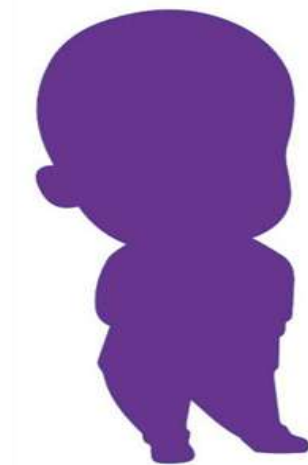


Our Warehouse at Mundka, Delhi



Industry Opportunity

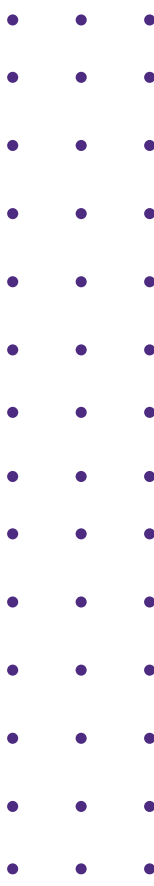
The Premium Kids wear Market in India is Still Highly Fragmented



No Kidding,
it's a **Big Business!**

According to the current market demographics and various researches Indian kids apparel market has reached: **INR 1,25,000 Cr in 2023 amounting to 21% of the entire apparel market of India.**

The unorganized market constitutes **50% of total market**, the organized segment is growing at faster pace.



Industry Overview



Industry Overview

KIDS WEAR BRAND CATEGORIZATION

Luxury Fashion Brands

GUESS
KIDS

TOMMY HILFIGER
KIDWEAR

BOSS
HUGO BOSS

All Segment Kid's Brands

lifestyle
M&S

PURPLE UNITED KIDS
PREMIUM FASHION

STOP
Kids

UNITED COLORS
OF BENETTON

GAP
KIDS

Boy's Centric Brands

Allen Solly
Junior

USPA KIDS

Sports Brands

PUMA

SKECHERS
Kids

Nike
KIDS

adidas kids

Junior Brands

mothercare

mam & me
— Mahindra Retail

mi arcus

One Friday
— KIDS WHOLESALE —

babyhug

chicco
wherever there's a baby

miniKlub

Girl's Centric Brands

ELLE
GIRL

cherry crumble

ZARA kids

Value Brands

firstcry
.com

TRENDS
junior

H&M
KIDS

max
MORE FASHION. MORE VALUE.



One Brand. Many Expressions.

Curated styles for every step of their journey.



Early years
essentials &
first-step
footwear



Trend-led
boys' fashion
and occasion
wear



Premium girls'
fashion with
style-led
designs



Comfort-
driven
everyday
clogs for kids

BOLTZY

Performance-
led sports and
active footwear



Serving kids from infancy to 14 years across fashion, footwear, and lifestyle needs



www.purpleunited.com | [@purpleunited15](https://www.instagram.com/purpleunited15)

Marketing Insights

Creating one unified content ecosystem that strengthens reach, engagement and community across platforms.

Instagram – Discovery & Engagement

71K +

Followers

24.9M+

Total Views

37K+

Interactions

Till Date

Key Insight:

94.6%

Views

% of increase from last month (for reels)

99.2%

Interactions

Our Focus Ahead:

- Convert reach into engagement & customers
- Build towards 1M followers across platforms
- Strengthen cross-platform distribution

Performance Highlights For Our Brand Films:

Premium Fashion for Growing India – **496K Views**

Fits Like Childhood – **103K Views**



Future Road



Purpleverse

- Build an integrated community ecosystem across Platform.
- Give kids, parents and creators a Sense of belongingness



Social Media

- Strengthen our content engine with trend-led and campaign-driven storytelling.
- Build a more connected presence across Instagram, Facebook & YouTube.



UGC Content Activation

- Encourage authentic stories from customers, creators and our community.
- Amplify high-performing content across organic and campaign channels.



CRM

- Create personalised WhatsApp & SMS journeys across the customer lifecycle.
- Drive stronger engagement, loyalty and repeat participation.



Omnichannel Presence

RETAIL PRESENCE

(EBOs – Exclusive Brand Outlets)

Built a strong offline network across key Indian states.



ECOMMERCE PLATFORMS

Partnered with leading online platforms for seamless nationwide access.

ONLINE ACCESS: WEBSITE

The Purple United website offers a personalized shopping experience.

Website: www.purpleunited.com

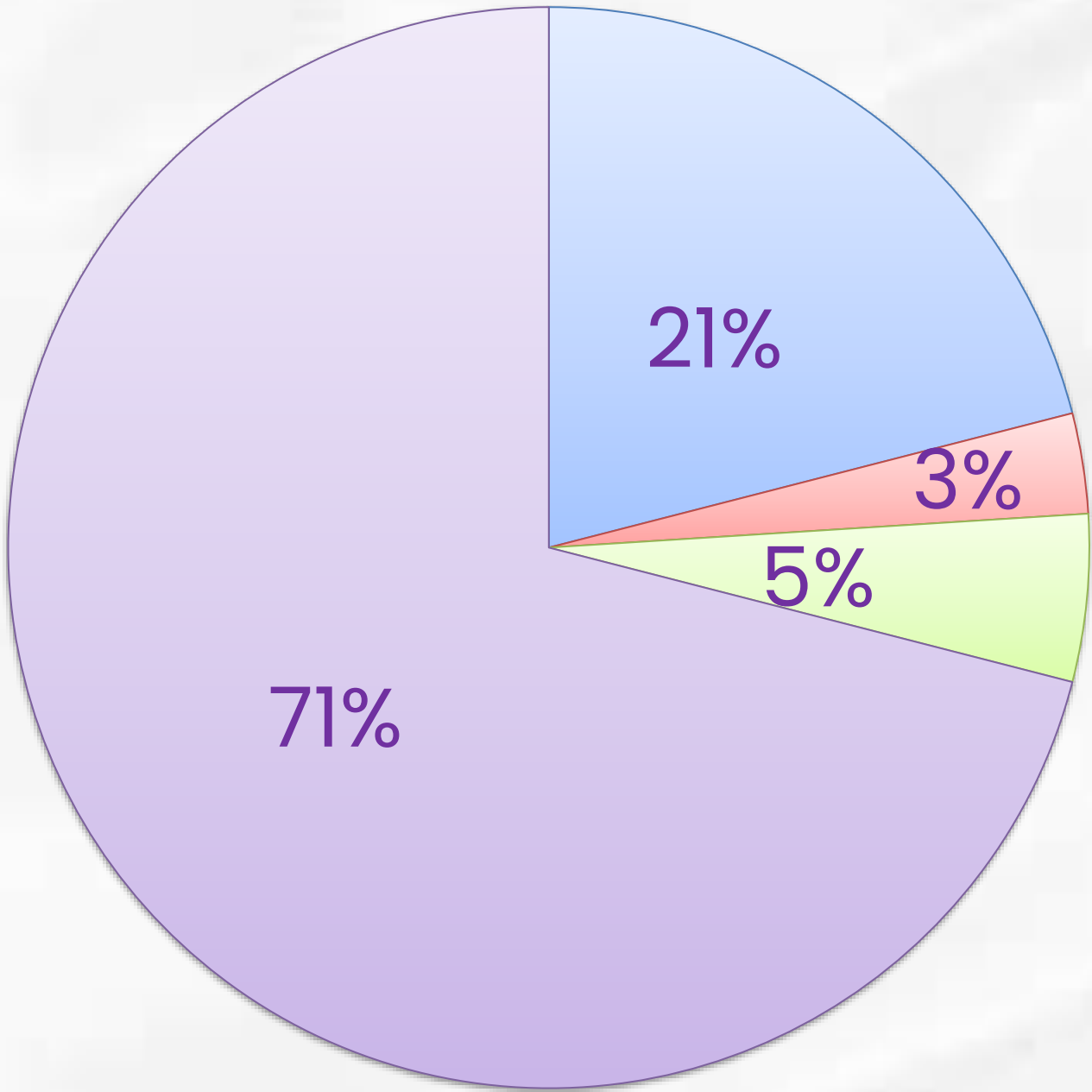
Offline Distribution Channels

Combining scale with strong local partnerships for national growth.

- Distributors
- Shop-in-Shop counters
- Large Format Stores (LFS)

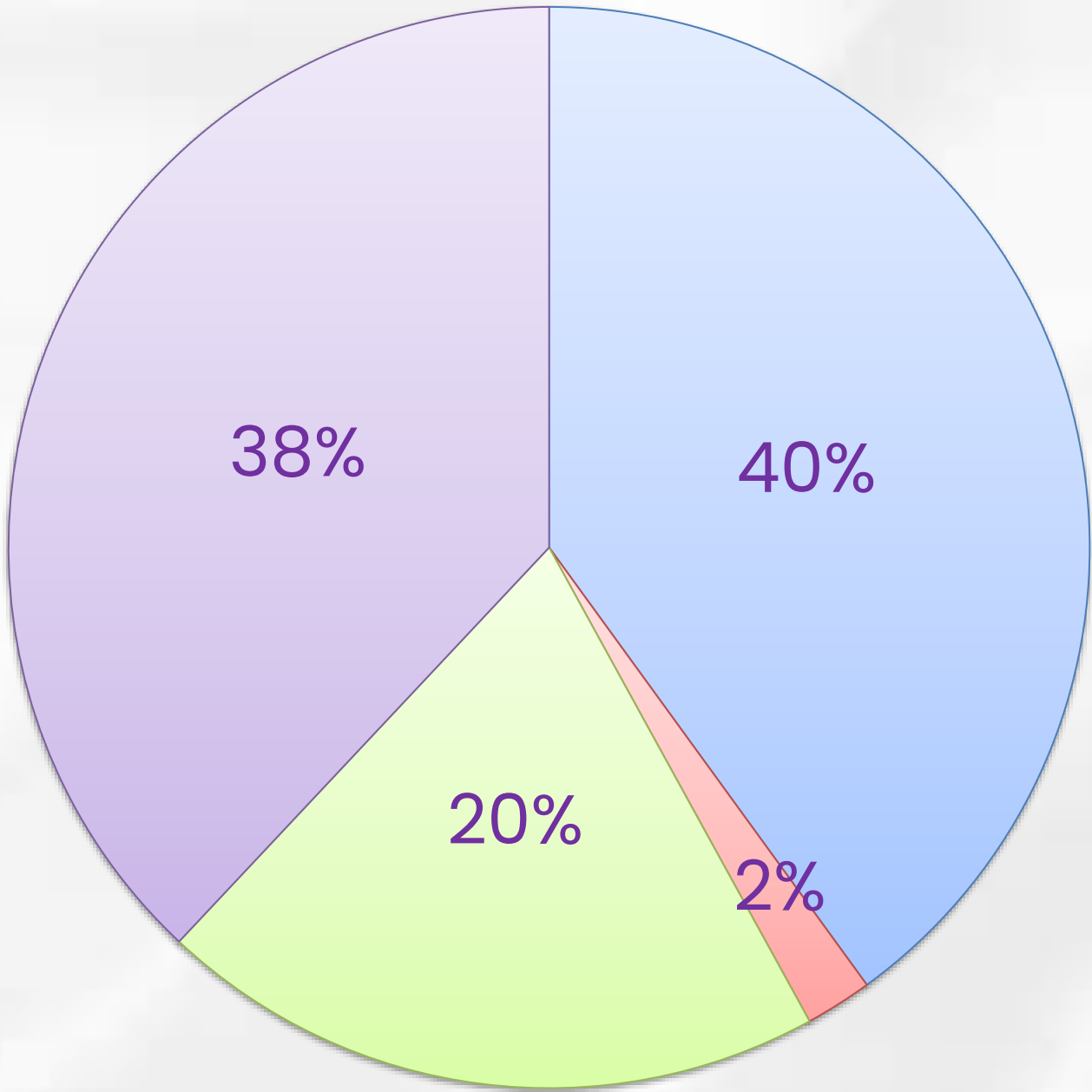


Channel-Wise Sales Mix



Retail Online Key accounts Distribution

FY25

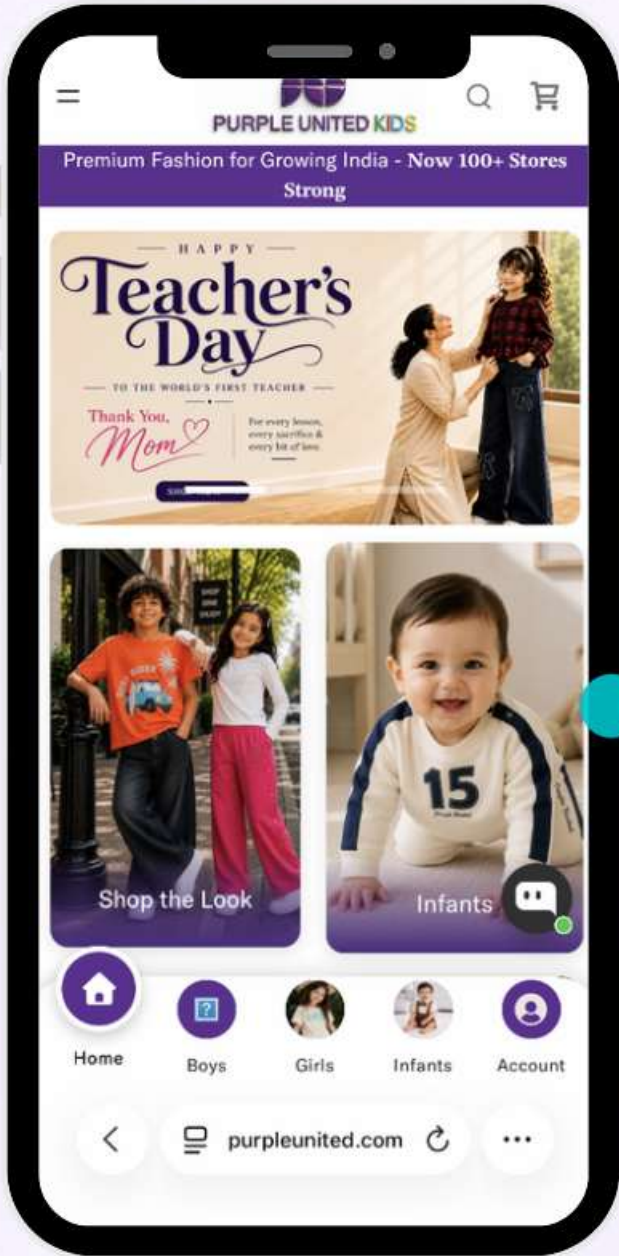


Retail Online Key accounts Distribution

FY26



Online Store

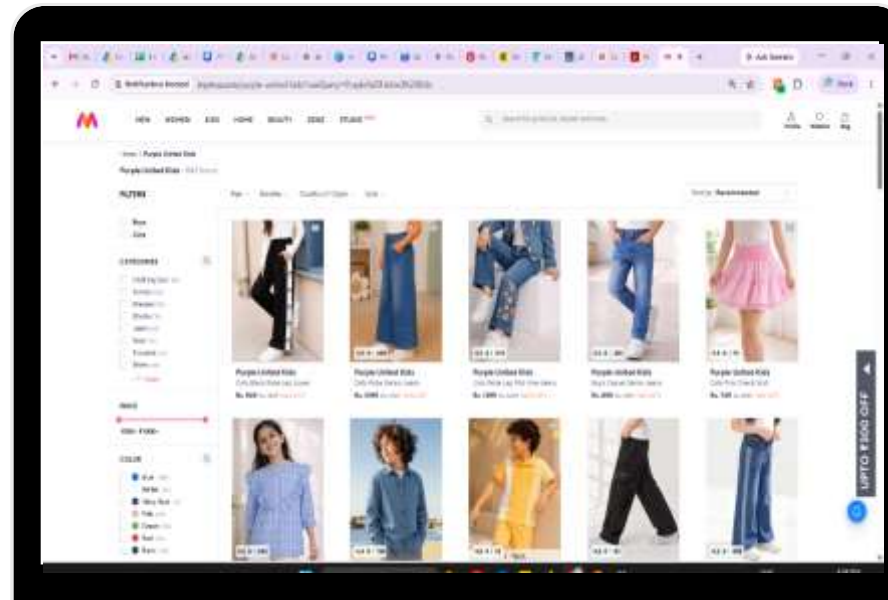


www.purpleunited.com

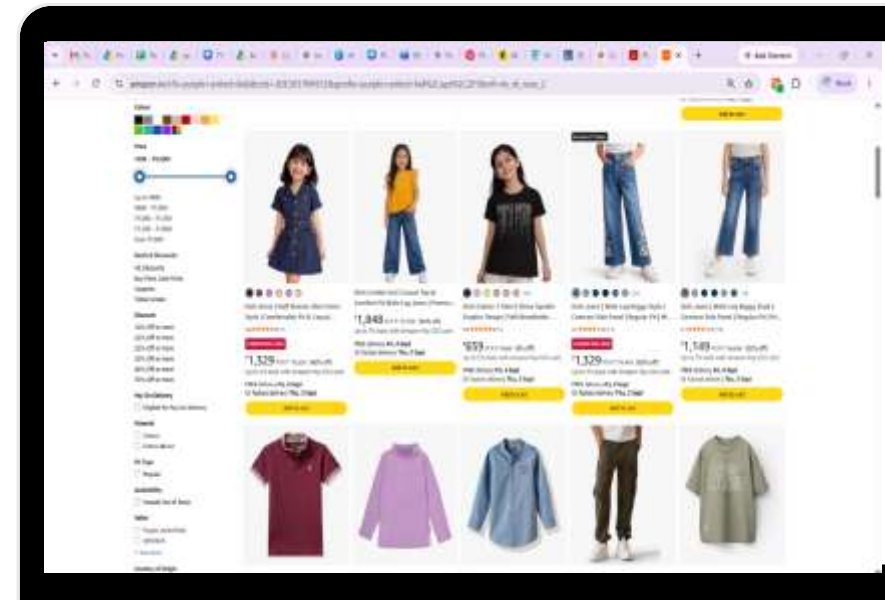


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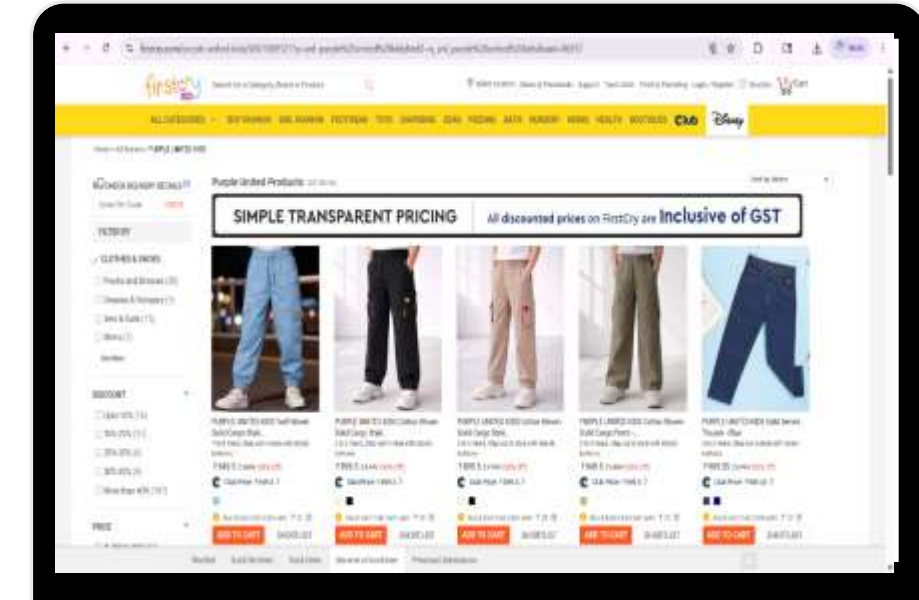
E-commerce Platforms



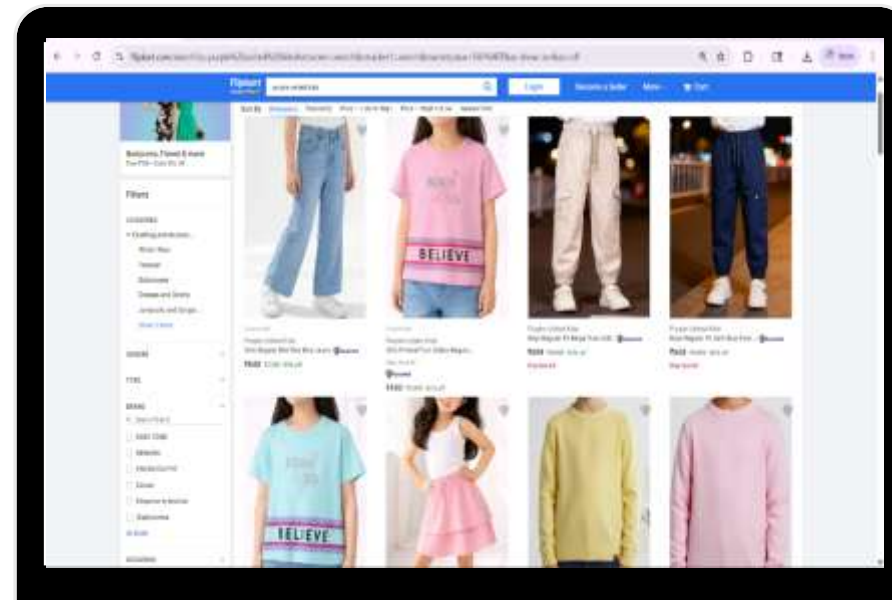

Myntra



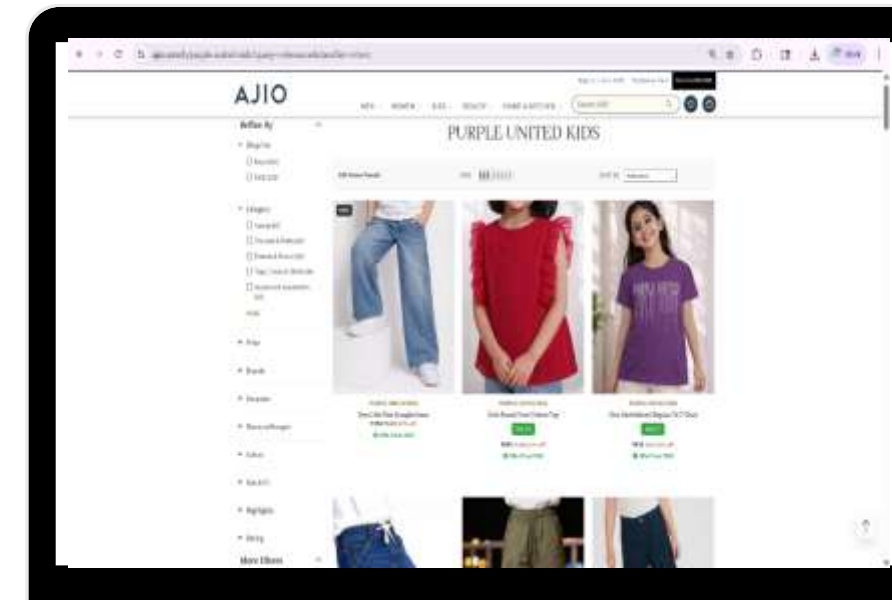

amazon




firstcry




Flipkart




AJIO



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Purple United Retail Presence

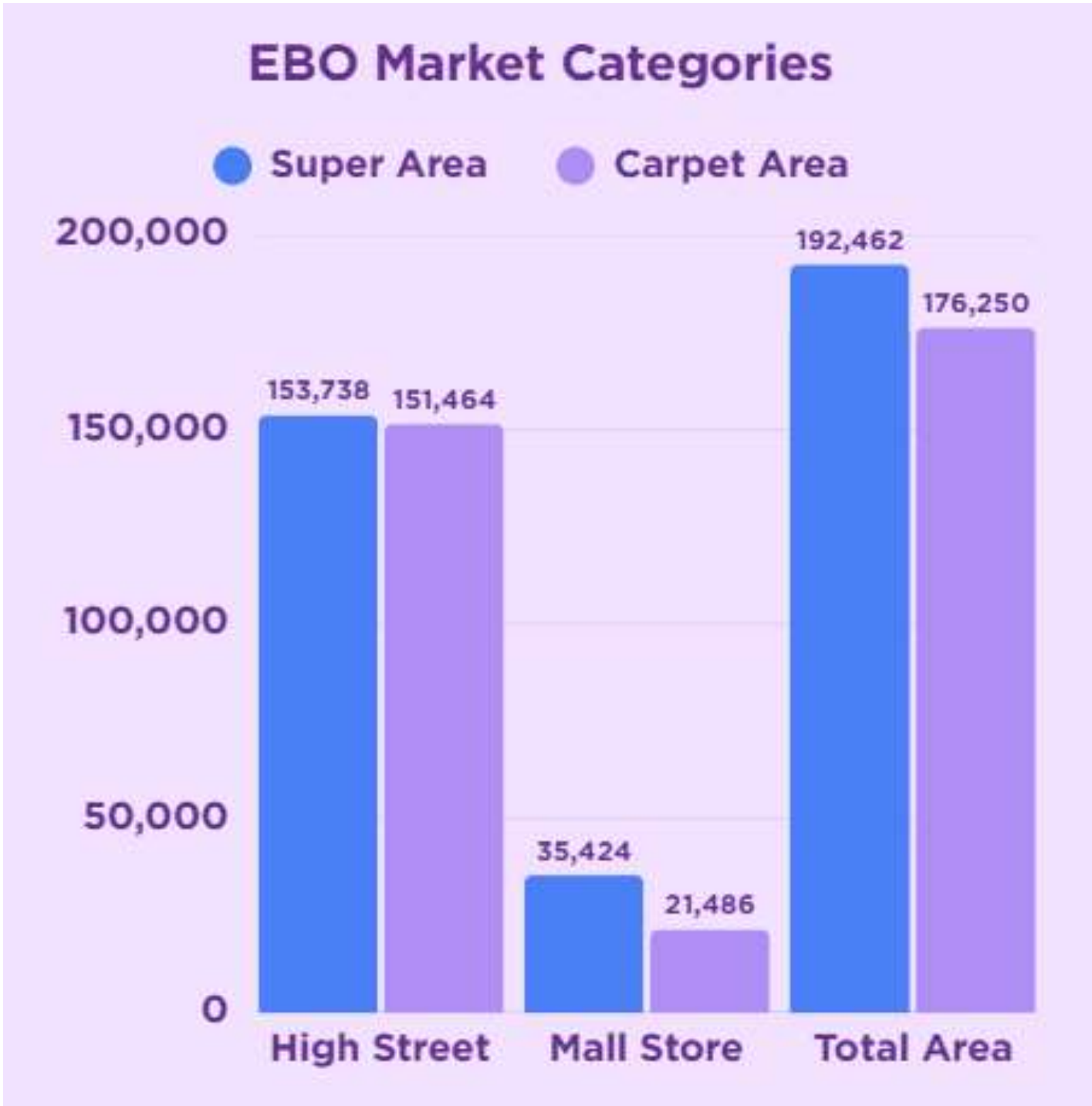


Location	FY 2022-23	FY 2023-24	FY 2024-25	FY 2025-26	Till 31 August 2026
Arunachal Pradesh	-	-	-	2	2
Assam	-	-	-	2	2
Bihar	-	-	2	4	3
Chhattisgarh	-	-	2	1	1
Delhi	3	4	5	5	5
Gujarat	-	-	-	1	1
Goa	-	-	-	-	-
Haryana	2	2	3	8	8
Jammu & Kashmir	-	-	-	3	4
Jharkhand	-	-	-	2	3
Karnataka	-	-	-	2	5
Madhya Pradesh	-	-	6	13	17
Maharashtra	-	-	-	5	6
Nagaland	-	-	-	1	2
Odisha	-	-	-	1	2
Punjab	3	4	13	29	31
Rajasthan	-	-	5	6	7
Sikkim	-	-	-	1	1
Telangana	-	-	1	1	1
Tripura	-	-	-	-	-
Uttar Pradesh	2	3	6	11	11
Uttarakhand	1	1	2	7	7
West Bengal	-	-	-	4	4
Total	11	14	43	109	123



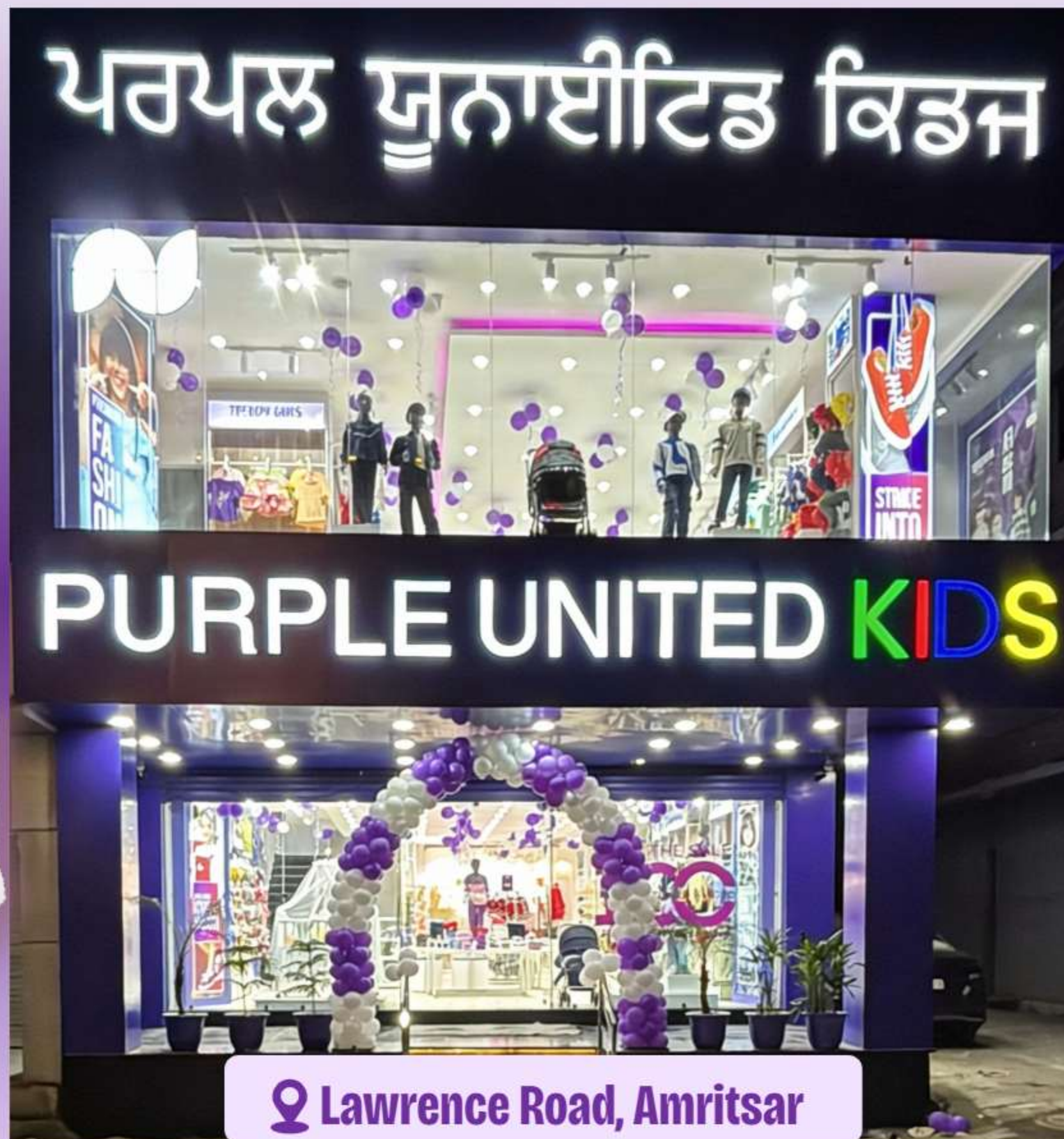
Purple United Retail Presence

EBO statistics till 31st August 2026



#ShophAppiness

WE ARE
120+
STORES
STRONG



**Pan-India
Presence:**

Now in 120+ premium
locations, bringing curated
kids' fashion closer to families.



**Retail Footprint
Expansion:**

Rapid growth across metros,
Tier 1, and Tier 2 cities.



**Loved by Parents,
Adored by Kids:**

A trusted name in quality,
style, and comfort.





📍 Mumbai, Inorbit Mall



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Purple United Retail Presence



Purple United Retail Presence



GLIMPSE OF OUR RETAIL STORES



📍 Hoskote, Bangalore



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Purple United Retail Presence



GLIMPSE OF OUR RETAIL STORES



📍 Bhopal, Madhya Pradesh



📍 Haldwani, Uttarakhand

Purple United Retail Presence



Purple United Retail Presence



Purple United Retail Presence



**Gaur City,
Greater Noida**



**The Great India Place Mall,
Noida**



**Sarita Vihar,
Delhi**



Purple United Retail Presence



**Product Showcase at
*Dimapur***



**Product Showcase at
Jayanagar, Bangalore**



**Product Showcase at
Ludhiana, Punjab**



Trendy and
fashionable clothing



Premium Fashion
products



Lab tested
products



The Premium Edit



Denim Display



Toys Display



Footwear Display



Purple United Retail Presence

MBO PRESENCE



Image Marketing, Mathura



Purple United Key Accounts Presence



MBO PRESENCE



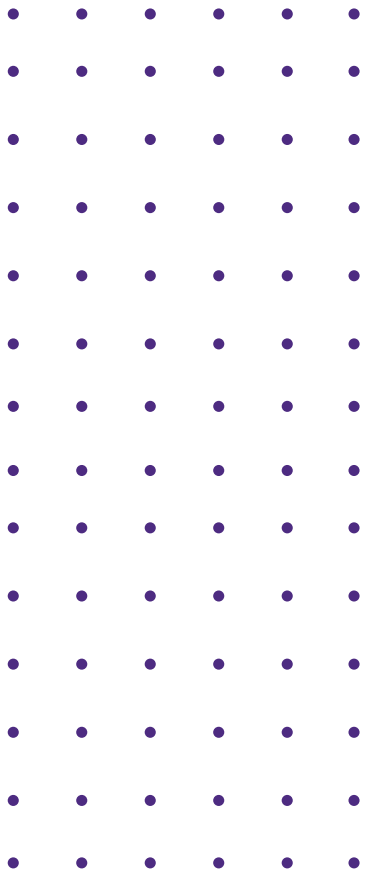
New Selection House



Selco Enterprises, Delhi



Centro V-Retail



Purple United Key Accounts Presence

MBO PRESENCE



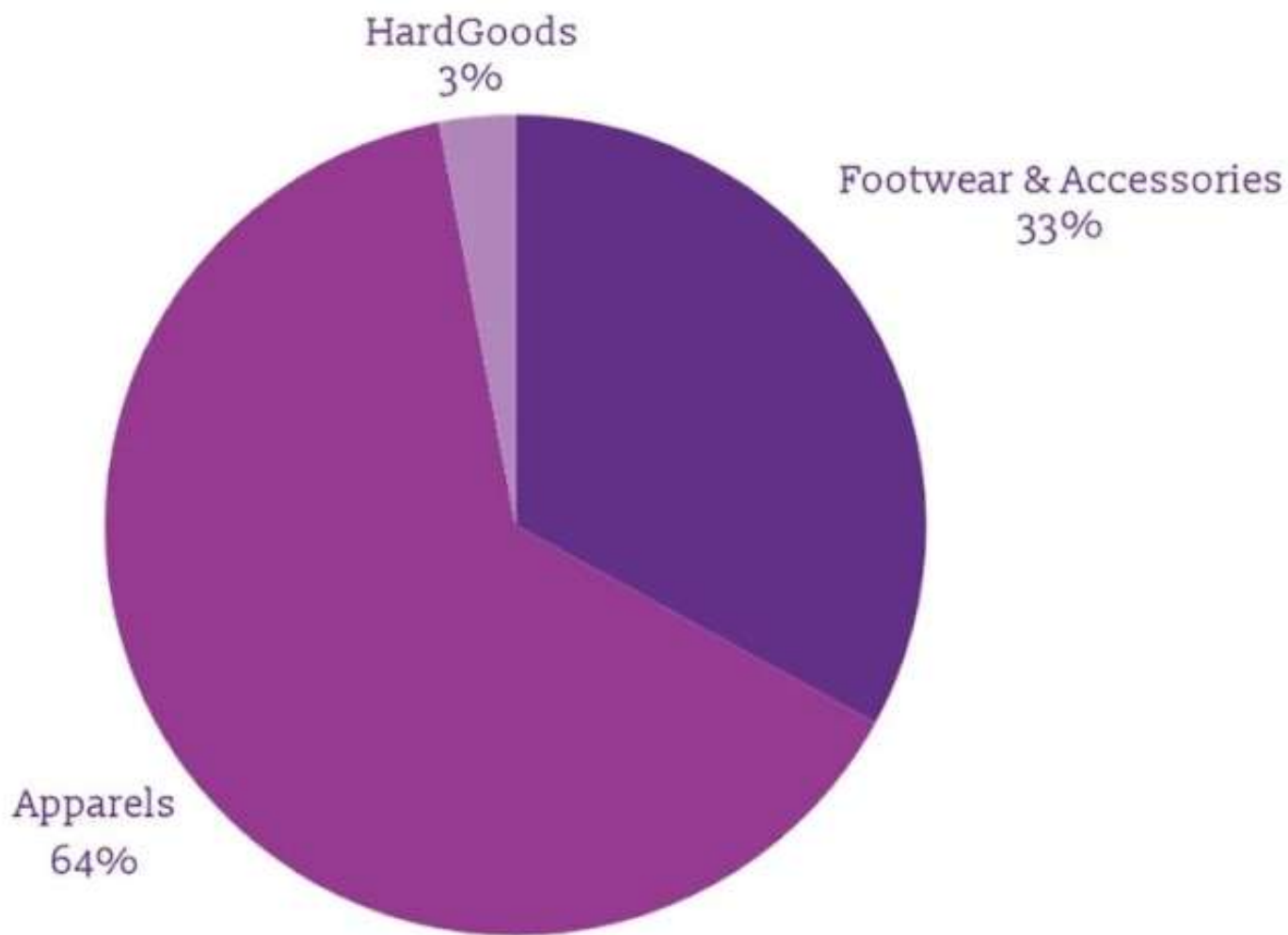
Charms



Kora Retail



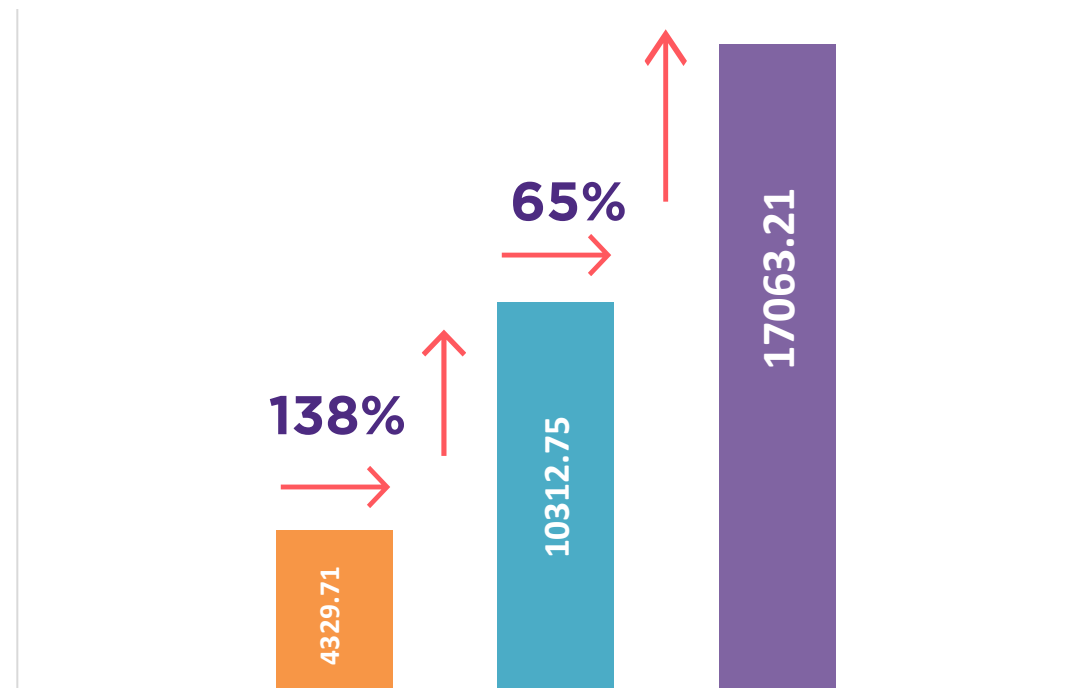
Product Categories



APPAREL	FOOTWEAR	ACCESSORIES
		
		
		
		

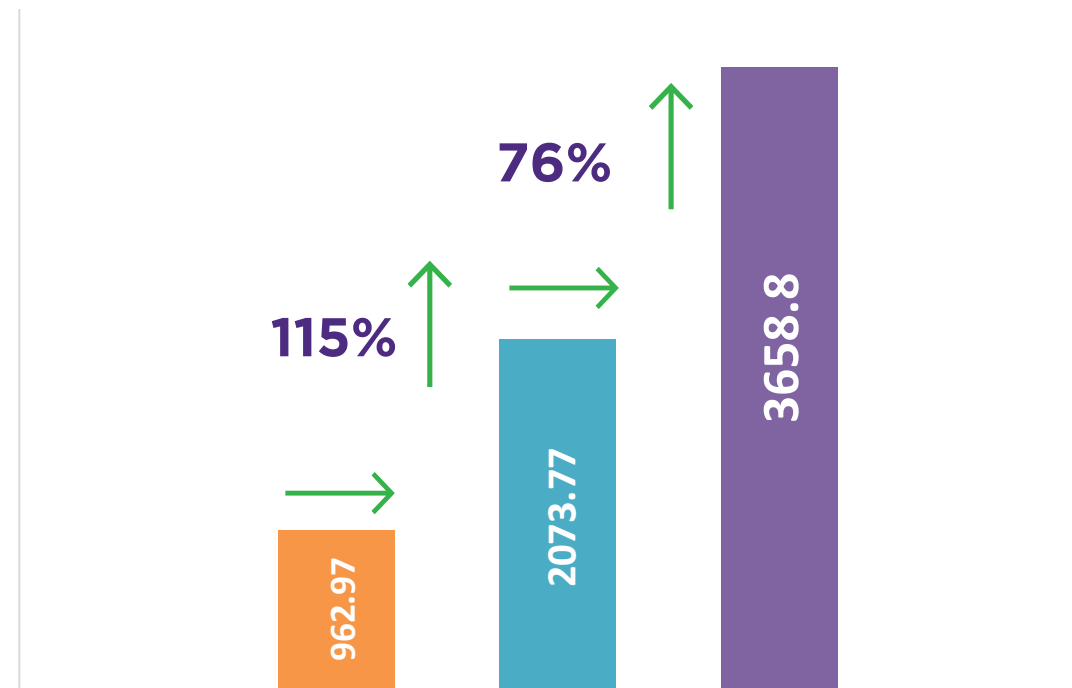
REVENUE FROM OPERATIONS

FY24 FY25 FY26



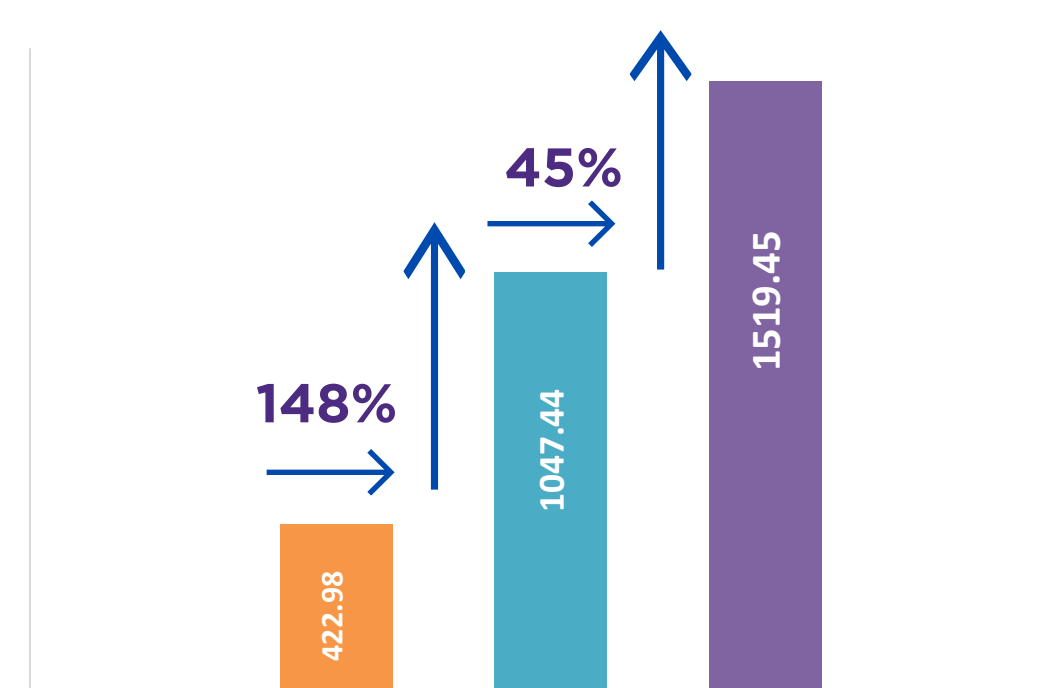
EBITDA

FY24 FY25 FY26



PAT

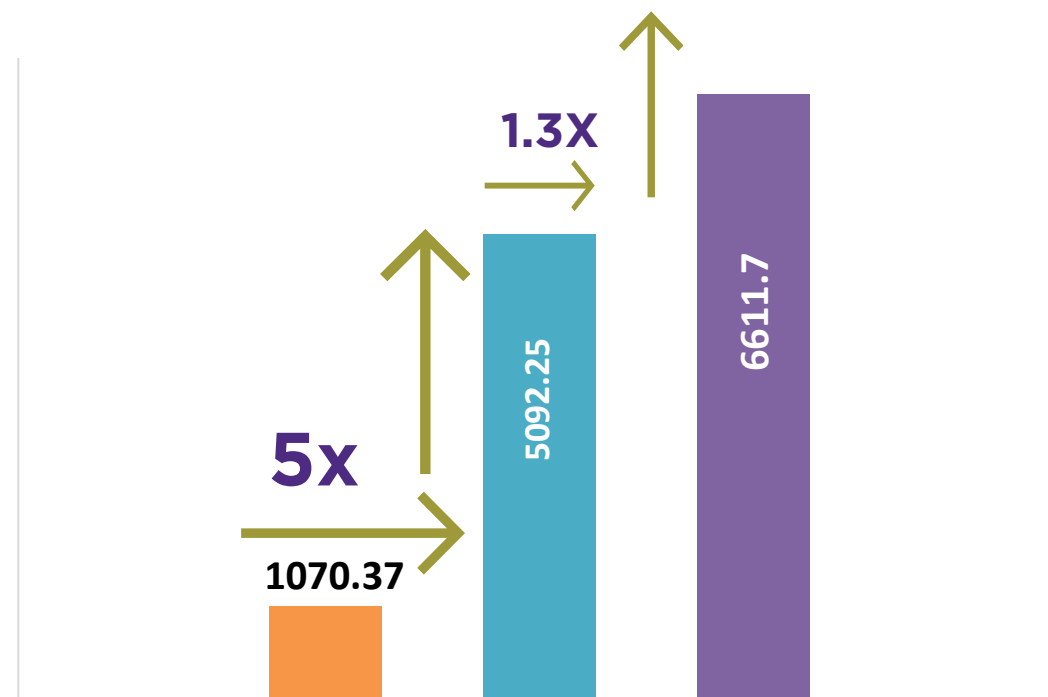
FY24 FY25 FY26



(₹ in Lakhs)

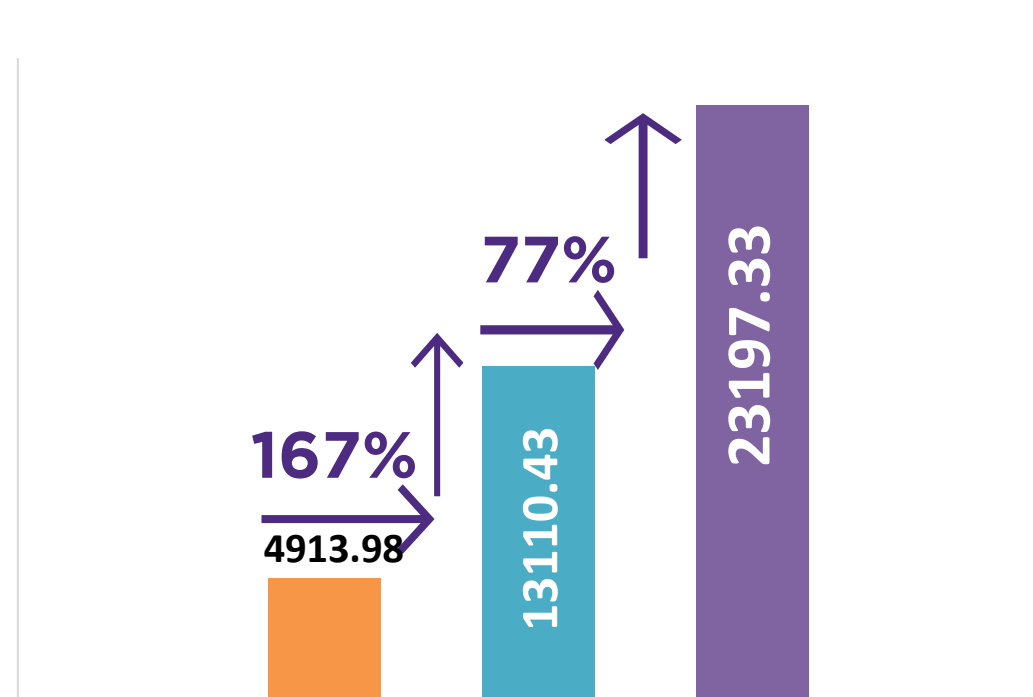
RESERVES

FY24 FY25 FY26



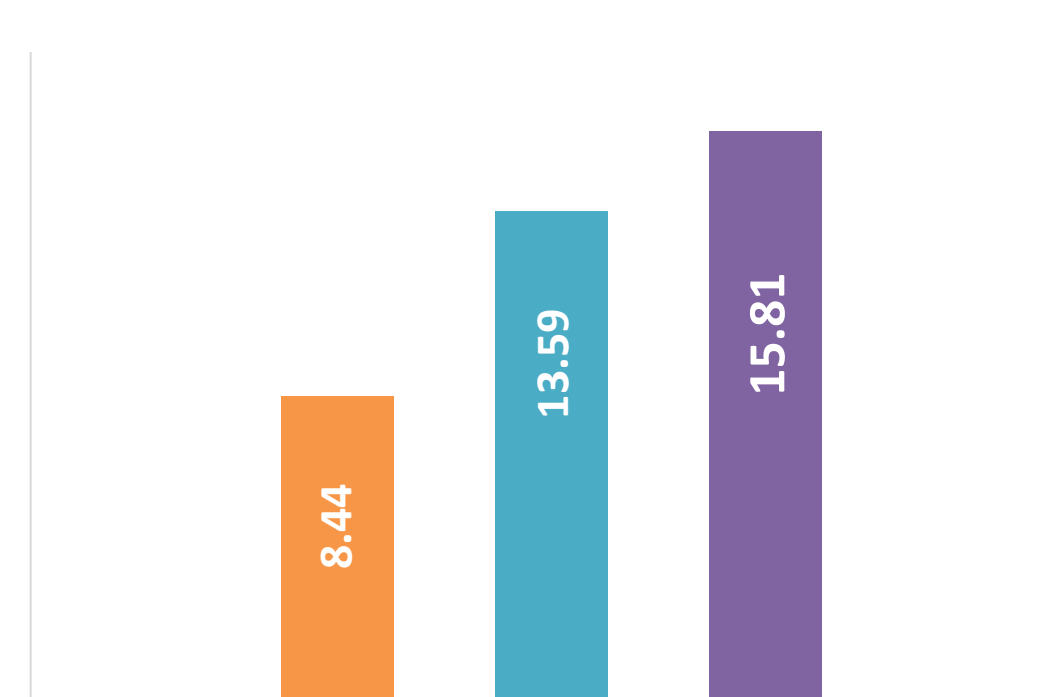
TOTAL ASSET

FY24 FY25 FY26



EPS

FY24 FY25 FY26



Profit & Loss Statement

INR in lakhs

Particulars	2025-26	2024-25	Growth
Revenue from operations	17,063	10,313	65%
Other Income	90	3	
Total income	17,153	10,316	66%
Total Expenditure	13,495	8,242	
EBITDA	3,659	2,073	76%
Depreciation	642	181	
Finance Cost	972	484	
PBT	2,045	1,408	45%
Tax Expenses	526	360	
PAT	1,519	1,047	45%
EBITDA Margin %	21.3%	20.1%	
PAT %	8.86%	10.15%	



Balance Sheet

INR in lakhs

	31/03/2026	31/03/2025
Equity & Liabilities		
Share Capital	961	961
Reserves and Surplus	6,612	5,092
Borrowings	8,672	3,476
Non-Current Liabilities	1,361	1,195
Current Liabilities	5,591	2,386
Total	23,197	13,111
Assets		
Net Fixed Assets	3,158	1,524
Non-Current Assets	1,583	428
Current Assets	18,456	11,159
Total	23,197	13,111



Key Facts and Figures



Customer Repeat Rate:
26%



Retail Area:
1,92,462 sq. ft.



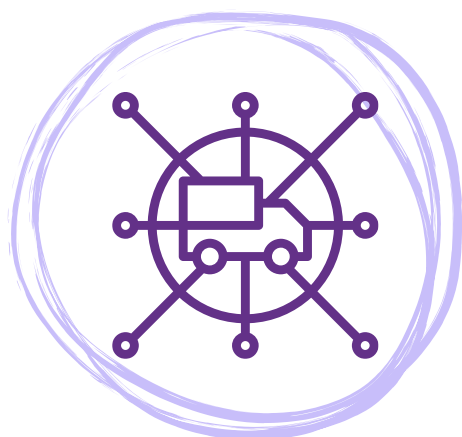
Market Cap:
400 Cr Approx.



**120+ Exclusive Brand
Outlets**



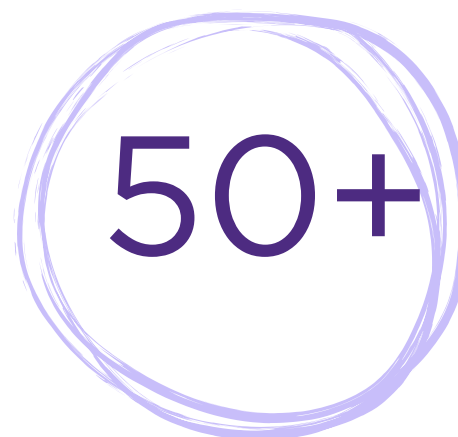
**30,000 sq. ft
Warehouse**



75+ Purple Partners



States



Cities



Styles



750+ Employees



Growth Prospects



Operational Backbone



Recognitions

MEDIA PUBLICATIONS



<https://www.mid-day.com/brand-media/article/purple-united-kids-winning-hearts-and-being-acknowledged-as-an-emerging-brand-23282697>

<https://clubm.in/flipbook/bof/de c2023/#p=86>



<https://www.mid-day.com/brand-media/article/purple-united-kids-redefining-the-kids-premium-fashion-for-todays-freespirited-kids-23271536>



Purple United Kids: Winning Hearts and being acknowledged as an Emerging Brand in Kid's Wear

Updated on: 24 April, 2023 05:34 PM IST | Mumbai
BrandMedia | brandmedia@mid-day.com

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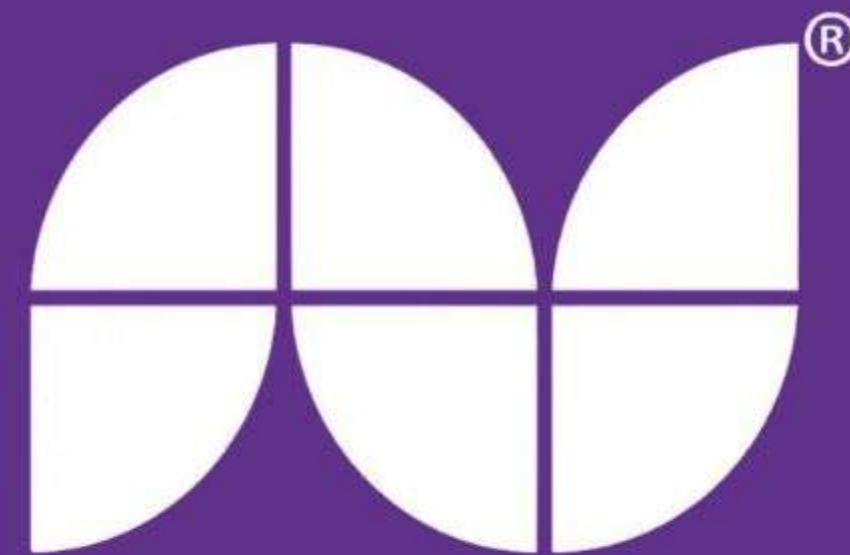
<https://www.linkedin.com/pulse/sheroes-awardee-purple-united-radiocityindia>



Mr. J D Seth recognized by Times Power Icons North 2024-25

Glimpse of our 100th Store Launch

Coverage of our fashion show



PURPLE UNITED **KIDS**

PREMIUM FASHION



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



info@purpleunited.com



www.purpleunited.com



+91- 9667792635/36