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: 12th November, 2026

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

Subject: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Earnings 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 H1 FY 27 earnings presentation of Purple United Sales Limited ("the Company") to be made during the Investors/Analysts call scheduled for 13th November, 2026 at 12:30 P.M. The same is also being uploaded on the website of the Company www.purpleunited.com.

Please acknowledge and take the same on your record.

For Purple United Sales Limited

AYATI GUPTA
Digitally signed by AYATI GUPTA
Date: 2026.11.12 18:53:31 +05'30'

Ayati Gupta
Company Secretary & Compliance Officer

Encl.: As above.



PURPLE UNITED KIDS

PURPLE UNITED SALES LTD.

INVESTOR PRESENTATION

H1 FY27

Disclaimer

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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 cash flows, 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.

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PURPLE UNITED KIDS

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PURPLE UNITED KIDS

01

Company Overview



Purple United Sales: Scaling India's Premium Kidswear Opportunity

PURPLE UNITED KIDS

Premium fashion. Omnichannel growth.

Business at a Glance

Premium positioning
India's first dedicated premium fashion brand for kids

Asset-light model
Partner-led manufacturing, with capital focused on stores and brand building

Diversified distribution
Retail-led omnichannel network: EBOs, key accounts, marketplaces and D2C

One-stop, 0-14 years
Apparel, footwear and accessories for boys, girls, infants

Cluster-led expansion
Store network spanning metros and Tier 1 & 2 cities

Operational Metrics

126
Exclusive Brand Outlets*

21
States & UTs*

1.96 lakh
sq. ft. retail area*

650+
Active styles

850+
Employees

26%
Customer repeat rate

20%
SSSG Vintage 18 months+ *

₹814
ASP (Blended all channels)*

Financial Metrics (FY26)

₹171 Cr	Revenue
60%	Gross margin
21%	EBITDA margin
22%	ROE
88%	Revenue CAGR (FY23-26)
110%	EBITDA CAGR (FY23-26)
117%	PAT CAGR (FY23-26)

Brands

toothless | That's his Style | That's her Style | striders | BOLTZY

*as on 30th September, 2026.

Asset-Light Model Driving Profitable Store Expansion

PURPLE UNITED KIDS

Investing in retail reach and brand equity, not manufacturing assets.

1 IN-HOUSE

Design & Merchandising

- In-house design and product development
- 650+ styles across the product portfolio
- Open-to-buy planning for every store

2 OUTSOURCED

Sourcing & Manufacturing

- Diversified manufacturing network across multiple partner factories
- Zero owned manufacturing assets or plant capex

3 IN-HOUSE

Quality & Lab Testing

- Dedicated quality assurance team across product categories
- Lab-tested, child-safe products designed for infant and kids' safety

4 IN-HOUSE

Warehousing & Replenishment

- 30,000 sq. ft. centralised warehousing facility in Mundka, Delhi
- Efficient inventory replenishment through size-wise refills and inter-store transfers
- Weekly sell-through reviews

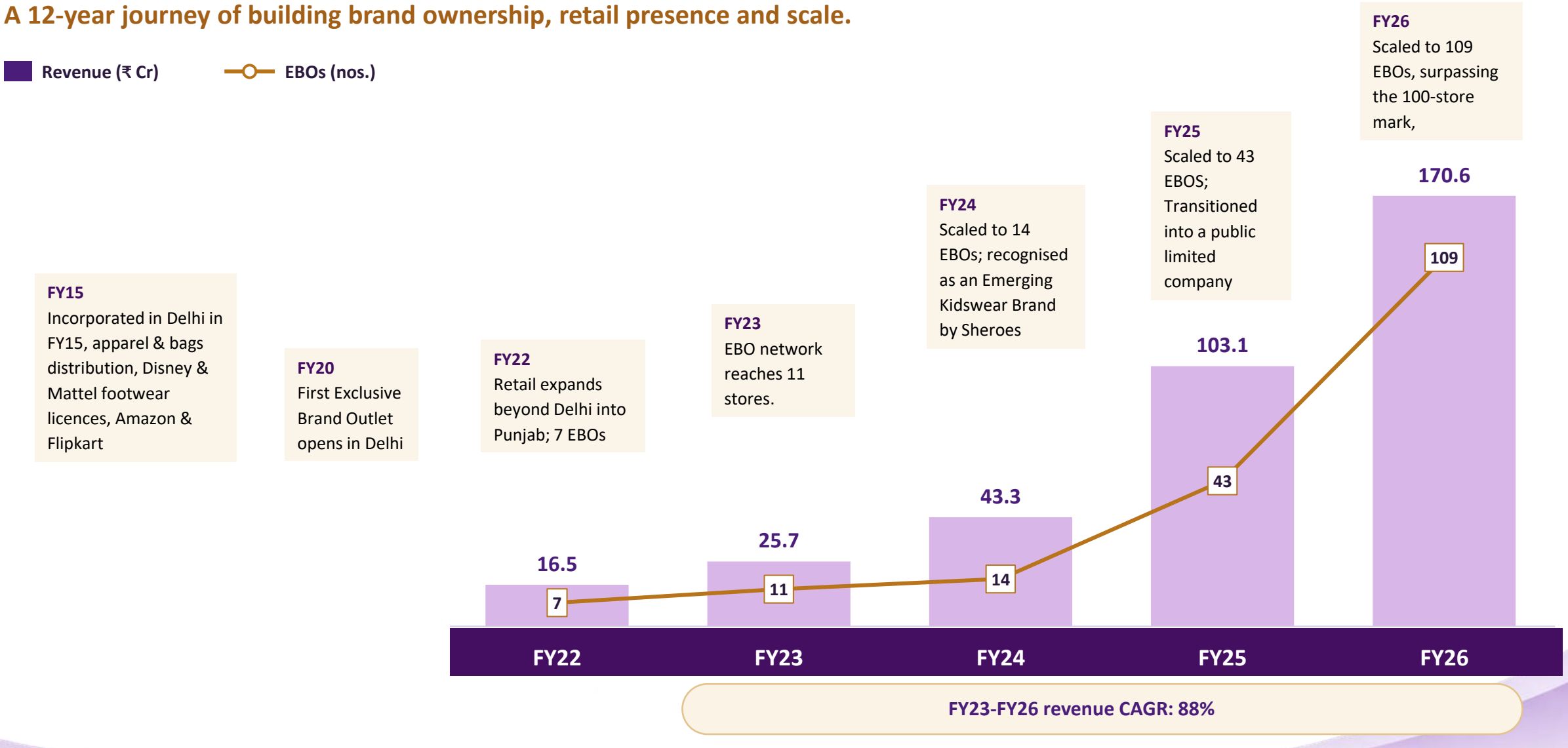
5 IN-HOUSE

Omnichannel Selling

- 126 EBOs and factory outlets forming the retail network
- Key accounts and distributor partnerships extending market reach
- Online presence through leading marketplaces and D2C website

From Distribution-Led Beginnings to a Scaled Retail Brand

A 12-year journey of building brand ownership, retail presence and scale.



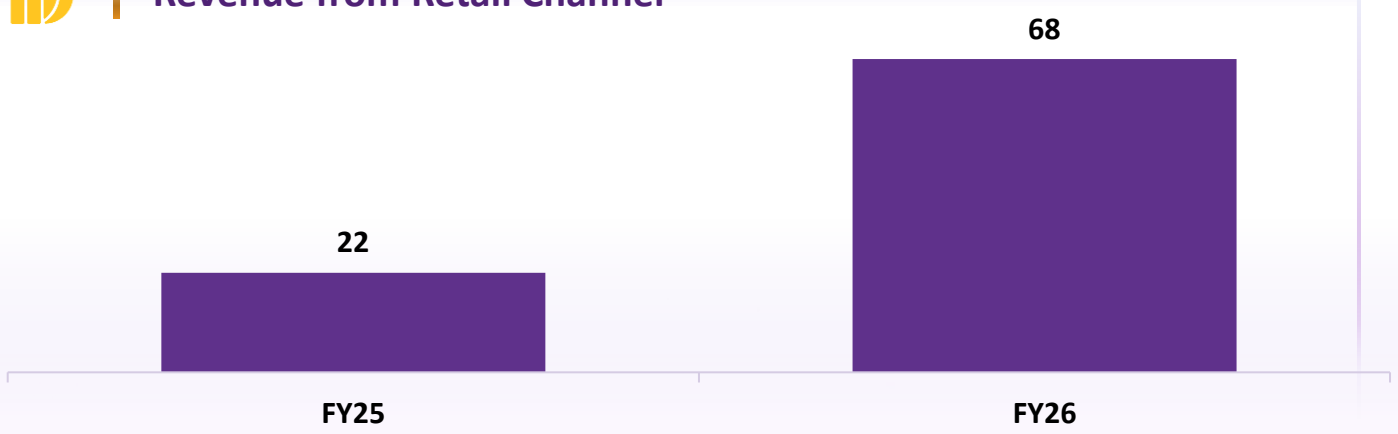
From Distribution-Led Business to Building Its Own Brands

PURPLE UNITED KIDS

Building five owned brands, strengthening pricing power and accelerating retail-led growth

Earlier	The Old Purple	FY26	FY25 & BEYOND - The New Purple
71%(FY25)	Distributor share of sales		38%
26% (FY25)	Own stores + key accounts share		60%
43 (FY25)	Exclusive Brand Outlets		109 (FY26)
B2B e-commerce	Customer connect		D2C site + CRM

Revenue from Retail Channel



~3x

retail revenue in FY26 vs FY25 as 66 new stores went live

126

EBOs by Sept-26

Store Economics

PURPLE UNITED KIDS

Attractive unit economics underpin scalable, profitable growth.

~₹70 lakh
investment per new store*

~1,550 sq ft
average store size

~₹1.7 lakh
average monthly rent

4-5 months
of sales held as store inventory

126
EBOs at 30 Sep 2026

A new store's first year

Day 1

~₹70 lakh

Invested As The Store Opens

Year 1+

~20%

Store EBITDA Margin

Year 3+

~22%

Store EBITDA Margin

*(Including Capex, Security Deposit, And Inventory)

Omnichannel Presence

PURPLE UNITED KIDS

One brand. Multiple channels. Wider reach.

Retail presence (EBOs)

OWN

- 126 EBOs in 21 states & UTs: 99 high-street and 27 mall stores
- Large-façade destination stores
- Factory outlets (1 per 5 EBOs) clear end-of-season stock

Online: own website

OWN

- purpleunited.com rebuilt on Shopify



E-commerce platforms

PARTNER

- Myntra, Ajio, Amazon, Flipkart, FirstCry, Nykaa and others
- Never-out-of-stock core range

Offline distribution

PARTNER

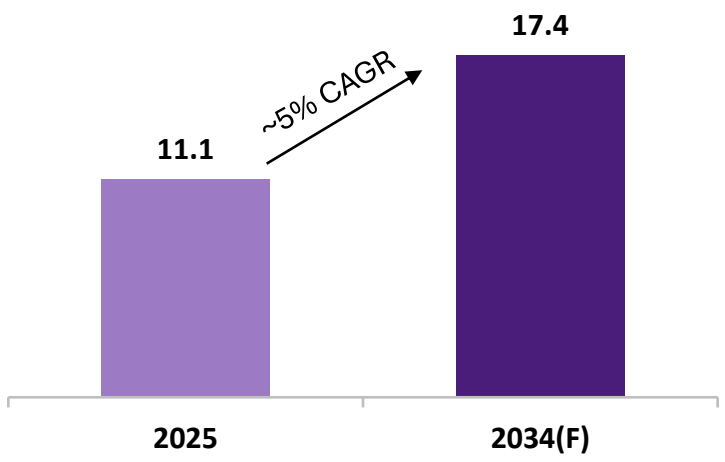
- Key accounts: shop-in-shops and large-format stores such as Reliance, V-Retail.
- Distributors: Partners serving multi-brand outlets

India’s Kidswear Market: Structural Growth and Formalisation

PURPLE UNITED KIDS

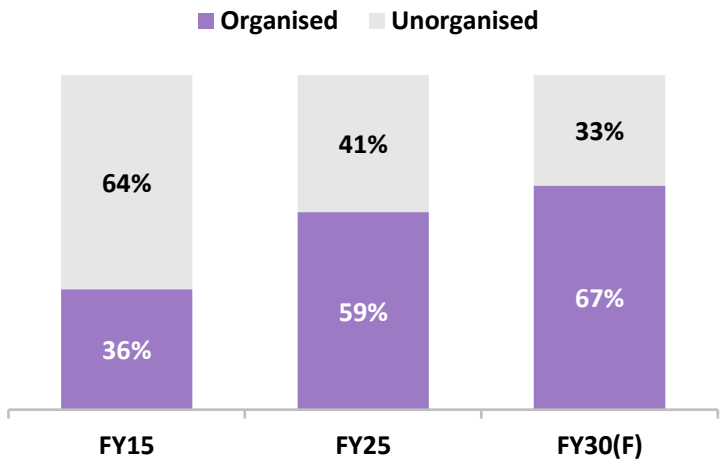
Rising per-child spending and a steady shift to organised retail are expanding the opportunity for premium brands

India children’s apparel market (USD bn)



Projected CAGR of ~5% over 2025-2034F

Organised vs Unorganised share (%)



Organised share rising from 36% (FY15) to 67% (FY30)

₹8,000 → 2x

Average spend per child (2022), projected to double by 2027

56% → 67%

Share of nuclear households, 2017 to FY29P (240-250Mn households)

~66%

of discretionary spending is driven by India's top 10% (2025)

Key Growth Drivers

Premiumisation

Millennial and Gen Z parents are trading up to branded, trend-led kidswear.

Short replacement cycles

Children outgrow clothes and shoes within months, creating frequent repeat purchases.

Digital and D2C penetration

E-commerce and brand-owned platforms are extending access to branded kidswear beyond the metros.

Retail reach beyond the metros

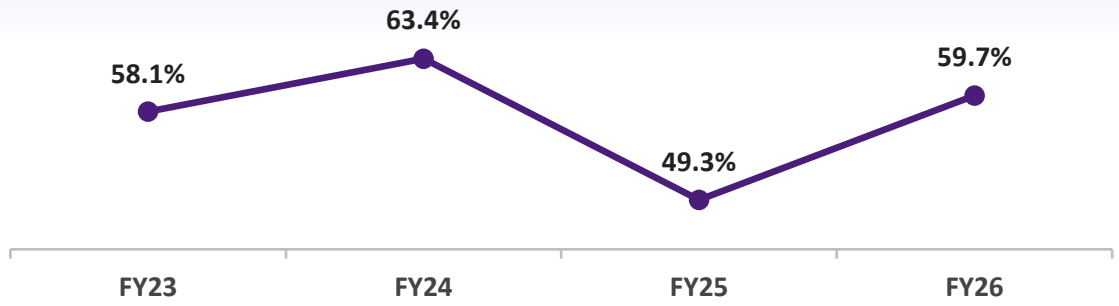
Organised retail is expanding into Tier 2 and 3 cities through new malls and high streets.

Source: Statista; Imarc Group, Business Standard, Jan-24 (Redseer), JM Financial (Census, UN, Redseer), Blume Ventures (Indus Valley Annual Report 2025)

Investment-Led Scale-Up Phase

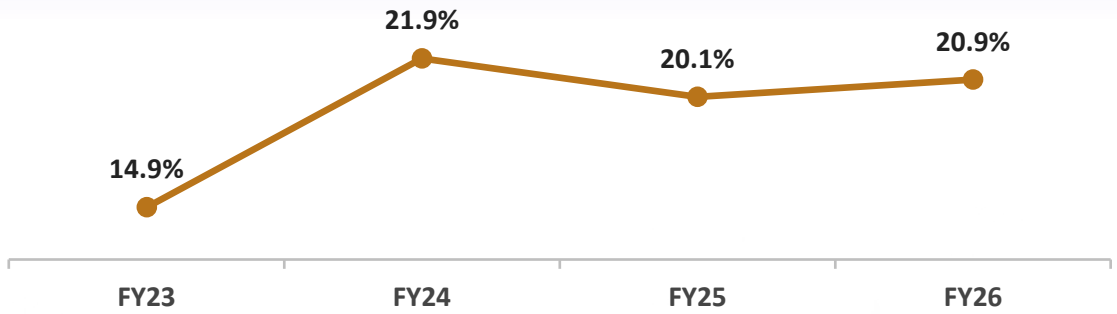
Margins sustained through the store rollout; Return Ratios Sustaining

Gross Margin (%)



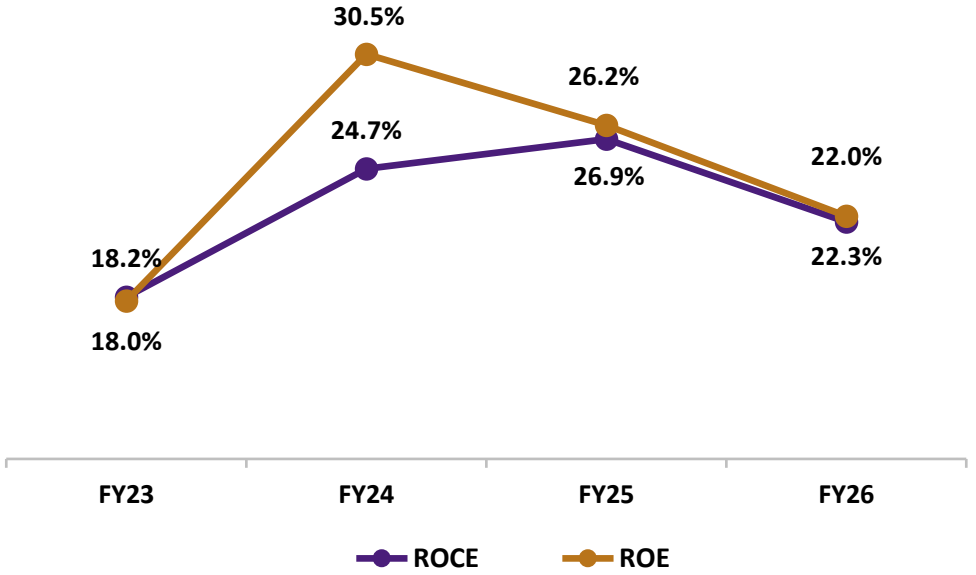
Up in FY26 as own-retail share rose to 40%

EBITDA Margin (%)



Held above 20% while EBOs grew from 43 to 109

Return ratios (%)



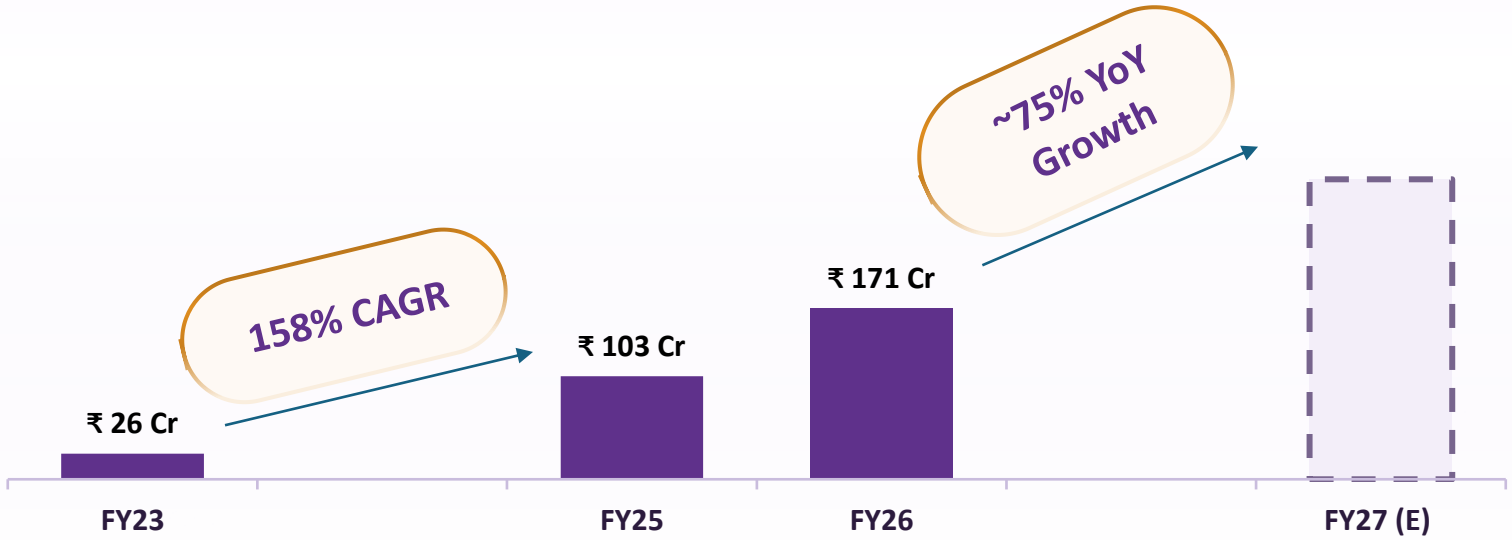
FY27: The Roadway Ahead

PURPLE UNITED KIDS

Multiple growth levers driving sustained revenue acceleration and operating scale.

- **Store Expansion**
- **Omnichannel & Digital**
- **Operating Leverage**

Revenue from Operations



PURPLE UNITED KIDS

02

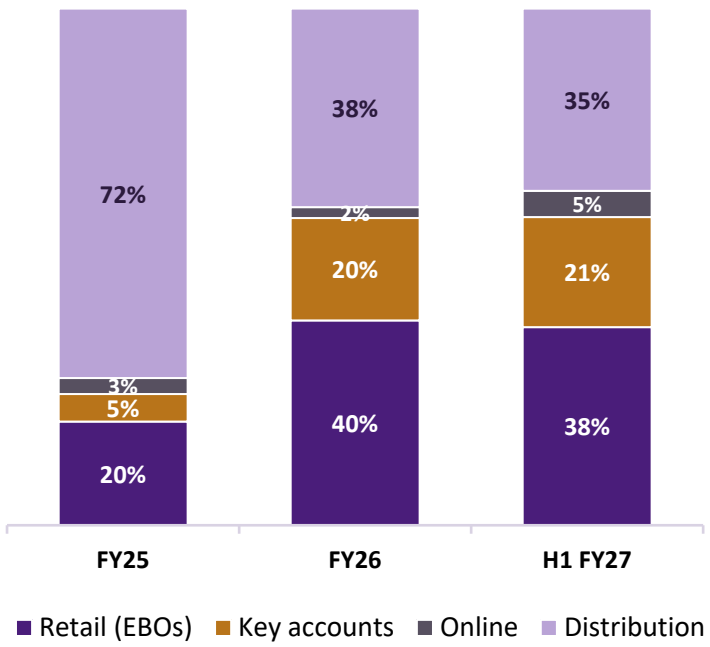
USPs



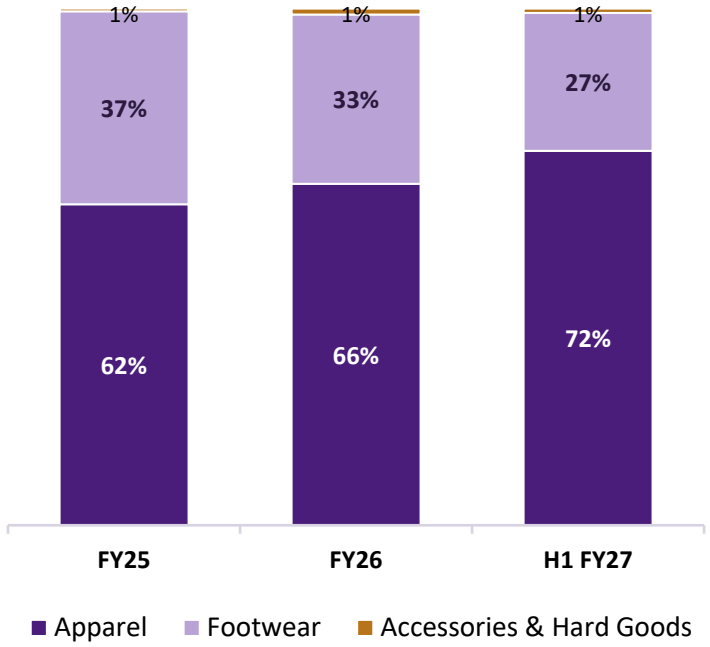
Diversified & De-Risked Revenue Profile

Balanced mix across channels, categories and customers enhances business resilience

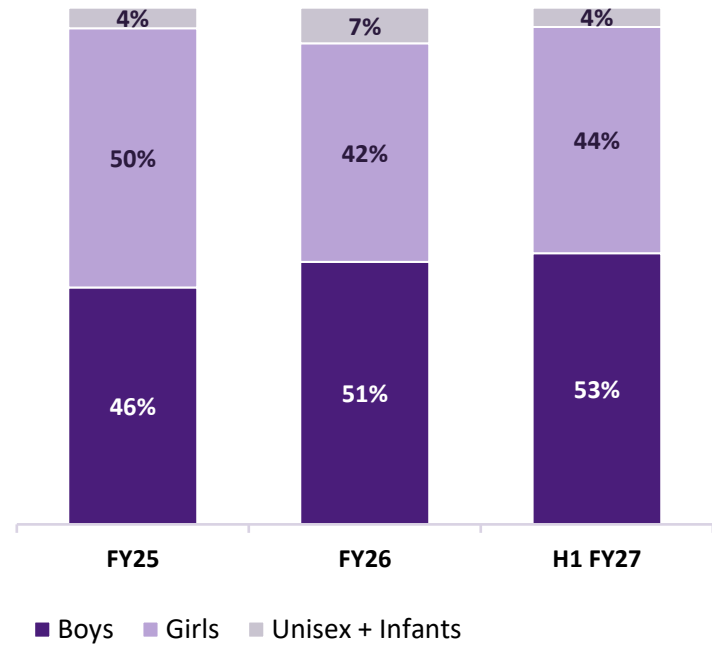
Growing Retail Segment
Channel mix (% of revenue)



Product Mix
Share of revenue (%)



Sales by Gender
Share of Sales (%)



Product Portfolio: Head-to-Toe Fashion for Ages 0 to 14

PURPLE UNITED KIDS

Apparel, footwear and accessories for boys, girls and infants, sold under five own brands



Boys' apparel

T-shirts, shirts, jeans, jackets, sweatshirts and co-ord sets



Girls' apparel

Dresses, tops, skirts, jumpsuits, dungarees and denim



Infants

Rompers, clothing sets, baby booties and essentials



Footwear & accessories

Sports and casual shoes, sandals, clogs, ballerinas, boots and socks

Pan-India Footprint, Built Cluster by Cluster

PURPLE UNITED KIDS

From 43 stores in March 2025 to 126 as on 30th Sept, 2026

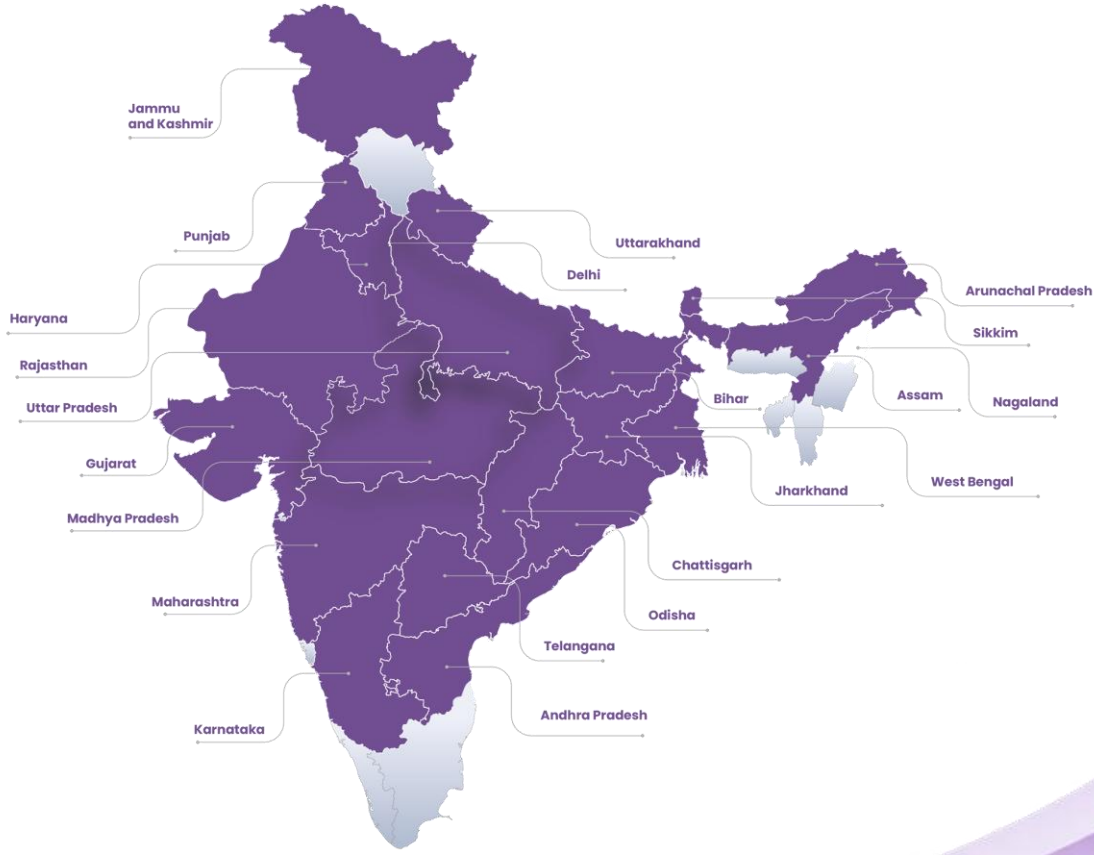


126
EBOs across 21 states & UTs

1.96 lakh
sq. ft. retail area across 126 EBOs (super area)

99 | 27
high-street | mall stores

70-80 km
clusters, for brand density, shared logistics and repeat customers



Brand & Marketing: On the Ground and Online

PURPLE UNITED KIDS

Marquee stores and events build trust with parents; a rebuilt digital stack turns reach into orders

ON THE GROUND



LARGE-FAÇADE STORES



FASHION SHOWS

ONLINE & DIGITAL

24.9M+
Instagram views

71K+
followers

496K
brand-film views

Tech-Enabled Retail: Data Behind Every Store Decision

PURPLE UNITED KIDS

One loop links the storefront, customer data, planning and replenishment, so stock follows demand

CUSTOMER

Shopify website

D2C storefront that captures every order and customer profile, feeding straight into CRM



DATA

CRM and loyalty

~3 lakh+ customers today; 1 million targeted

SUPPLY

Replenishment

weekly sell-through reviews; size-wise refills and inter-store transfers

PURPLE UNITED KIDS

03

H1 FY27 Performance



Management Commentary

We remain strongly positive on the long-term growth prospects of India's kidswear industry, supported by rising aspirations, increasing brand consciousness and evolving consumption patterns.

Over the years, Purple United has successfully transformed from a distribution-led business into an integrated, retail- and e-commerce-led brand platform. With a portfolio of five owned brands, we are building a stronger consumer connect, greater control over pricing and merchandising, and a scalable business presence.

Our focus remains on deepening our retail footprint through cluster-led expansion, strengthening our digital channels and improving store productivity. As our newer stores mature and brand awareness continues to grow, we see significant headroom for sustained growth and operating leverage.

We remain committed to building Purple United into a leading, scalable and profitable kidswear brand platform in India.



- Mr. J D Seth

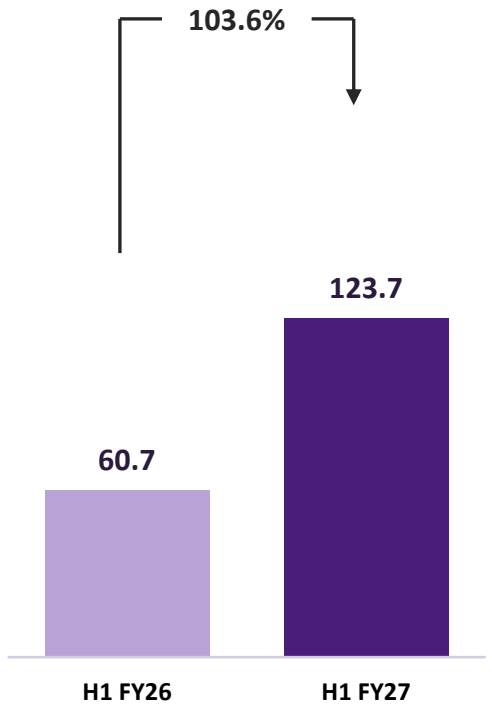
Managing Director

H1 FY27 Financial Performance

PURPLE UNITED KIDS

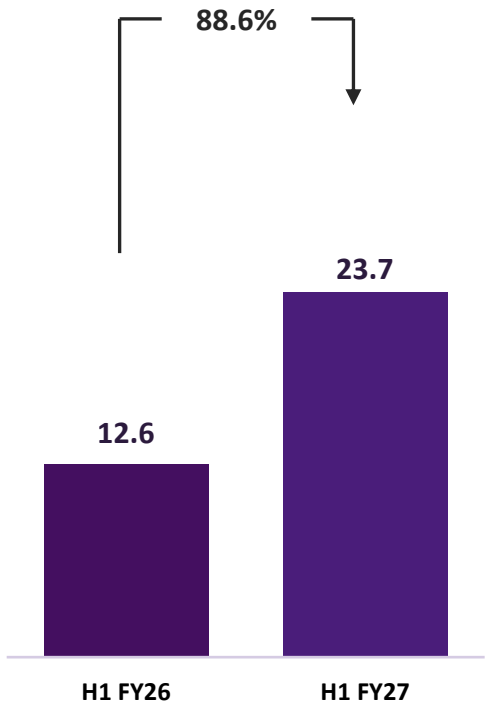
Figures in INR Cr

Revenue from Operations



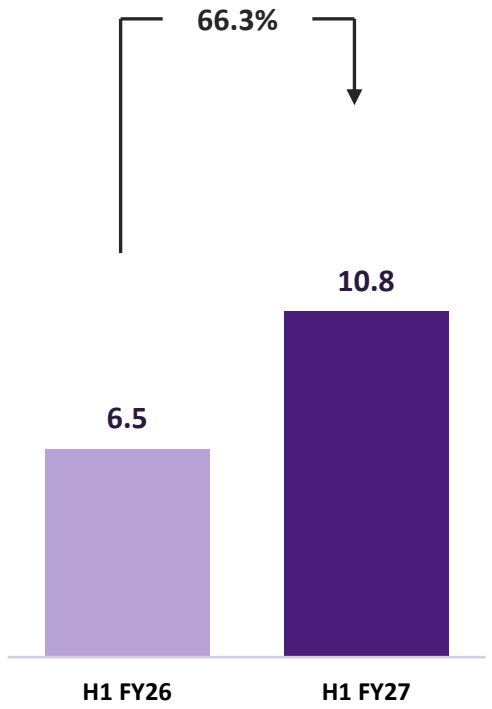
Margins →

EBITDA



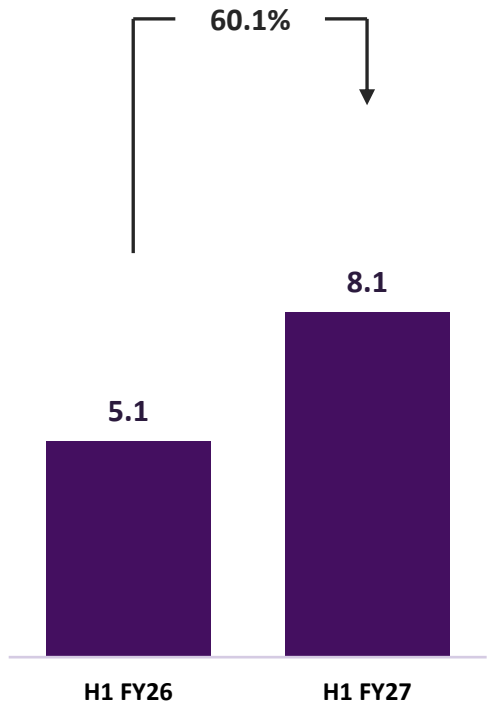
20.7% | 19.2%

Profit Before Tax



10.7% | 8.8%

Profit After Tax



8.3% | 6.5%

H1 FY27 Financial Performance

PURPLE UNITED KIDS

Particulars (INR Cr)	H1 FY27	H1 FY26	Y-o-Y (%)	H2 FY26	H-o-H (%)
Revenue from Operations	**123.7**	**60.7**	**103.6%**	**109.9**	**12.5%**
Expenses	99.9	48.1	107.6%	86.8	15.1%
EBITDA	**23.7**	**12.6**	**88.6%**	**23.1**	**2.8%**
EBITDA Margins (%)	**19.2%**	**20.7%**	**-153 bps**	**21.0%**	**-182 bps**
Depreciation	4.2	2.5	67.2%	3.9	8.7%
Other Income	0.9	0.3	223.6%	0.6	55.9%
Finance Cost	9.6	3.8	150.6%	5.9	64.1%
Profit Before Tax	**10.8**	**6.5**	**66.3%**	**13.9**	**-22.4%**
PBT Margins (%)	**8.8%**	**10.7%**	**-196 bps**	**12.7%**	**-394 bps**
Tax	2.7	1.5	88.0%	3.8	-28.1%
Profit After Tax	**8.1**	**5.1**	**60.1%**	**10.1**	**-20.3%**
PAT Margins (%)	**6.5%**	**8.3%**	**-178 bps**	**9.2%**	**-269 bps**
EPS Diluted (INR)	**8.42**	**5.26**	**60.1%**	**10.55**	**-20.2%**

Balance Sheet

PURPLE UNITED KIDS

Particulars (INR Cr)	31-Mar-26	30-Sep-26
Shareholders' Funds		
Equity Share Capital	9.6	9.6
Reserves & Surplus	66.1	74.2
Total Equity	**75.7**	**83.8**
Share Application Money Pending Allotment	0.0	1.6
Non-Current Liabilities		
Long-term Borrowings	12.9	12.1
Other Long-term Liabilities	12.7	15.0
Long-term Provisions	0.9	1.1
Total Non-Current Liabilities	**26.5**	**28.2**
Current Liabilities		
Short-term Borrowings	83.9	138.2
Trade Payables	13.2	11.6
Other Current Liabilities	21.8	26.0
Short-term Provisions	10.8	14.0
Total Current Liabilities	**129.7**	**189.7**
Total Equity & Liabilities	**232.0**	**303.3**

Particulars (INR Cr)	31-Mar-26	30-Sep-26
Non-Current Assets		
Property, Plant & Equipment	31.6	28.9
Non-Current Investments	0.0	0.2
Deferred Tax Assets (Net)	2.6	3.1
Long-term Loans & Advances	0.1	0.0
Other Non-Current Assets	11.9	17.4
Total Non-Current Assets	**46.2**	**49.6**
Current Assets		
Inventories	73.1	82.7
Trade Receivables	59.6	68.0
Cash & Bank Balances	12.7	24.9
Short-term Loans & Advances	0.2	0.1
Other Current Assets	40.1	78.1
Total Current Assets	**185.8**	**253.7**
Total Assets	**232.0**	**303.3**

PURPLE UNITED KIDS

04

Annexure



The People Behind Purple United

PURPLE UNITED KIDS

A founder-led board that pairs three decades of brand-building

PROMOTERS & EXECUTIVE DIRECTORS



Mr. Jatinder Dev (J D) Seth

Managing Director & Promoter

- Over 3 decades of experience
- Deep-rooted exposure with various international brands



Ms. Bhawna Seth

Whole-time Director & Promoter

- 15+ years of experience in managerial roles in fashion technology / design

KEY MANAGERIAL PERSONNEL & ADVISORS

Mr. Naresh Kumar
Chief Financial Officer
- 10+ yrs; large e-com associate
- Chartered Accountant

Ms. Ayati Gupta
Company Secretary & Compliance Officer
- 5+ yrs in legal & secretarial roles
- Previously with OFB Tech Pvt Ltd

Ms. Sumati Murti
General Manager (Marketing)
- 16+ yrs; One97, Socio Genee
- Leads Purple United's B2C e-commerce

Mr. Shambhaw Dwivedi
HR Specialist
- 10+ yrs; Eicher, Tresor (Apple)
- Leads Purple United's human resources

Mr. Navneet
Assistant General Manager
- Expert in premium kids' apparel
- Benetton; global sourcing experience

Mr. Mohamed Mohsin
Retail Specialist
- 14+ yrs in the retail industry
- Landmark, TCNS (W for Woman), FirstCry

Ms. Reea Chakraborty Yadav
Business Development & Retail Specialist
- 20+ yrs in footwear & kids fashion retail
- Devyani group (KFC); kids fashion retail

Mr. Ankur Bhatnagar
Distribution Sales Footwear Specialist
- 20+ yrs in footwear sales
- Leads Purple United's B2B business

Mr. Mohamed Faizel
Footwear Specialist
- 19+ yrs in footwear sourcing
- Reliance Trends and Bata

Mr. Vaibhav Tyagi
E-com Specialist
- 10+ yrs; scaled The Moms Co.
- Leads Purple United's B2C e-commerce

Mr. Pavan Kumar
Assistant General Manager Warehouse
- 17+ yrs in supply chain & warehousing
- MA; certification from CFTI, Agra

Mr. Vivek Hans
Advisor
- CEO of Bevarabia, a D2C coffee startup
- Former investment banker, MBA

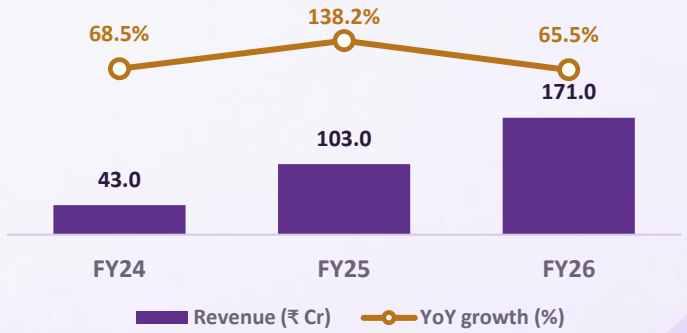
Mr. Manish Seth
Tech Partner
- CEO of InnovationM (tech services)

Execution-Led Growth

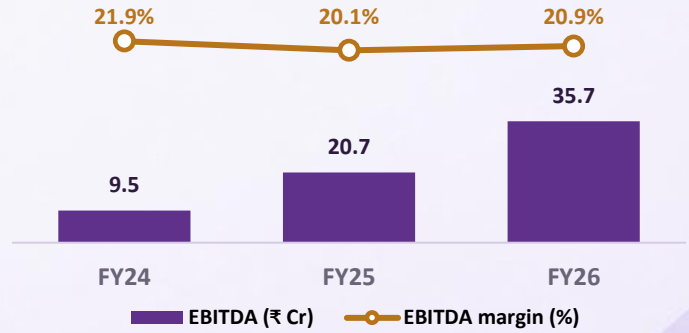
PURPLE UNITED KIDS

Strong revenue growth, sustained profitability and disciplined balance sheet management.

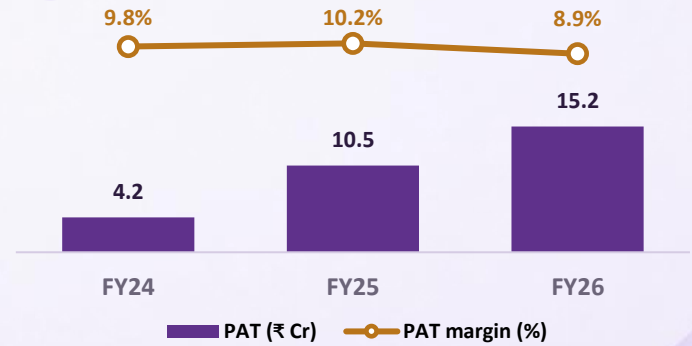
Revenue from Operations



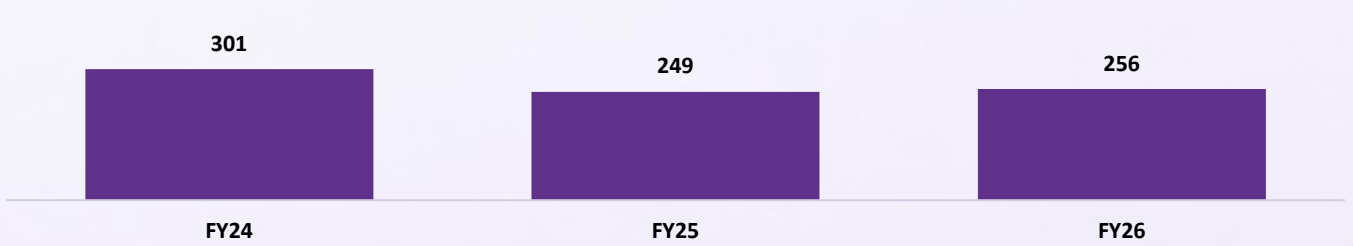
EBITDA



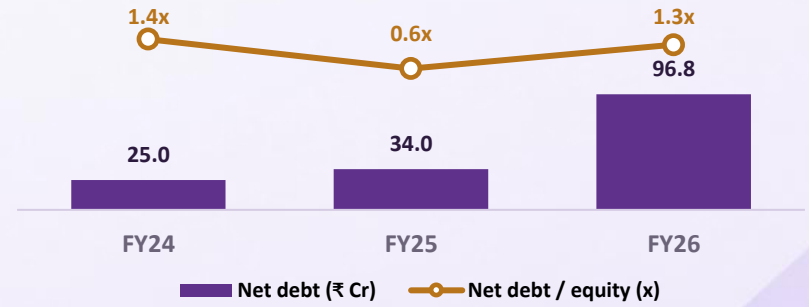
Profit After Tax



Working Capital Days



Net Debt / Equity



Historical Statement of Profit & Loss

PURPLE UNITED KIDS

Particulars (INR Cr)	FY24	FY25	FY26
Revenue from Operations	**43.3**	**103.1**	**170.6**
Cost of Goods Sold	15.8	52.3	68.7
Gross Profit	**27.5**	**50.9**	**101.9**
Gross Margin (%)	*63.4%*	*49.3%*	*59.7%*
Employee Cost	6.9	9.8	22.0
Other Operating Expenses	11.1	20.3	44.2
EBITDA	**9.5**	**20.7**	**35.7**
EBITDA Margin (%)	*21.9%*	*20.1%*	*20.9%*
Other Income	0.1	0.0	0.9
Depreciation	1.6	1.8	6.4
Finance Cost	3.0	4.8	9.7
Profit Before Tax	**5.0**	**14.1**	**20.5**
Tax	0.8	3.6	5.3
Profit After Tax	**4.2**	**10.5**	**15.2**
PAT Margin (%)	*9.8%*	*10.2%*	*8.9%*
Basic EPS (INR)	8.44	13.59	15.81
Diluted EPS (INR)	8.44	13.59	15.81

Historical Balance Sheet

PURPLE UNITED KIDS

Particulars (INR Cr)	FY24	FY25	FY26
Shareholders' Funds			
Equity Share Capital	6.6	9.6	9.6
Reserves & Surplus	10.7	50.9	66.1
Total Equity	**17.3**	**60.5**	**75.7**
Non-Current Liabilities			
Long-term Borrowings	8.4	10.7	12.9
Other Long-term Liabilities	1.4	11.3	12.7
Long-term Provisions	0.4	0.7	0.9
Total Non-Current Liabilities	**10.2**	**22.7**	**26.5**
Current Liabilities			
Short-term Borrowings	17.2	24.0	73.8
Trade Payables	2.5	7.5	13.2
Other Current Liabilities	1.2	11.6	31.9
Short-term Provisions	0.6	4.7	10.8
Total Current Liabilities	**21.6**	**47.9**	**129.7**
Total Equity & Liabilities	**49.1**	**131.1**	**232.0**

Particulars (INR Cr)	FY24	FY25	FY26
Non-Current Assets			
Property, Plant & Equipment	5.0	15.2	31.6
Deferred Tax Assets (Net)	0.5	1.0	2.6
Long-term Loans & Advances	0.1	0.1	0.1
Other Non-Current Assets	0.9	3.2	13.1
Total Non-Current Assets	**6.5**	**19.5**	**47.4**
Current Assets			
Inventories	9.7	17.5	73.1
Trade Receivables	28.6	60.5	59.6
Cash & Bank Balances	0.6	0.8	0.6
Short-term Loans & Advances	0.2	0.1	0.2
Other Current Assets	3.6	32.7	51.0
Total Current Assets	**42.7**	**111.6**	**184.6**
Total Assets	**49.1**	**131.1**	**232.0**

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