

# Purple United Sales Limited

(Formerly known as Purple United Sales Private Limited)

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- 201304 Ph: +91-9667792635/ 36, Email: info@purpleunited.com

**Date: 14<sup>th</sup> May, 2026**

**The Manager**

**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 H2 & FY26 earnings presentation of Purple United Sales Limited (“the Company”) to be made during the Investors/Analysts call scheduled for 15<sup>th</sup> May, 2026 at 04:00 P.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**

STYLE.  
QUALITY.



PURPLE UNITED **KIDS**

PREMIUM FASHION

# INVESTOR PRESENTATION

H2 & FY26

DRESSING  
THE NEXT  
GENERATION  
WITH  
CONFIDENCE.

*Built on Trust.  
Styled for Growth.*

# COMPANY OVERVIEW

## *Building India's Leading Kids Fashion Brand*

Purple United Kids is India's first dedicated premium fashion brand for children, offering stylish apparel and footwear backed by thoughtful design, lab-tested quality and a vibrant in-store experience built around #ShopHappiness. The brand caters to children from infancy to 14 years through a strong omnichannel network – Exclusive Brand Outlets, leading e-commerce platforms, its own D2C website and a pan-India distribution network. After a successful IPO and listing on the NSE SME platform in December 2024, the company is steadily expanding its retail presence, product portfolio and brand visibility – with a clear goal of becoming India's most loved kids' fashion brand.

**111 EBOs**

Exclusive Brand Outlets

**22**

State Presence

**50+**

City Presence

**1,63,431 sq. ft.**

Total Retail Area

**30,000 sq. ft.**

Mundka (Delhi)  
Warehouse

**650+**

Active Styles

**650+ employees**

Workforce

**26%**

Customer Repeat Rate



# LEADERSHIP

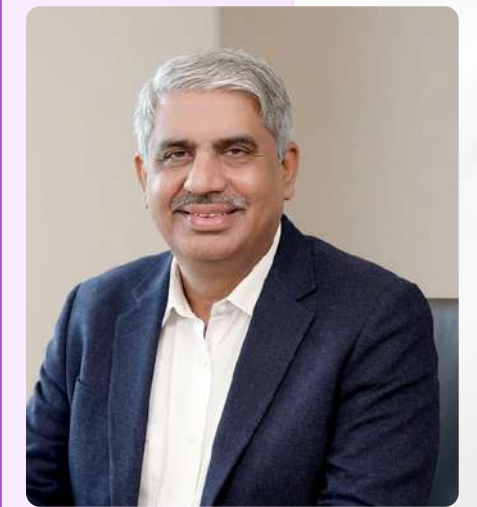
## *Experience That Built the Brand.*

A founder-led team combining decades of retail, distribution and design expertise.

*"Build relationships and dominant businesses with multiple corporate players."*

Mr. J D Seth is the driving force behind Purple United Kids, bringing over three decades of experience across sales, distribution, retail and e-commerce. An engineer by training and an MBA in Finance, he has spent his career building and scaling some of the world's most recognised brands in India – including Puma, Nike, adidas, Hush Puppies and Wilson. His deep understanding of every major Indian marketplace, built from their earliest days, gives Purple United a sharp edge in channel strategy, distribution depth and corporate partnerships.

At Purple United, he leads the company's vision, growth strategy and institutional positioning – translating decades of brand-building experience into a disciplined, scalable kidswear platform with national ambition.



*"Adds flair for creativity, infuses the brand with a unique and vibrant aesthetic."*

Ms. Bhawna Seth brings 15+ years of leadership in fashion, design and merchandising to the business. Before joining Purple United full-time, she led a fashion institute, where she developed a strong grasp of consumer behaviour, creative direction and team leadership. With a Master's in English and a deep eye for design, she blends technical understanding with an instinct for trends – shaping collections that balance style, comfort and functionality.

At Purple United, she anchors the creative and merchandising soul of the brand – driving product design, store aesthetics and the day-to-day execution that brings the #ShopHappiness experience to life across every touchpoint.



**Mr. J D Seth**  
Managing Director

**Ms. Bhawna Seth**  
Whole-time Director

# OPERATIONAL HIGHLIGHTS — FY 2025-26

## *A Year of Disciplined Execution.*

Scaling the network, strengthening the brand and building the foundation for the next leg of growth.



### Retail Network Scaled to 111 EBOs

Expanded the store network to 111 Exclusive Brand Outlets as of 30 April 2026, up from 86 at H1FY26-end. Presence across 22 states, anchored by a cluster-led rollout strategy.



### Cluster-Led Expansion Strategy

Executed a dense cluster-led rollout largely through internal accruals, targeting catchments every 70–80 km. Significant store additions are planned across FY26–27 to sustain growth visibility.



### Credit Rating Assigned by CRISIL

CRISIL Ratings assigned a long-term rating of BBB-/Stable on bank loan facilities – opening up institutional debt access to support the next leg of growth capex.



### Footwear as a Margin Accelerator

Footwear delivered apparel-like margins by leveraging existing store space – with every pair adding high-return incremental sales, without additional fixed cost.



### Marketplace "Never Out-of-Stock" Discipline

Maintained strong presence across Ajo, Flipkart, FirstCry, Myntra, Amazon and other platforms – scaling new variants with a margin-focused inventory strategy.

# PRODUCT CATEGORIES OFFERED



Boys



Girls



Infants



Party Wear



Foot Wear



Toys

# PORTFOLIO OF OUR BRANDS

## Five Brands. One Childhood.



### *toothless*

Early Years Essentials & First-Step Footwear  
Created to celebrate the simple joys of childhood. Toothless brings minimal, thoughtful design to first-step footwear and infant essentials – built for comfort, safety and the earliest stages of growth.



### *That's Her Style (THS)*

Premium Girls' Fashion with Style-Led Designs  
Premium fashion wear for girls. Style-led collections that blend everyday comfort with party-ready glamour – built for girls who love to dress up and express themselves.



### *Striders*

Comfort-Driven Everyday Clogs for Kids  
A journey of progress, comfort and positive development. Every pair is crafted with care to support little feet at every stage of growth – vibrant colours, fun patterns and durable design that makes each step a joyful experience.



### *That's His Style (THS)*

Trend-Led Boys' Fashion & Occasion Wear  
Premium fashion wear for boys. Bold, expressive and trend-forward – designed for young boys who like to stand out, whether at school, play, or special occasions.



### *Boltzy*

Performance-Led Sports & Active Footwear  
Built for the bold and ambitious. Boltzy combines forward-looking design with unbeatable performance – engineered for kids who don't just follow the trend, they set it. Every step is a statement of confidence.

# OMNICHANNEL PRESENCE

*A seamless omnichannel network built around how Indian families discover, browse and buy.*

## Retail Presence

### Exclusive Brand Outlets (EBOs)

A disciplined, cluster-led Pan-India network of 111 EBOs across 22 states and 50+ cities – each delivering the full #ShopHAPPINESS experience under one roof.

## Offline Distribution Channels

A B2B network of Distributors, Shop-in-Shop counters and Large Format Stores – anchored by 50+ Purple Partners and key accounts including Reliance, V-Retail, Centro and Kora Retail.



## E-Commerce Platforms

Present across top online marketplaces trusted by millions of Indian consumers.



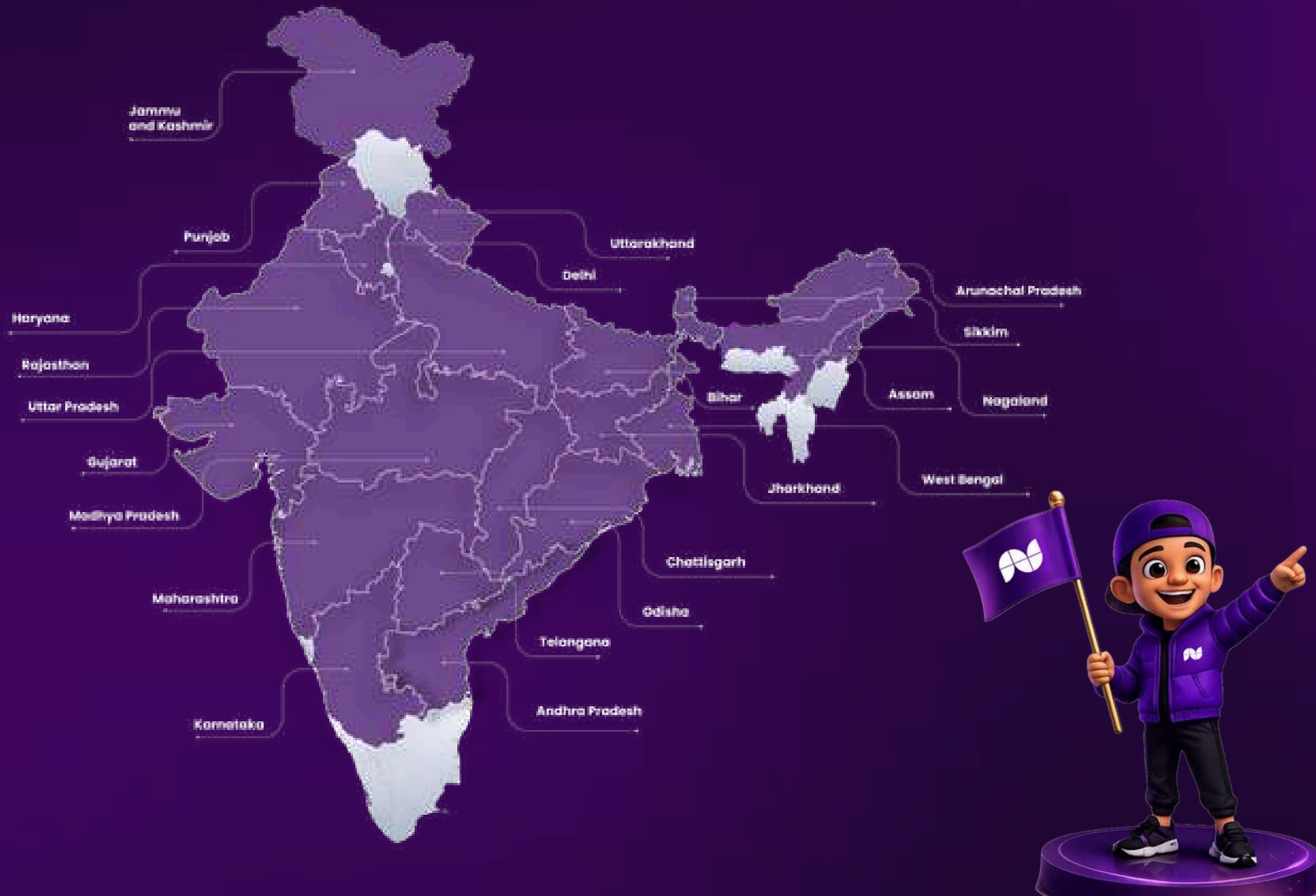
## Online Access: Website

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

Purple United operates its own website and app, delivering a seamless and personalized shopping experience while strengthening direct customer relationships.

# RETAIL PRESENCE — PAN-INDIA FOOTPRINT

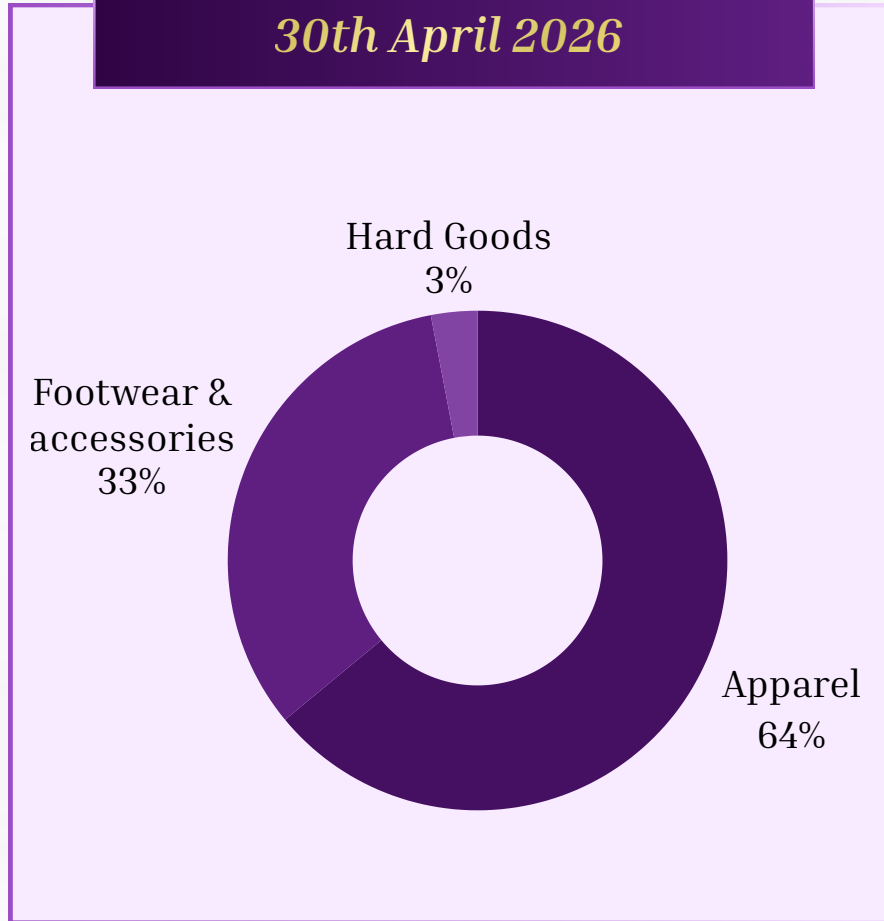
*A disciplined, cluster-led expansion across 22 states — built for depth, not just spread.*



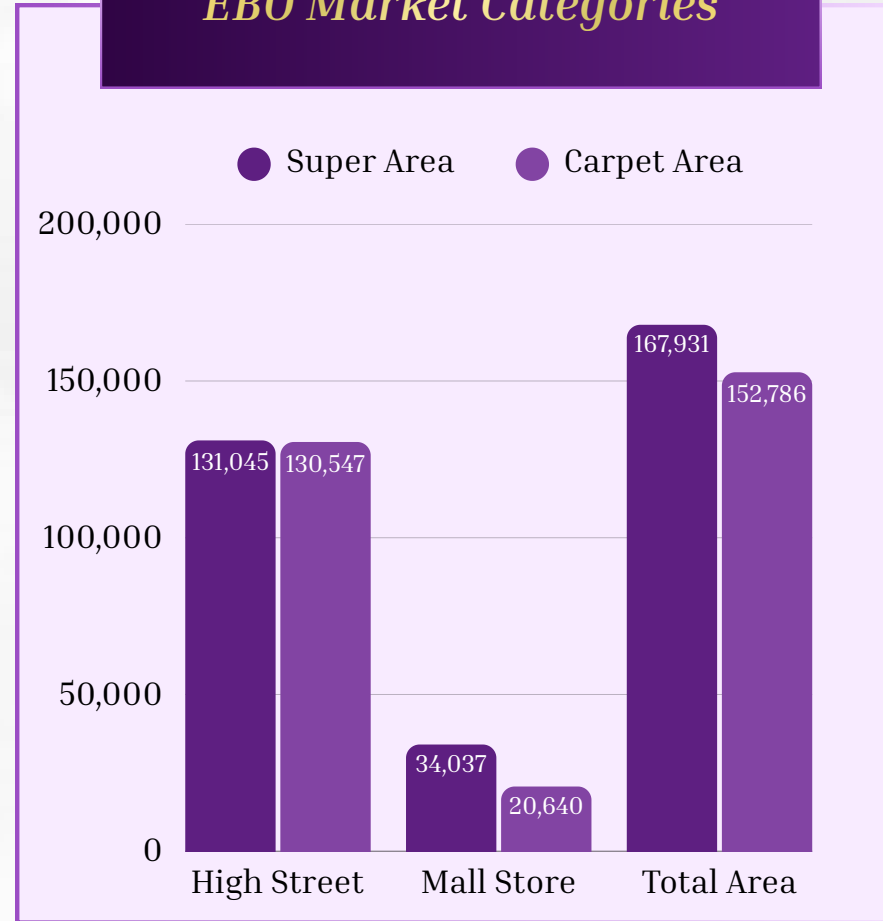
Location	Till 30 April 2026
Arunachal Pradesh	2
Assam	2
Bihar	4
Chhattisgarh	1
Delhi	5
Gujarat	1
Haryana	8
Jammu & Kashmir	3
Jharkhand	2
Karnataka	3
Madhya Pradesh	13
Maharashtra	5
Nagaland	1
Odisha	2
Punjab	29
Rajasthan	6
Sikkim	1
Telangana	1
Uttar Pradesh	11
Uttarakhand	7
West Bengal	4
<b>Total</b>	<b>111</b>

# RETAIL & PRODUCT SNAPSHOT

*EBO statistics till 30th April 2026*



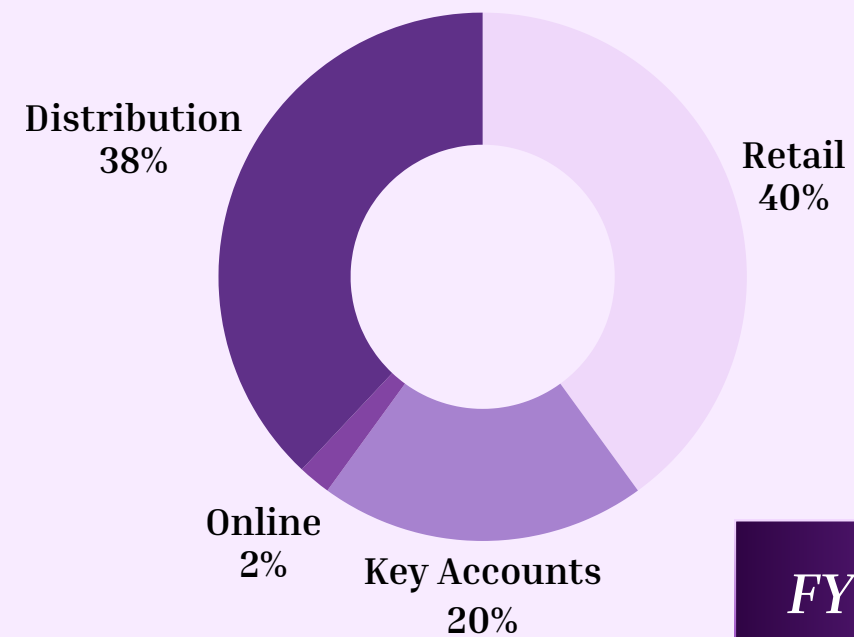
*EBO Market Categories*



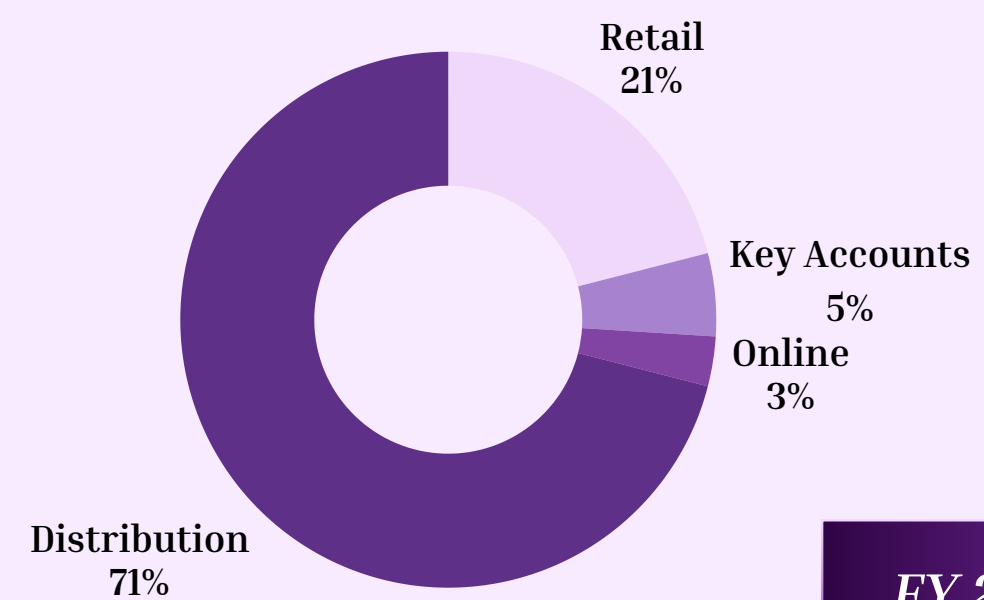
*Distribution of EBO Market*



*Channel wise Contribution*



**FY 26**



**FY 25**



# INSIDE THE PURPLE STORE NETWORK

*A glimpse into Purple's rapidly expanding retail presence across cities in India.*



# A BRAND BUILT FOR THE DIGITAL AGE

Revamped Digital Presence · Growing Social Community · Trusted by Parents Across India

## Revamped Website Experience



[purpleunited.com](https://purpleunited.com)  
Clean UI · Seamless navigation

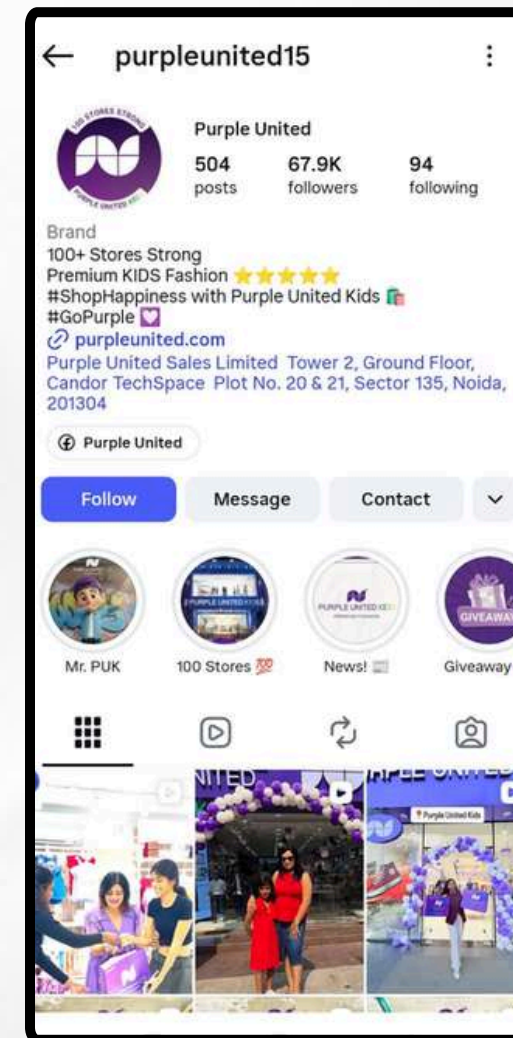


Refreshed, modern UI with intuitive category navigation

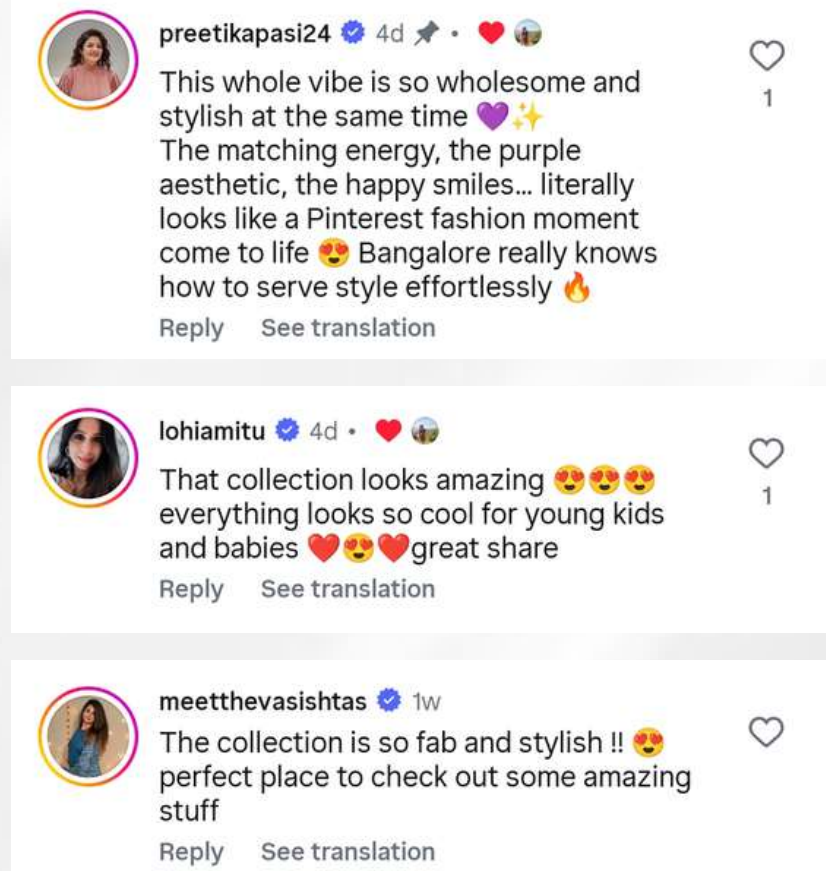


Boys, Girls & Infants – for quick product discovery

## Social Presence & Customer Love



@purpleunited15  
#GoPurple #ShopHappiness



**Brand Pillars**  
Powering Digital Growth



**Brand Activations**  
High-impact presence at children's festivals & experiential retail events



**Digital Brand Presence**  
Always-on omnichannel storytelling driving visibility, engagement & discovery



**Influencer Collaborations**  
Influencer-led meet-and-greets strengthening parent trust & brand affinity

# GROWTH PROSPECTS

## Untapped Organised Market

India's kidswear market remains highly fragmented, with the organised segment growing faster than the overall industry. As a scalable national premium player, Purple United is positioned to consolidate share in a category with limited category leaders.

## Entry into New Tier-1 & Tier-2 Markets

Significant whitespace remains across high-potential cities in the South, West and East. The cluster-led approach allows entry into new catchments with brand density, operational efficiency and faster store-level break-even.

## Premiumisation of Kids' Fashion

Indian parents are shifting from need-based buying to brand-led, premium choices. With a design-first identity and lab-tested quality, Purple United is built to capture the rising aspirational spend per child.

## Deepening the Omnichannel Engine

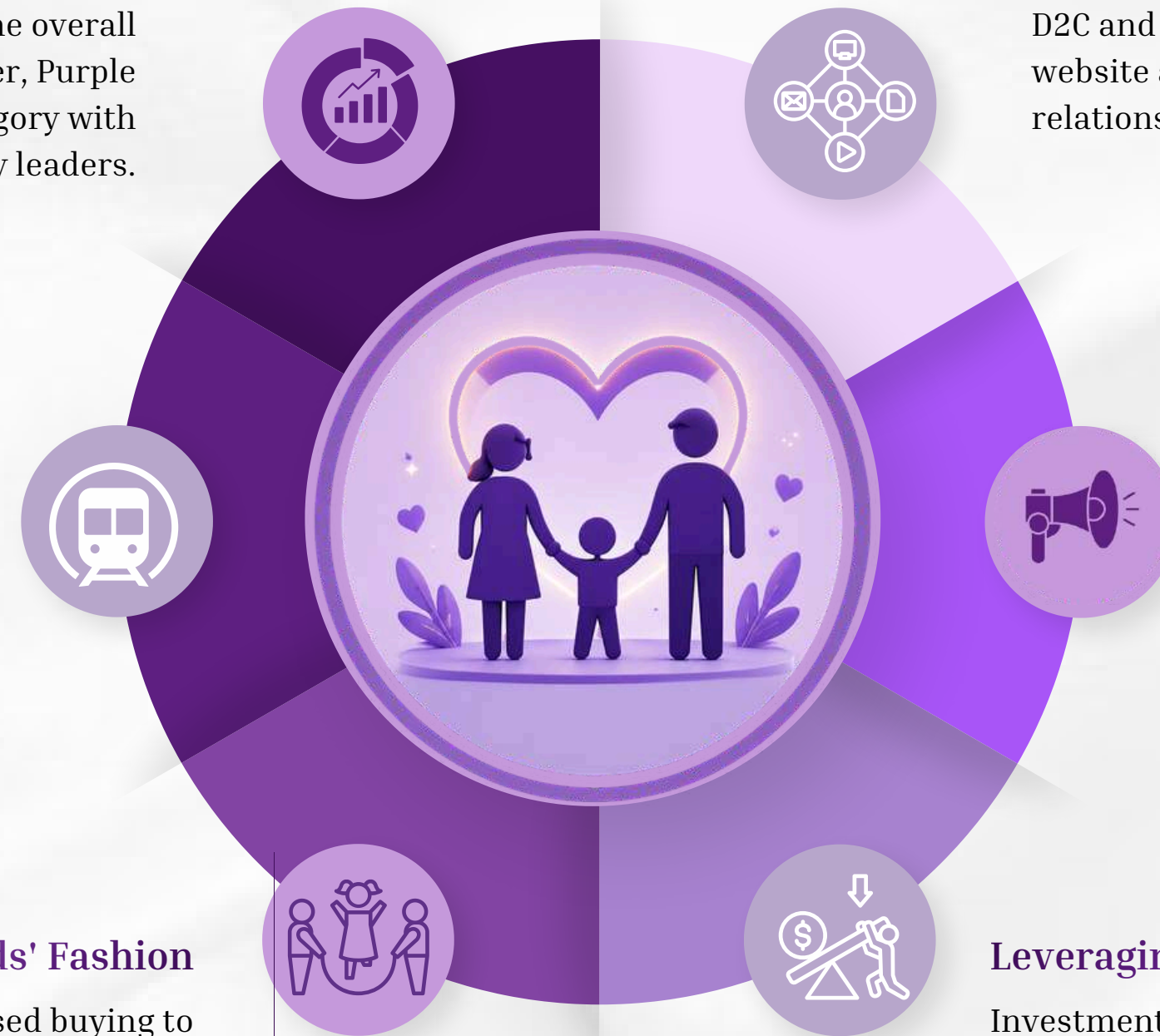
Driving seamless integration between EBOs, marketplaces, D2C and offline distribution. Continued investment in the website and app to strengthen direct customer relationships and lifetime value.

## Raising Awareness of Kids' Fashion

As a category-defining brand, Purple United has the ability to shape conversation around premium kids' fashion in India – through marquee events, influencer communities and always-on digital storytelling.

## Leveraging Technology for Future Growth

Investments in tech, data and customer analytics to drive smarter merchandising, sharper marketing and a more personalised shopping experience across every channel.



# INDUSTRY OVERVIEW

## India Kidswear Market



(Source: [IMARC Group](#))

Social media and influencers driving fashion awareness across Tier-1, 2 and 3 cities.

Value rising faster than volume – parents buying fewer but better garments.

Branded EBOs, malls and e-commerce gaining share from the unorganised segment.

India's per-capita income reached ~₹2.14 Lakh in FY24, fuelling discretionary spend on children.

Quality, safety and design now mainstream priorities, not aspirational.

Premiumisation

Organised retail shift

Rising disposable incomes

Brand-conscious parenting

Digital-led discovery



# INDUSTRY LANDSCAPE

India's organised kidswear market spans seven distinct competitive segments.  
Purple United Kids occupies the all-segment premium tier – a position few Indian-origin brands hold.

### LUXURY FASHION



GUESS KIDS  
TOMMY HILFIGER KIDS  
BOSS HUGO BOSS

### ALL-SEGMENT PREMIUM



PURPLE UNITED KIDS  
lifestyle®  
STOP AT NOTHING  
UNITED COLORS OF BENETTON  
GAP KIDS

### BOYS-CENTRIC



USPA KIDS  
Allen Solly Junior

### GIRLS-CENTRIC



ELLE  
cherry crumble  
ZARA kids

### JUNIOR / MOM & BABY



mothercare  
mom & me — Mahindra Retail —  
babyhug  
chicco wherever there's a baby  
mi arcus  
One Friday — KIDS WANDER WEAR —  
MINIKLUB

### SPORTS & ACTIVE



KIDS | PUMA  
SKECHERS Kids  
NIKE KIDS  
adidas kids

### VALUE / MASS MARKET



firstcry.com  
max  
TRENDS junior  
H&M KIDS

# PROFIT & LOSS STATEMENT

₹ in Lakhs

Particulars	H2FY26 (Audited)	H2FY25 (Audited)	YoY%	FY26 (Audited)	FY25 (Audited)	YoY%
Revenue from Operations	10,990.45	7,262.65	51%	17,063.21	10,312.75	65%
Other Income	60.90	0.82	-	90.24	2.76	-
<b>Total Income</b>	<b>11,051.35</b>	<b>7,263.47</b>	<b>52%</b>	<b>17,153.45</b>	<b>10,315.51</b>	<b>66%</b>
Total Expenditure	8,680.77	5,903.55	47%	13,494.66	8,242.44	64%
EBITDA	2,370.58	1,359.92	74%	3,658.80	2,073.07	76%
Depreciation	388.94	105.62	268%	641.92	181.23	254%
Interest	587.23	275.40	113%	971.73	483.98	101%
Profit before Tax	1,394.41	978.90	42%	2,045.15	1,407.87	45%
Tax	380.27	260.73	46%	525.70	360.43	46%
<b>PAT</b>	<b>1,014.14</b>	<b>718.17</b>	<b>41%</b>	<b>1,519.45</b>	<b>1,047.44</b>	<b>45%</b>
EBITDA Margin	21.00%	19.00%	11%	21%	20%	6%
PAT Margin	9.00%	10.00%	(10%)	9%	10%	(13%)
EPS-Basic	10.55	8.82	20%	15.81	13.59	16%

# BALANCE SHEET

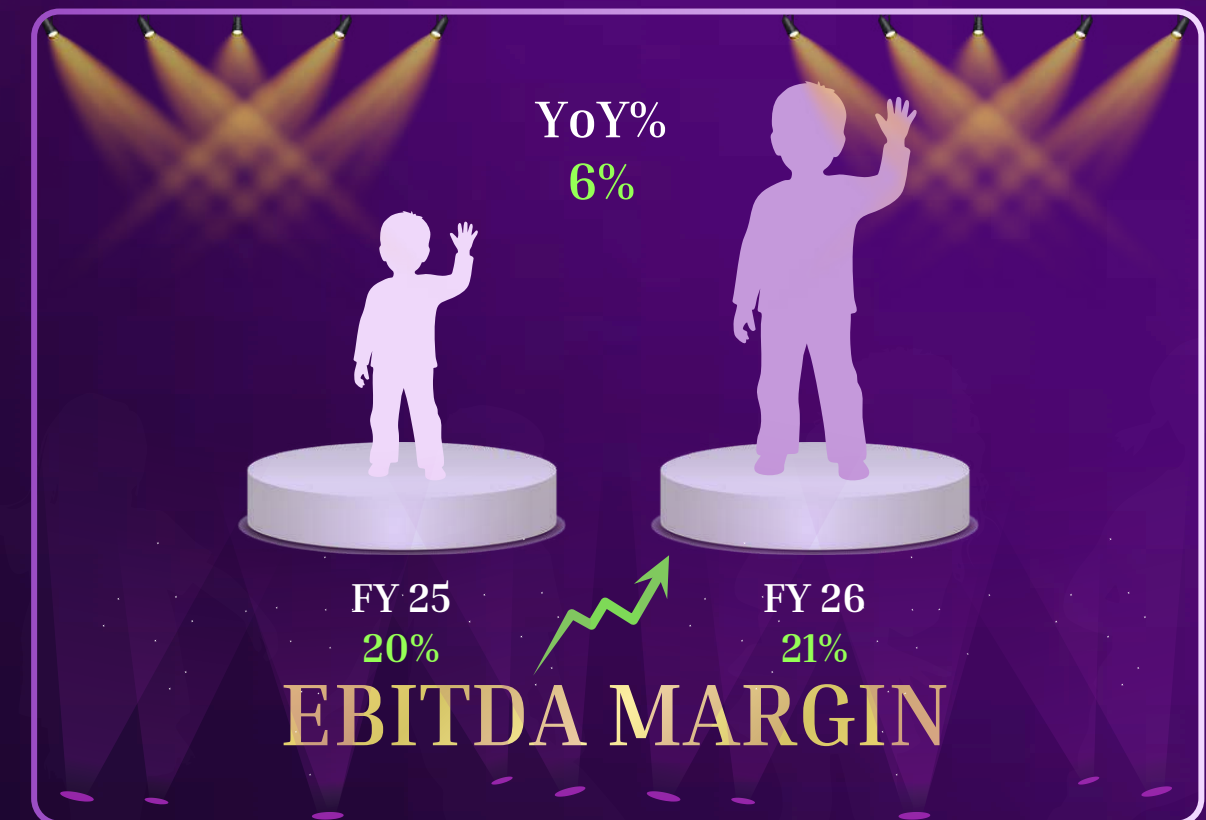
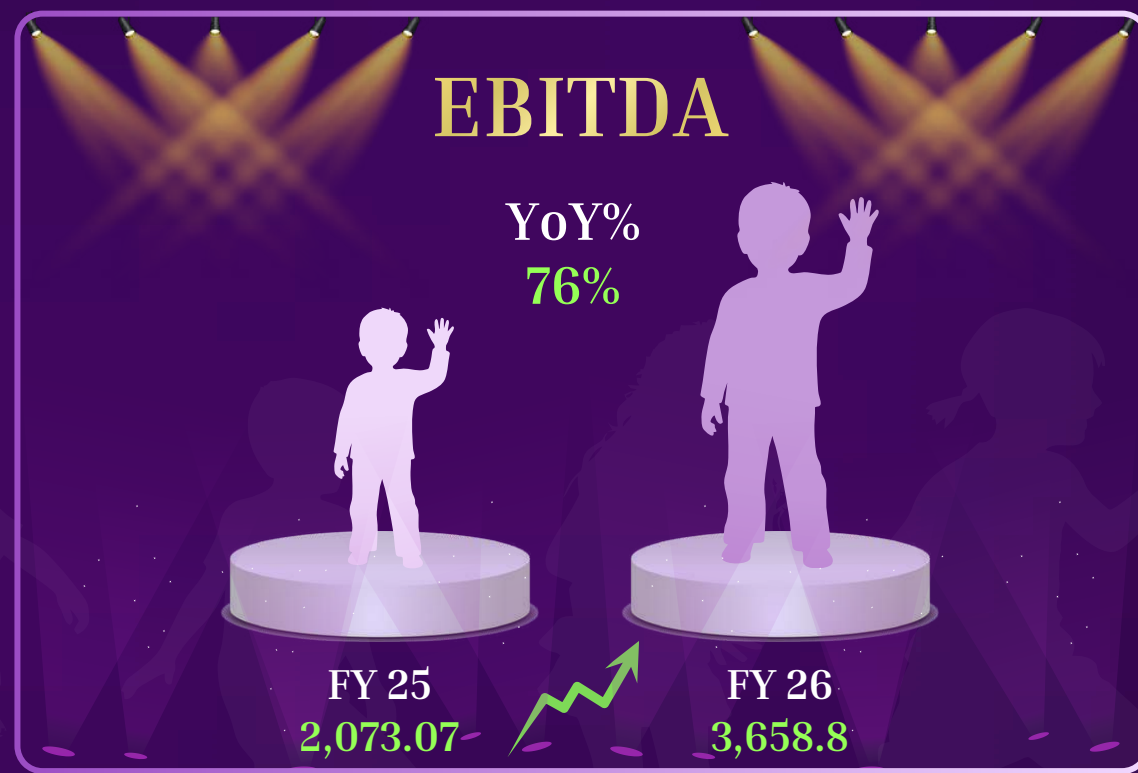
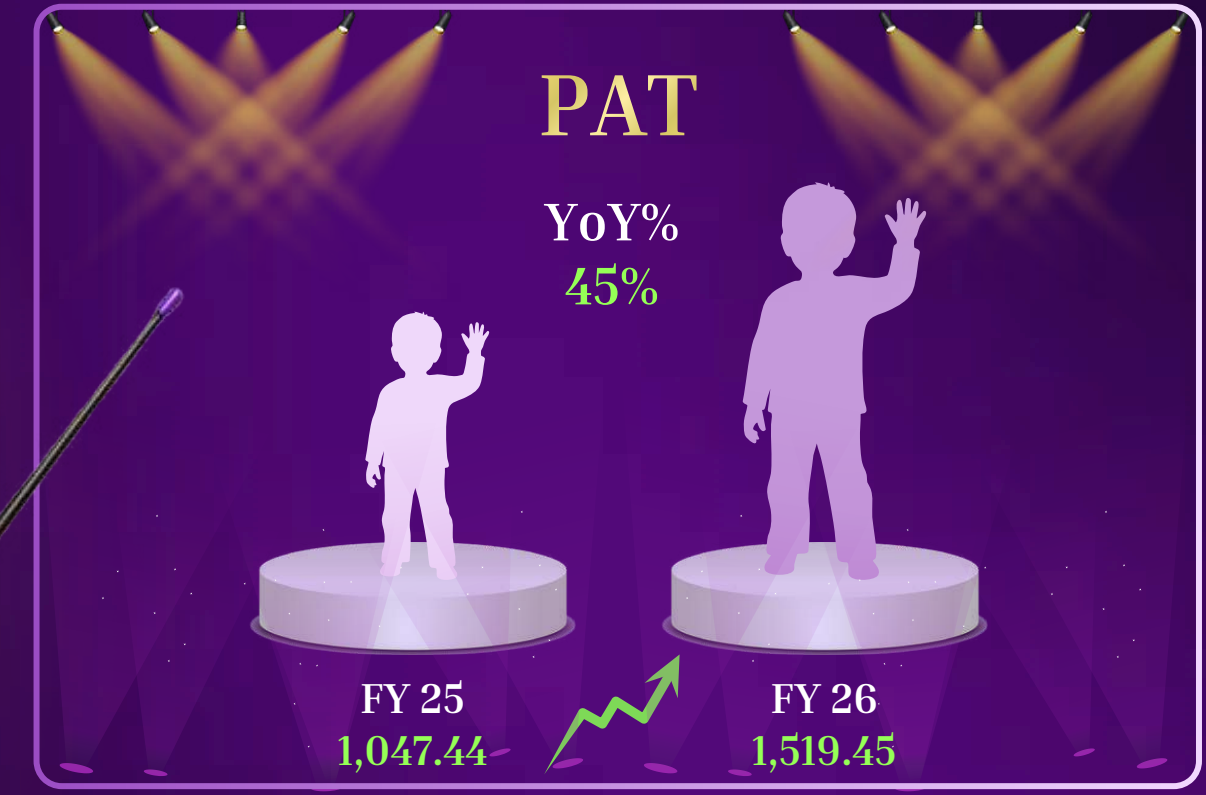
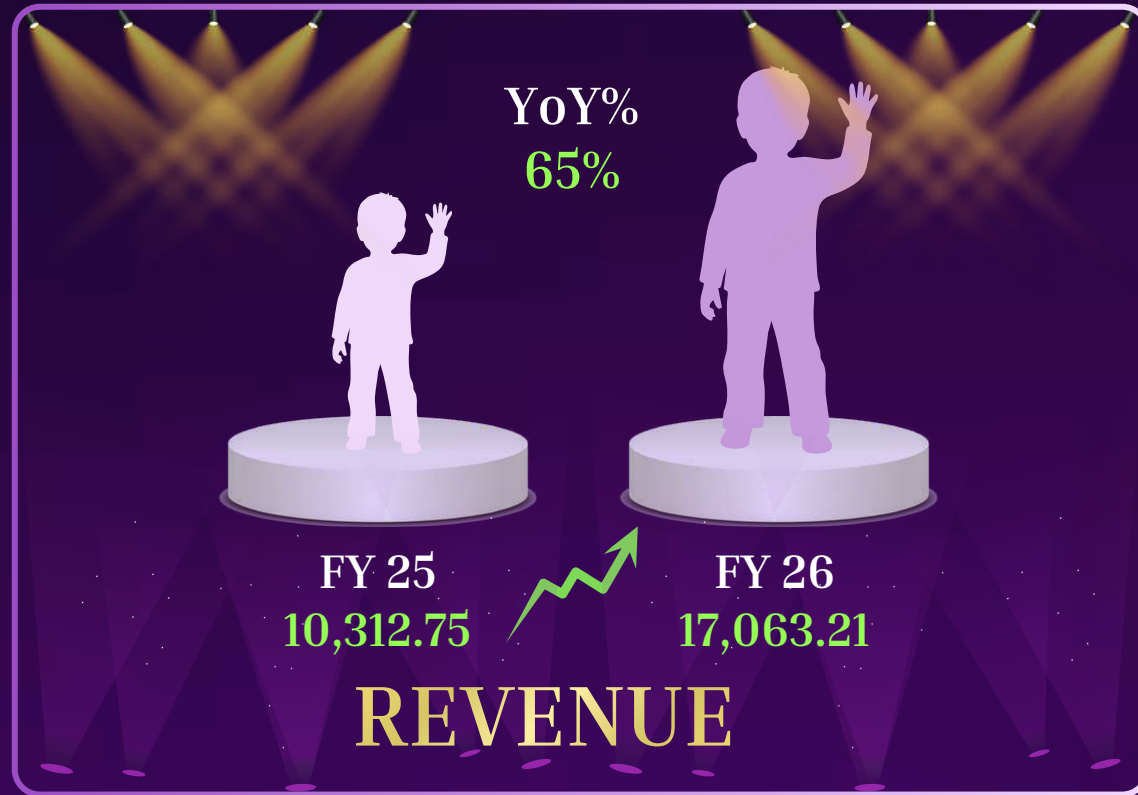
₹ in Lakhs

Particulars	FY 2025-26	FY 2024-25
Equity Capital	960.98	960.98
Reserve & Surplus	6,611.70	5,092.25
Borrowings	8,672.03	3,476.10
Other Liabilities	6,952.62	3,581.11
<b>Total Liabilities</b>	<b>23,197.33</b>	<b>13,110.43</b>
Fixed Assets	3,158.46	1,523.67
Loans & Advances	28.69	15.42
Other Assets	20,010.18	11,571.34
<b>Total Assets</b>	<b>23,197.33</b>	<b>13,110.43</b>



# FINANCIAL HIGHLIGHTS

₹ in Lakhs





PURPLE UNITED KIDS  
PREMIUM FASHION

# 100 + STORES STRONG

## PREMIUM FASHION FOR GROWING INDIA



D2C Insider

Prateek Srivastava • 2nd  
Founder, Brand & Growth Strategist @ Perfect Variations | Event ...  
1mo • Edited •

We just delivered a milestone moment.

Proud to share that our team successfully conceptualised and executed the 100th Store Launch of Purple United Kids — in the vibrant city of Amritsar, Punjab.

Every great brand milestone deserves an event that lives up to it. Our job was to make sure this one did.

From the ground up, we handled:

- ◆ Full event conceptualisation & theme design
- ◆ Venue setup, décor & brand installations
- ◆ Guest experience & footfall management
- ◆ On-ground coordination & logistics
- ◆ Photography, content & live moments

The energy on the day was electric. Families, kids, and the entire Purple United Kids team came together to celebrate a brand that has grown from 1 store to 100 — and we got to be part of telling that story.

This is what we love doing — turning brand milestones into unforgettable experiences.

Congratulations to the entire Purple United Kids team on this incredible achievement. It was an honour to bring your vision to life.

Here's to many more milestones together.  
#EventManagement #StoreLaunch #PurpleUnitedKids #100Stores #BrandExperience #EventExecution #MilestoneEvent

Investor

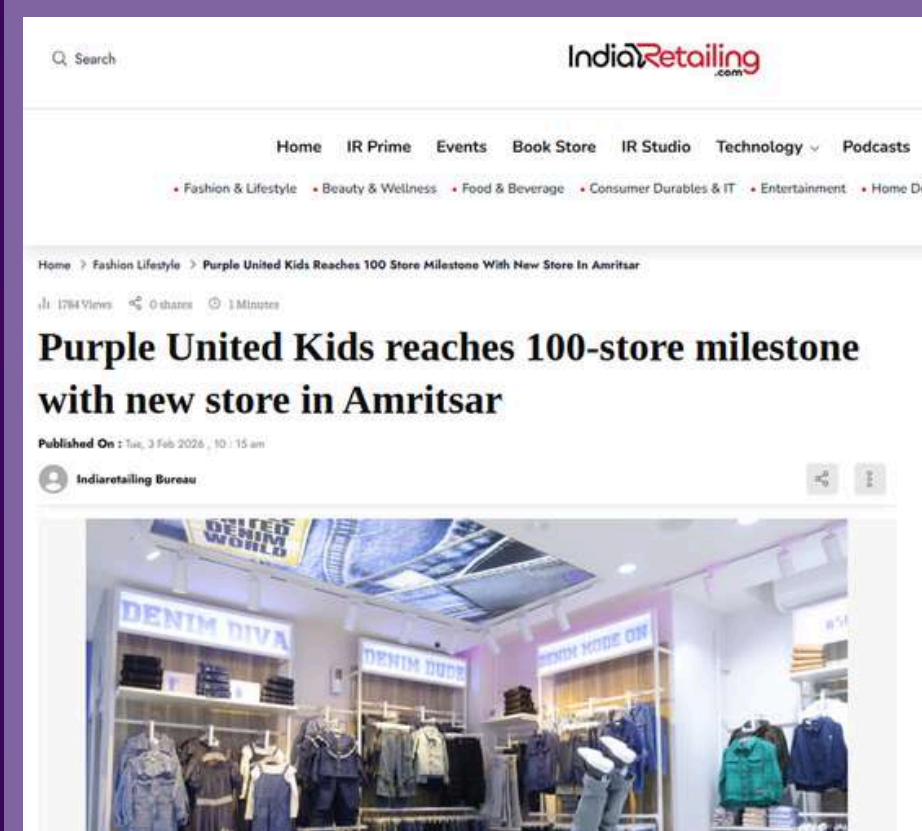


PURPLE UNITED KIDS UNLOCKS  
NEW MILESTONE, TARGETS  
OMNICHANNEL GROWTH

Franchise



Franchise India



India Retailing

Indian-Apparel • 3mo •

100 stores. One strong vision. ✨  
Purple United Kids proudly celebrates the launch of its 100th store in Amritsar — a milestone that reflects trust, thoughtful design, and a commitment to shaping confident futures for growing India.  
More than retail, it's a journey built on quality, creativity, and meaningful experiences for kids and parents alike. ❤️  
Here's to many more confident steps ahead!

Purple United Sales Limited

#PurpleUnitedKids #100StoreMilestone #AmritsarLaunch #KidsWear #PremiumKidsFashion #GrowingIndia #PurposeLedBrand #OmnichannelRetail #IndianFashionBrand #ConfidenceStartsYoung #KidsStyle #RetailExpansion #indianapparel

<https://lnkd.in/gz2p7QGe>

Purple United Kids Opens 100th Store In Amritsar, Expands National Footprint  
indian-apparel.com

Indian-Apparel



# EVENTS



PURPLE UNITED KIDS  
PREMIUM FASHION

100 Smiles  
1 Purpose



Every Step  
Matters

Delhi Times  
Fashion Week



Mascot  
Launch



100th Store  
Celebration



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**FINPORTAL**

**INVESTOR RELATION**



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