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: 21st August, 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

Sub.: Outcome of Board Meeting under Regulations 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

We would like to inform you that pursuant to the applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), the Board of Directors (the "Board") of the Company at its meeting held today i.e. 21st August, 2026, inter alia, considered and approved the following:

1) Approved to create, issue, offer and allot, up to 8,09,750 (Eight Lakh Nine Thousand Seven Hundred and Fifty Only) Equity Shares of face value of Rs. 10/- (Rupees Ten Only) each of the company to the Non-Promoters/Public, on a preferential basis ("Preferential Issue") on such terms and conditions as may be determined by the Board and subject to the approval of the Shareholders of the Company and applicable regulatory authorities as the case may be, in accordance with the provisions of Chapter V of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulation, 2018 ("SEBI ICDR Regulations"), Companies Act, 2013 and other applicable laws;

2) Approved to create, issue, offer and allot, up to 5,31,250 (Five Lakh Thirty-One Thousand Two Hundred and Fifty only) Fully Convertible Warrants ("Equity Warrant(s)") each convertible into, or exchangeable for, 1 (One) fully paid-up equity share of the Company of Face Value of Rs. 10/- (Rupees Ten Only) each to Promoters/Non-Promoters/Public, which may be exercised in one or more tranches during the period commencing from the date of allotment of the Warrants until expiry of 18 (Eighteen) months on a preferential basis ("Preferential Issue") on such terms and conditions as may be determined by the Board and subject to the approval of the Shareholders of the Company and applicable regulatory authorities as the case may be, in accordance with the provisions of Chapter V of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulation, 2018 ("SEBI ICDR Regulations"), Companies Act, 2013 and other applicable laws;

3) Re-appointment of Mr. Jatinder Dev Seth (DIN: 06944942), as the Managing Director of the Company for a period of three (3) years w.e.f. 01st April, 2027, as recommended by the Nomination and Remuneration Committee, subject to the approval of Members of the Company in the ensuing Annual General Meeting, if any.

4) Re-appointment of Ms. Bhawna Seth (DIN: 07385656) as Whole-time Director of the Company for a period of three (3) years w.e.f. 01st April, 2027, as recommended by the Nomination and Remuneration Committee, subject to the approval of Members of the Company in the ensuing Annual General Meeting, if any.

In terms of circular dated 20th June, 2018 issued by National Stock Exchange of India Limited, bearing reference no. NSE/CML/2018/24, we have received confirmation from Mr. Jatinder Dev Seth and Ms. Bhawna Seth that they are not debarred from accessing capital markets and / or restrained from holding the office of director by virtue of any order of the SEBI or any other such authority.

5) Re-appointment of M/s. Mohit Singh Kharayat & Co., Practicing Company Secretaries (COP No: 16922), as the Secretarial Auditor of the Company for the Financial Year 2026-27.

6) Convening an Annual General Meeting of the Company on Tuesday, September 15, 2026 through video conferencing or other audio-visual means, to seek necessary approval of the members, as aforementioned.

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7) Discussed all matters, apart from Business proposed for the approval of the shareholders of the company, contained in the Notice of Annual General Meeting in detail and approved draft of Notice of Annual General Meeting and authorised Executive Directors or Company Secretary to send Notice to all the Shareholders of the Company under the provisions of the Companies Act, 2013 read with rules made thereunder.

The copy of the notice of Annual General Meeting will be submitted to the Stock Exchange, E-voting Agency as soon as the same will be emailed to the eligible Shareholders. The notice of Annual General Meeting will also be hosted on the website of the Company at *www. purpleunited.com*

The relevant details required under Regulation 30 of the SEBI Listing Regulations read with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30th January, 2026 ("SEBI Master Circular") is enclosed herewith as Annexure –1, 2 & 3.

The meeting of the Board of Directors commenced at 04:00 p.m. and concluded at 6:15 p.m.

This disclosure will also be hosted on the Company's website viz. www.purpleunited.com.

You are requested to kindly take the above information on records.

Thanking you,

Yours faithfully,

For **Purple United Sales Limited**

AYATI GUPTA
Digitally signed by AYATI GUPTA
Date: 2026.08.21 20:40:45 +05'30'

Ayati Gupta
Company Secretary

Encl.: As above

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Annexure 1

Details as required under Regulation 30 of the Listing Regulations read with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30th January, 2026 with respect to the Preferential Issue: -

Sr. No.	Particulars	Details
1	Type of securities proposed to be issued (viz. Equity shares, convertibles etc.)	1. Equity Shares 2. Fully Convertible Equity Warrants
2	Type of issuance (~~further public offering, rights issue, Depository receipts (ADR/GDR), qualified institutions placement~~, preferential allotment etc.)	Preferential allotment on a private placement basis in accordance with the provisions of the Companies Act, 2013 and the rules made thereunder and SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("ICDR Regulations") and other applicable laws.
3	Total number of securities proposed to be issued or the total amount for which the securities will be issued (approximately)	Up to 8,09,750 (Eight Lakh Nine Thousand Seven Hundred Fifty Only) Equity Shares of face value of Rs. 10.00 each at an issue price of Rs. 360.00 per equity Share (including premium of Rs. 350.00 per equity Share) aggregating Up to Rs. 29,15,10,000 (Rupees Twenty-Nine Crore Fifteen Lakh Ten Thousand only) Up to 5,31,250 (Five Lakh Thirty-One Thousand Two Hundred Fifty only) Fully Convertible Warrants ("Equity Warrant(s)") each convertible into or exchangeable for, 1 (one) fully paid-up equity share of the Company of face value of Rs. 10.00 each at an issue price of Rs. 360.00 per equity Share (including premium of Rs. 350.00 per equity Warrant) for a total consideration of aggregating Up to Rs. 19,12,50,000 (Rupees Ninteen Crore Twelve Lakh Fifty Thousand only) The price of the warrants has been determined in accordance with the ICDR Regulations. The preferential issue will be undertaken for cash consideration. An amount equivalent to 25% of the Warrant Issue Price shall be payable at the time of subscription and allotment of each Warrant and the balance 75% shall be payable by the Warrant holder(s) on the exercise of Warrant(s).
4	In case of preferential issue, the listed entity shall disclose the following additional details to the stock exchange(s):	As under
	i. Names and Number of the investors – Equity Shares	As per Annexure A
	ii. Names and Number of the investors – Equity Warrants	As per Annexure B
5.	Post allotment of securities - outcome of the subscription	As under
	Total Number of Investors	47

Post allotment of securities - outcome of the subscription:

Sr. No.	Category of Shareholder	Pre-Preferential Issue		Post-Preferential Issue#	
		No. of Shares	**Percentage**	**No. of Shares**	**Percentage**
1.	Promoters & Promoters' Group	61,33,000	63.82%	62,99,500	57.53%
2.	Public	34,76,800	36.18%	46,51,300	42.47%
	Total	**96,09,800**	**100.00%**	**1,09,50,800**	**100.00%**

#The post issue shareholding pattern in the above table has been prepared on the basis that the proposed allottee(s) will subscribe to all the equity shares and / or warrants which they intend to do so and on fully diluted basis and the pre-issue share holding pattern continue to be the same. In the event for any reason, the proposed allottee(s) do not or are unable to subscribe to and/or are not allotted the Equity Shares or warrants, the shareholding pattern in the above table would undergo corresponding changes. Moreover, it is presumed that all the warrants subscribed will be converted into equity shares.

Issue Price:
Equity shares of face value of Rs. 10.00 each to be issued to the proposed Allottees at an issue price of Rs. 360.00 per equity Share (including premium of Rs. 350.00 per equity Share) determined in accordance with the SEBI ICDR Regulations.

Each Warrant is convertible into or exchangeable for, 1 (one) fully paid-up equity share of the Company of face value of Rs. 10.00 each at an issue price of Rs. 360.00 per equity Share (including premium of Rs. 350.00 per equity warrant).

In case of convertibles-intimation of conversion of securities or on lapse of the tenure of the instrument:
Each Equity Warrant will be convertible into, or exchangeable for, 1 (one) fully paid-up equity share of the Company of face value of Rs. 10/- each payable in cash, which may be exercised in one or more tranches.

Any cancellation or termination of proposal for issuance of securities including reasons thereof: NIL

Annexure A- Names and Number of the investors for Equity Shares – 38 (Thirty-Eight)- Non-Promoter/Public Category

Sr. No.	Name of Proposed Allottees	Category	No of Equity shares proposed to be issued
1.	KADAYAM RAMANATHAN BHARAT	Non-Promoter	111250
2.	KIRTI SETHIA	Non-Promoter	11000
3.	PRINCY AGARWAL	Non-Promoter	7000
4.	ANAND KUMAR MITTAL	Non-Promoter	7000
5.	MANISH SHANTILAL ZINZUVADIA HUF	Non-Promoter	7000
6.	ZINZUVADIA HARDIK GIRISHBHAI	Non-Promoter	9750
7.	SURESHBHAI MANSUKHBHAI KATRODIYA	Non-Promoter	7000
8.	DAYABEN RAJNIBHAI VAGHASIYA	Non-Promoter	7000
9.	VADANAGARA BHARATBHAI M	Non-Promoter	7000
10.	KEDAR LELE	Non-Promoter	22250
11.	SUBHASHINI	Non-Promoter	11000
12.	SHORYA VENTURES LLP	Non-Promoter	27750
13.	VINEET GUPTA	Non-Promoter	7000
14.	SANDEEP SINGH	Non-Promoter	83750
15.	CHANDA PAWAN PODDAR	Non-Promoter	2750
16.	BIJAY KUMAR KEDIA	Non-Promoter	7000
17.	GARIMA JAIN	Non-Promoter	7000
18.	KHUSHBOO SIDDHARTH NAHAR	Non-Promoter	94250
19.	GOPAL SHARMA	Non-Promoter	27750
20.	ANISHA MITTAL	Non-Promoter	7000
21.	BHAVNA RAJGARHIA	Non-Promoter	7000
22.	RAJESH KUMAR SINGLA	Non-Promoter	27750
23.	VAIBHAV DUSAD	Non-Promoter	7000
24.	SANGITHAA GUPTA	Non-Promoter	7000
25.	GOVIND AGARWAL	Non-Promoter	7000
26.	HITESH K JAIN	Non-Promoter	7000
27.	GROBIZ SME OPPORTUNITY FUND	Non-Promoter	69250
28.	SUSHANT SACHDEVA	Non-Promoter	6750

29.	STREET SMART OPPORTUNITIES FUND	Non-Promoter	13750
30.	AMARJIT SINGH	Non-Promoter	11000
31.	AJIT KUMAR GUPTA	Non-Promoter	7000
32.	ASHISH NAGINDAS MEHTA	Non-Promoter	27750
33.	PRAFULL RAI	Non-Promoter	41500
34.	REKHA HURA	Non-Promoter	10000
35.	NIKUNJ DALMIA	Non-Promoter	13750
36.	SAKET AGARWAL	Non-Promoter	55500
37.	APS INVESTMENTS	Non-Promoter	12500
38.	SIDDHARTH TRIPATHI	Non-Promoter	6750
TOTAL			**809750**

Annexure B- Names and Number of the investors for Equity warrants – 17 (Seventeen)- Promoter/Promoter Group/Non-Promoter

Sr. No.	Name of Proposed Allottees	Category	No. of Warrants Convertible to Equity proposed to be issued
1.	JATINDER DEV SETH	Promoter	83250
2.	BHAWNA SETH	Promoter	83250
3.	KEDAR LELE	Non-Promoter	5500
4.	SUBHASHINI	Non-Promoter	2750
5.	SANDEEP SINGH	Non-Promoter	55500
6.	WHITEBRIDGE CAPITAL PRIVATE LIMITED	Non-Promoter	55500
7.	KHUSHBOO SIDDHARTH NAHAR	Non-Promoter	44500
8.	DEEPAK GUGNANI	Non-Promoter	7000
9.	AMARJIT SINGH	Non-Promoter	2750
10.	MANISH KUMAR	Non-Promoter	25250
11.	AKESH CHAND JAIN	Non-Promoter	25250
12.	SAKET AGARWAL	Non-Promoter	55500
13.	LAKHDATAR FINVEST	Non-Promoter	12750
14.	ISHWAR CHAND	Non-Promoter	14000
15.	KADAYAM RAMANATHAN BHARAT	Non-Promoter	28000
16.	KIRTI SETHIA	Non-Promoter	2750
17.	NIVEDITA ROY	Non-Promoter	27750
TOTAL			**531250**

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Annexure - 2

Disclosure as required under Regulation 30 of the SEBI Listing Regulations read with SEBI Master Circular in relation to re-appointment of Managing Director and Whole-time Director:

S. No.	Particulars	Description	
1.	Name of Director	Mr. Jatinder Dev Seth	Ms. Bhawna Seth
2.	Reason for change viz. ~~appointment,~~ reappointment, resignation, removal, death or otherwise	Re-appointment	Re-appointment
3.	Date of ~~appointment/~~ re-appointment / cessation (as applicable) & term of appointment / re-appointment	Date of Re-appointment – 21st August, 2026 Term of appointment – 3 Years commencing from 01st April, 2027 to 31st March, 2030.	Date of Re-appointment – 21st August, 2026 Term of appointment – 3 Years commencing from 01st April, 2027 to 31st March, 2030.
4.	Brief profile (in case of appointment)	• **Overview:** Over 30 years of extensive experience across Sales, Distribution, Retail, and E-Commerce. • **Track Record:** Successfully scaled and managed top-tier global brands including Puma, Nike, Adidas, Hush Puppies, and Wilson, driving business verticals up to an annual turnover of INR 500 Million. • **Core Expertise:** Market penetration, brand management, omni-channel distribution, and early-adoption strategies for major Indian digital marketplaces. • **Credentials:** B.E. (Engineering) & MBA in Finance.	• **Overview:** Creative strategist and merchandising expert specializing in consumer behaviour and product-line innovation. • **Track Record:** Former head of a premier fashion institute; instrumental in aligning product design, children's fashion trends, and styling functionality with corporate sales targets. • **Core Expertise:** Design-to-retail strategy, cross-functional team leadership, consumer psychology, and portfolio diversification. • **Credentials:** Master of Arts (M.A.).
5.	Disclosure of relationships between directors (in case of appointment of a director)	He is Spouse of Ms. Bhawna Seth - Whole-Time Director of the company.	She is Spouse of Mr. Jatinder Dev - Managing Director of the company.

Annexure - 3

Disclosure as required under Regulation 30 of the SEBI Listing Regulations read with SEBI Master Circular in relation to re-appointment of Secretarial Auditor:

S. No.	Particulars	Details of M/s. Mohit Singh Kharayat & Co. (Secretarial Auditor)
1.	Reason for change viz. appointment, reappointment, resignation, removal, death or otherwise	Re-appointment
2.	Date of appointment/ re-appointment / cessation (as applicable) & term of appointment / re-appointment	Date of Re-appointment – 21st August, 2026 Term of Re-appointment – Financial Year 2026 - 27
3.	Brief profile (in case of appointment)	M/s. Mohit Singh Kharayat & Co., Company Secretaries, is a reputed firm of Practicing Company Secretaries, registered with the Institute of Company Secretaries of India. The firm has significant experience in secretarial audit, compliance management, and due diligence under Indian corporate laws and SEBI regulations. It is Peer Reviewed/Quality Reviewed by ICSI and serves in the domains of Corporate Laws, Secretarial Audits, Foreign Exchange Laws, Securities Laws, Intellectual Property, Labour Laws, and direct as well as indirect taxation.
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable