



Purple United Sales Limited

(Formerly known as Purple United Sales Private Limited)

Corporate Office: Tower B, Ground Floor, Smartworks Corporate Park, Plot 1 & 2, Amity Road, Sector 125, Noida, UP - 201303. Ph: +91-9667792635/ 36, Email: info@purpleunited.in

Date: May 24, 2025

The Manager

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 and 33 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 on May 24, 2025, inter alia, considered and approved the following:

- a. The audited financial results of the Company for the half year and financial year ended March 31, 2025 ("Financial Results"), duly reviewed by the Audit Committee. Copy of the aforesaid audited financial results alongwith the Auditor's Report(s) thereon are enclosed herewith as **Annexure - 1**.

We also hereby confirm that M/s. NGMKS & Associates, Chartered Accountants, the Statutory Auditors of the Company have issued Auditor's Report with un-modified opinion on the Financial Results.

- b. Appointment of Mr. Jatinder Dev Seth, Managing Director of the Company as the Chairman/Chairperson of the Board with effect from May 24, 2025.
- c. Appointment of Ms. Ayati Gupta (ICSI Membership No. A63811) as Company Secretary & Compliance Officer (Key Managerial Personnel) of the Company with effect from May 24, 2025, pursuant to the recommendation of the Nomination and Remuneration Committee.

The relevant details required under Regulation 30 of the SEBI Listing Regulations read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 ("SEBI Master Circular") is enclosed herewith as **Annexure - 3**.

- d. Appointment of M/s. Vikas Bansal & Associates, Firm Registration No. 032441N as Internal Auditors of the Company for the Financial Year 2025-26, pursuant to the recommendation of the Audit Committee.

The relevant details required under Regulation 30 of the SEBI Listing Regulations read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 ("SEBI Master Circular") is enclosed herewith as **Annexure - 3**.

This is to further inform that, pursuant to the applicable provisions of SEBI Listing Regulations, read with NSE Master Circular No. NSE/CML/2025/25 dated April 30, 2025, a certificate from the Statutory Auditor certifying the utilisation of proceeds raised through the Public Issue is enclosed herewith as **Annexure - 2**.

Furthermore, the trading window for dealing in the securities of the Company shall open for all Designated Persons and their immediate relatives with effect from May 27, 2025.

The meeting of the Board of Directors commenced at 12:00 p.m. and concluded at 01:00 p.m.

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





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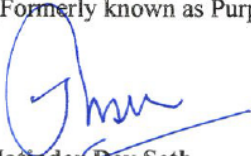
You are requested to kindly take the above information on records.

Thanking you,

Yours faithfully,

For Purple United Sales Limited

(Formerly known as Purple United Sales Private Limited)


Jatinder Dev Seth
Managing Director



Encl.: As above



Annexure-1

Independent Auditor's Report on Audit Annual standalone Financial Results of Company for Half yearly and year ended Financial results pursuant to Regulation 33 of SEBI (Listing Obligation & Disclosure Requirements) Regulations, 2015 (as amended)

To

Board of Directors of

PURPLE UNITED SALES LIMITED

Introduction

We have (a) audited the accompanying statement of annual financial results of "Purple United Sales Limited" (formerly known as Purple United Sales Private Limited) for the half year and year ended 31st March 2025 and reviewed the standalone financial results for the Half year ended 31st March 2025 (Annual financial results) attached herewith, being submitted by the Company pursuant to the requirement of regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, as amended.

(a) Opinion on annual standalone financial results

In our opinion and to best of our information and according to explanation given to us, the standalone financial results for the year ended 31 March 2025:

I. are presented in accordance with the requirements of regulations 33, regulation 52 and regulation 54 of the SEBI(listing obligation and disclosure requirements) Regulation,2015 as amended: and

II. Gives a true and fair view in conformity with the recognition and measurement principal laid down in the accounting standards and other accounting principle generally accepted in India of the loss and total comprehensive income and other financial information of the company for the half year ended 31st March 2025 and as well as the year to date results for the period from 1st April 2024 to 31st March 2025

Conclusion on audited Standalone Financial Results for the half year and year ended 31 March, 2025

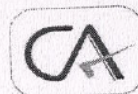
With respect to the Standalone Financial Results for the half year ended 31 March,2025 based on our review conducted as stated in paragraph (b) of Auditor's Responsibilities section below, nothing has come to our attention that causes us to believe that the Standalone Financial Results for the half year ended 31 March, 2025, prepared in accordance with the recognition and measurement principles laid down in the Accounting Standards and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Regulation 33, Regulation 52 and Regulation 54 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, including the manner in which it is to be disclosed, or that it contains any material misstatement.

Basis for Opinion on the Audited Standalone Financial Results for the year ended 31 March, 2025

We conducted our audit in accordance with the Standards on Auditing ("SAs") specified under Section 143(10) of the Companies Act, 2013 ("the Act"). Our responsibilities under those Standards are further described in paragraph (a) of Auditor's Responsibilities section below. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India ("the ICAI") together with the ethical requirements that are relevant to our audit of the Standalone Financial Results for



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NGMKS & Associates,
Chartered Accountants

the year ended 31 March, 2025 under the provisions of the Act and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ICAI's Code of Ethics. We believe that the audit evidence obtained by us is sufficient and appropriate to provide a basis for our audit opinion.

Scope of Review

1. We conducted our review in accordance with the Standards on Review Engagement (SRE) 2410 "Review of interim Financial Information performed by the Independent Auditor of the Entity" issued by Institute of Chartered Accountants of India (ICAI). A review of interim financial information consists of making inquiries, primarily of the Company's personnel responsible for financial and accounting matters and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing specified under section 143(10) of the Companies Act, 2013 and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly we do not express an audit opinion.

2. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying statement, prescribed under Section 133 of the Act, and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in accordance with the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015 (as amended), including the manner in which it is to be disclosed, or that it contains any material misstatement.

Management's Responsibilities for the Statement

This Statement which includes the Standalone Financial Results is the responsibility of the Company's Board of Directors and has been approved by them for the issuance. The Standalone Financial Results for the half year and year ended 31 March, 2025 has been compiled from the related audited standalone financial statements. This responsibility includes the preparation and presentation of the Standalone Financial Results for the half year and year ended 31 March, 2025 that give a true and fair view of the net profit and other comprehensive income and other financial information in accordance with the recognition and measurement principles laid down in the Accounting Standards prescribed under Section 133 of the Act read with relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulation 33, Regulation 52 and Regulation 54 of the Listing Regulations. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the Standalone Financial Results that give a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the Standalone Financial Results, the Board of Directors are responsible for assessing the Company's ability, to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board of Directors either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

The Board of Directors are also responsible for overseeing the financial reporting process of the Company.





Auditor's Responsibilities

(a) Audit of the Standalone Financial Results for the year ended 31 March, 2025 Our objectives are to obtain reasonable assurance about whether the Standalone Financial Results for the year ended 31 March, 2025 as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this Standalone Financial Results.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Annual Standalone Financial Results, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Board of Directors.
- Evaluate the appropriateness and reasonableness of disclosures made by the Board of Directors in terms of the requirements specified under Regulation 33, Regulation 52 and Regulation 54 of the Listing Regulations.
- Conclude on the appropriateness of the Board of Directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of the Company to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Statement or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the Annual Standalone Financial Results, including the disclosures, and whether the Annual Standalone Financial Results represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the Annual Standalone Financial Results of the Company to express an opinion on the Annual Standalone Financial Results. Materiality is the magnitude of misstatements in the Annual Standalone Financial Results that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the Annual Standalone Financial Results may be influenced.

We consider quantitative materiality and qualitative factors in

- (i) planning the scope of our audit work and in evaluating the results of our work; and





NGMKS & Associates,
Chartered Accountants

(ii) to evaluate the effect of any identified misstatements in the Annual Standalone Financial Results. We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings including any significant deficiencies in internal control that we identify during our audit.

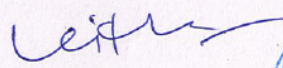
We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards. (b) Review of the Standalone Financial Results for the Half year ended 31 March, 2025 We conducted our review of the Standalone Financial Results for the Half year ended 31 March, 2025 in accordance with the Standard on Review Engagements ("SRE") 2410 'Review of Interim Financial Information Performed by the Independent Auditor of the Entity', issued by the ICAI. A review of interim financial information consists of making inquiries, primarily of the Company's personnel responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with SAs specified under section 143(10) of the Act and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Other Matters

We draw attention to the note no 6 to the financial results regarding the Company's Equity Share got listed on the SME Platform of the National Stock Exchange on 18th December 2024.

This Statement includes the results for the Half year and year ended 31 March, 2025 being the balancing figure between audited figures in respect of the full financial year and the published year to date figures up to the first half year of the current financial year which were subject to audit by us for special purpose.

For NGMKS & Associates
Chartered Accountants
Firm's Registration No. 024492N


Nitin Goyal
Partner

Membership No 517698

Place: New Delhi

Date: 24th May, 2025

UDIN: 25517698 BMMXKPS729



PURPLE UNITED SALES LIMITED**Statement of Standalone Audited Financial Result For Half Year & Year Ended 31st March, 2025**

(CIN: U51909DL2014PLC271636)

(All amount in lakhs INR unless otherwise stated)

PARTICULARS	Half-Year Ending		Year Ending on	
	31/03/2025	30/09/2024	31/03/2025	31/03/2024
	(Audited)	(Audited)	(Audited)	(Audited)
REVENUE				
Revenue from operations	7,262.65	3,050.10	10,312.75	4,329.71
Other income	0.82	1.94	2.76	14.15
Total Income (I)	7,263.47	3,052.04	10,315.51	4,343.86
EXPENSES				
Purchase of traded goods	3,655.16	2,349.92	6,005.08	1,818.58
Changes in inventories of traded goods	215.02	(994.93)	(779.91)	(234.98)
Employee benefits expense	574.21	408.67	982.88	691.57
Other expenses	1,459.16	575.22	2,034.38	1,105.72
Total expenses (II)	5,903.55	2,338.88	8,242.44	3,380.89
Earnings before interest, tax, depreciation and amortization (I-II)	1,359.92	713.16	2,073.07	962.96
Depreciation and amortization expense	105.63	75.60	181.23	156.43
Finance costs	275.40	208.58	483.98	302.51
Profit before tax and exceptional and prior period items	978.90	428.98	1,407.87	504.02
Tax expenses				
Current tax	303.50	107.96	411.46	129.63
Deferred Tax Liabilities/Assets	(42.77)	(8.26)	(51.03)	(48.58)
Total tax expense	260.73	99.70	360.43	81.04
Profit after tax before exceptional and prior period items	718.17	329.28	1,047.44	422.98
Exceptional and prior period items	-	-	-	-
Profit after tax and exceptional and prior period items	718.17	329.28	1,047.44	422.98
Earning per equity Share of Face value @ Rs 10/- each				
Basic	8.82	4.77	13.59	8.44
Diluted	8.82	4.77	13.59	8.44

Summary of significant accounting policies

The accompanying notes are an integral part of financial statements

As per our report of even date

For NGMKS & ASSOCIATES

Firm registration number: 024492N

Chartered Accountants

Nitin Goyal

Partner

M. No. 517698

Place: Delhi

Date: May 24, 2025

For and on behalf of the Board

For PURPLE UNITED SALES LIMITED

Jatinder Dev Seth

Managing Director

DIN: 06944942

Place: Delhi

Date: May 24, 2025

PURPLE UNITED SALES LIMITED**Statement of Standalone Assets & Liabilities as at March 31st, 2025**

(CIN: U51909DL2014PLC271636)

(All amount in lakhs INR unless otherwise stated)

PARTICULARS	Notes	As at March 31st, 2025	As at March 31st, 2024
EQUITY AND LIABILITIES			
Shareholder's fund			
Share capital	3	960.98	663.30
Reserves and surplus	4	5,092.25	1,070.37
		<u>6,053.23</u>	<u>1,733.67</u>
NON- CURRENT LIABILITIES			
Long-term Borrowings	5	1,073.77	837.86
Deferred Tax Liabilities (Net)	6	-	-
Other long term liabilities	7	1,127.00	139.00
Long- term provisions	8	67.91	39.45
		<u>2,268.68</u>	<u>1,016.31</u>
CURRENT LIABILITIES			
Short-term Borrowings	5	3,023.36	1,724.93
Trade payables	9		
(a) total outstanding dues of micro and small enterprises		357.00	7.75
(b) total outstanding dues of creditors other than micro and small enterprises		391.31	243.95
Other current liabilities	7	543.57	123.68
Short-term provisions	8	473.27	63.68
		<u>4,788.52</u>	<u>2,164.00</u>
TOTAL		<u>13,110.43</u>	<u>4,913.98</u>
ASSETS			
NON- CURRENT ASSETS			
Property, Plant & Equipments	10	1,523.67	504.90
Non- current Investments		-	-
Deferred Tax Assets (Net)	6	101.33	50.30
Long- term loans & advances	11	6.00	6.00
Other Non-Current Assets	12	521.49	86.02
		<u>2,152.49</u>	<u>647.22</u>
CURRENT ASSETS			
Inventories	13	1,746.13	966.22
Trade Receivables	14	6,049.21	2,860.68
Cash and Bank Balances	15	78.93	59.64
Short Term Loan and Advances	11	9.42	21.56
Other Current Assets	12	3,074.25	358.66
		<u>10,957.94</u>	<u>4,266.76</u>
TOTAL		<u>13,110.43</u>	<u>4,913.98</u>

Summary of significant accounting policies

1-2

The accompanying notes are an integral part of the financial statements

As per our report of even date

FOR NGMKS & ASSOCIATES

Firm registration number: 024492N

Chartered Accountants

Nitish Goyal

Partner

M. No.: 517698

Place: Delhi

Date: May 24, 2025

For and on behalf of the Board

FOR PURPLE UNITED SALES LIMITED

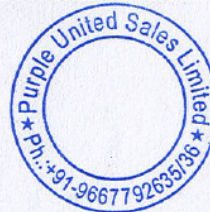
Jatinder Dev Seth

Managing Director

DIN: 06944942

Place: Delhi

Date: May 24, 2025



PURPLE UNITED SALES LIMITED
Standalone Cash Flow Statement as at March 31st, 2025
(CIN: U51909DL2014PLC271636)
(All amount in lakhs INR unless otherwise stated)

Particulars	As at March 31st, 2025	As at March 31st, 2024
Cash flow from operating activities		
Profit after tax	1,047.44	422.98
Add: Tax expenses	360.43	81.04
Profit before tax	1,407.87	504.02
Adjustment for:		
Depreciation and amortisation	181.23	156.43
Finance costs	483.98	302.51
Lease Equalization	96.01	-
Bad & Doubtful Debts	14.86	62.64
Operating profit before working capital changes	2,183.94	1,025.61
Movements in working capital:		
Decrease/(Increase) in Inventories	(779.91)	(234.98)
Decrease/(Increase) in Trade receivables	(3,203.39)	(1,143.95)
Decrease/(Increase) in Short Term Loans & Advances	12.14	8.86
Decrease/(Increase) in Other Non-Current Assets	(435.47)	(1.57)
Decrease/(Increase) in Other Current Assets	(2,715.59)	(217.10)
(Decrease)/Increase in Other Current Liabilities	419.89	80.80
(Decrease)/Increase in Trade Payables	496.60	(624.08)
(Decrease)/Increase in Short Term Provisions	16.80	6.97
(Decrease)/Increase in Long Term Provisions	28.46	39.45
(Decrease)/Increase in Other Long Term Liabilities	988.00	55.00
Cash generated from/(used in) operations	(2,988.53)	(1,004.99)
Direct taxes paid	(114.67)	(72.91)
Net cash flow from/(used in) operating activities after working capital changes (A)	(3,103.20)	(1,077.90)
Cash flow from investing activities		
Less: Purchase of fixed assets including intangible, capital work-in progress	(1,199.99)	(238.80)
Less: Purchase of Investment	-	-
Net cash flow used in investing activities (B)	(1,199.99)	(238.80)
Cash flow from financing activities		
Add: Proceed from issue of Shares including security premium (IPO)	3,272.12	952.46
Add: Proceed from Long Term Borrowing	235.91	(576.10)
Add: Proceed from Short Term Borrowing	1,298.44	1,281.33
Less: Interest Paid	(483.98)	(302.51)
Net cash flow from/(used in) financing activities (C)	4,322.49	1,355.18
Net increase/ (decrease) in cash and cash equivalents (A+B+C)	19.30	38.48
Cash and cash equivalents at the beginning of the year	59.64	21.16
Cash and cash equivalents at the end of the year	78.94	59.64
Components of cash and cash equivalents		
Cash in hand	33.25	22.08
With banks - In current account	45.67	35.48
With banks - In FDR	-	2.08
Cash and cash equivalents	78.94	59.64

The accompanying notes are an integral part of financial statements

As per our report of even date
For NGMKS & ASSOCIATES
Firm registration number: 024492N
Chartered Accountants

Nitin Goyal
Partner
M. No.: 517698
Place: Delhi
Date: May 24, 2025

For and on behalf of the Board
For PURPLE UNITED SALES LIMITED

Jatinder Dev Seth
Managing Director
DIN: 06944942
Place: Delhi
Date: May 24, 2025

PURPLE UNITED SALES LIMITED
for the half year & year ended 31st March 2025
(CIN: U51909DL2014PLC271636)

Annexure - 2

Notes:

- 1 The above results which are published in accordance with Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015 as amended ("the Listing Regulation") have been reviewed by Audit Committee and approved by the Board of Directors as their respective meeting held on 24th May 2025. The Financial results have been prepared in accordance with the Accounting Standards (AS) as prescribed under section 133 of the Companies Act, 2013 read with rule 7 of companies(Account) Rules 2014 by the Ministry of Corporate Affairs and amendments thereof.
- 2 As per Ministry of Corporate Affairs Notification date February 16, 2015. Companies whose securities are listed on SME Platform as referred to in Chapter IX of the SEBI (Issue of Capital and Disclosure Requirements)Regulations 2018 are exempted from the compulsory requirement of adoption of Ind AS
- 3 The balance appearing under the Trade Receivable, Trade Payables, Loan & Advances, Other Current Assets and Liabilities are subject to confirmation and reconciliation and consequent adjustments, if any, will be accounted for in the year of confirmation/reconciliation.
- 4 The Company is in the process for MSMEs verification for their outstanding vendors, hence these are taken subject to confirmations.
- 5 The comparative results and other information for the half year ended March 2024 have not been given as the Company is listed on SME emerging platform in current financial year. However, the management has exercised necessary due diligence to ensure that the said results provide a true and fair view of its affairs.
- 6 The Equity Shares of the Company got listing on the SME platform of National Stock Exchange (NSE SME Emerge) at 18th December 2024.
- 7 Purple United Sales Limited has received an amount of 3,281.04 Lakhs being gross proceeds from Fresh IPO issue of equity share, Net proceeds after issue expenses in relation to such issue are proposed to be utilized and the utilization there of are summarized as below:

(Rs in Lakhs)				
Objects as started In the offer document	Projected utilization in the offer document	Actual utilization of funds till March 31 2025	Balanced amount to be utilized	Deviation and variation, if any
Issue Expenses	388.03	388.03	Nil	Nil
Working capital requirements	1,800.00	1,800.00	Nil	Nil
Expenditure for opening new stores	535.40	535.40	NIL	Nil
General Corporate Purpose	557.61	542.07	15.54	Nil
Total	3,281.04	3,265.50	15.54	

- 8 The Company is engaged in the fashion apparel business, with its operations entirely based in India. Since the Company operates within a single business and geographical segment, no further disclosures are required under Accounting Standard 17 – 'Segment Reporting' issued by the Institute of Chartered Accountants of India.
- 9 Two investor complaints were received during the period under review and have been resolved; there are no pending investor complaints.
- 10 There were no exceptional and Extra Ordinary items for the reporting periods.
- 11 The figures for the corresponding previous half-year/annual periods have been regrouped or reclassified wherever necessary.
- 12 The Company's Identification Number (CIN) is currently U51909DL2014PLC271636. Since the company is now a listed entity, a modification to the CIN is required. A change request form has been submitted on the MCA portal, and approval is presently awaited.



NGMKS & ASSOCIATES

Chartered Accountants



To,
The Board of Directors
Purple United Sales Limited

Subject: Independent Chartered Accountants report on utilization of net offer proceeds received through the SME IPO consequent to the public issue of Purple United Sales Limited through the SME Initial Public Offer ("IPO") as on 31st March, 2025

1. We, NGMKS & Associates, the independent Chartered Accountants of the M/s. Purple United Sales Limited Limited ("the Company"), having its Registered Office at Khasra No 55/14 & 55/15, Mundka, Near Rani Khera Road, Delhi-110041, have received a request from the company for providing a report on statement (Annexure A) of utilization of net offer Proceeds of Rs. 2,893.01 lakhs received through the IPO out of total gross proceeds of Rs. 3,281.04 lakhs fresh issue of 26.04 Lakhs Equity Shares of face value of Rs. 10/- each (hereinafter referred to as "the statement") in accordance with the terms of utilization included in the prospectus to the Initial Public Offering dated December 13, 2024.

Management's Responsibility for the statement

2. The preparation of the statement is the responsibility of the Management of "the Company". The Management of "the Company" is responsible for the maintenance of the proper books of accounts and such other records, as necessary. This responsibility includes designing, implementation and maintenance of internal control relevant to the preparation and presentation of the statement and applying an appropriate basis of preparation; and making estimates that are reasonable in circumstances.
3. The management of the Company is responsible for ensuring:
 - a) utilization of funds for the purpose these have been raised; and
 - b) The adherence to the provision of the Companies Act, 2013 and all the applicable guidelines/ regulations specified by the Securities and Exchange Board of India ("SEBI") and the Ministry of Corporate Affairs ("MCA").

Auditor's Responsibility

4. It is the responsibility to obtain limited assurance and conclude as to whether the details provided in the statement is in agreement with the audited books of accounts and other records for the period from October 01st, 2024 to March 31st, 2025. Nothing Contained in this certificate, nor anything said or done in the course of, or in connection with the services that are subject to this certificate, will extend to any duty of care that we may have in our capacity of the statutory auditors of any financial statements of the Company.
5. We conducted our verification an accordance with Guidance Note on Audit Reports and Certificates for Special Purposes and Standards on Auditing Issued by the Institute of Chartered Accountants of India.



*Address: D-65, Flatted Factory Complex, Jhandewalan, New Delhi - 110055
*Ph: +91-1145652955 *Email: ca.nitingoyal@gmail.com

NGMKS & ASSOCIATES

Chartered Accountants



6. We have complied with the relevant applicable requirements of the Standards of Quality Control (SQC) 1, Quality Control for Firms that Performs Audits and Reviews of Historical Financial Information, and Other Assurance and Related Services Engagements.
7. A Limited assurance engagement includes performing procedures to obtain sufficient and appropriate evidence that vary in nature, timing and extent than a reasonable engagement. Consequently, the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained had we performed a reasonable assurance engagement. Accordingly, we performed the following procedures in relation to the statements:
 - a. Obtained the details of the object of the Initial Public Offering ("IPO") and traced the same from the prospectus.
 - b. Obtained details of Utilization of funds and traced the amount mentioned in the statement to the books of accounts for the period from October 01st, 2024 to March 31st, 2025 and Bank Statements and compare the same with the object of the IPO.
 - c. Conducted relevant management inquiries and obtained necessary representations.
8. We have no responsibility to update this report for events and circumstances occurring after the date of this report.

Conclusion

9. Based on our examination as above, and the information and explanations given to us, nothing has come to our attention that cause us to believe that the details provided in the statement are not in agreement with the audited books of accounts, other records for the period from October 01st, 2024 to March 31st, 2025 and Prospectus dated 13th Dec, 2024.

Restriction on use

10. This certificate has been issued at the request of the Board of Directors of the Company to whom it is addressed, solely for onward submission to the listing department, the National Stock Exchange of India (SME Segment), and is not to be used, referred to or distributed for any other purpose without our prior written consent. Accordingly, we do not accept or assume any liability or any duty of care for any other purpose or to any other person to whom this certificate is shown or into whose hands it may come without our prior consent in writing

For NGMKS and Associates

Chartered Accountants

Firm's Registration No. 024492N

Nitin Goyal

Partner

Membership No. 517698



Place: New Delhi

Date: 24th May 2025

UDIN: 25517890 BMMXK02270

*Address: D-65, Flatted Factory Complex, Jhandewalan, New Delhi - 110055

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1) Issuer Details:

Name of the issuer: PURPLE UNITED SALES LIMITED

Names of the promoter: Purple United Sales Limited, Mr. Jatinder Dev Seth, Ms. Bhawana Seth & InnovationM Mobile And Web Technologies Pvt Ltd.

Industry/Sector to which it belongs: PREMIUM FASHION BRAND

2) Issue Details:

Issue period: Dec 11, 2024 to Dec 13, 2024

Type of issue (public/rights): Public

Type of specified securities: EQUITY SHARES

IPO Grading, if any: NA

Issue size (in Lakhs): Gross Proceeds: - Rs 3,281.04/- , Net Proceeds :- Rs 2,893.01/-

3) Details of the arrangement made to ensure the monitoring of issue proceeds:

Particulars	Reply (Yes/No/ NA)	Comments of the Auditor
Whether all utilization is as per the disclosures in the Offer Document?	Yes	No Comment
Whether shareholder approval has been obtained in case of material deviations# from expenditures disclosed in the Offer Document?	NA	No Comment
Whether the means of finance for the disclosed objects of the issue has changed?	No	No Comment
Is there any major deviation observed over the earlier monitoring agency reports?	No	No Comment
Whether all Government/statutory approvals related to the object(s) have been obtained?	NA	No Comment
Whether all arrangements pertaining to technical assistance/collaboration are in operation?	NA	No Comment
Are there any favorable events improving the viability of these object(s)?	NA	No Comment
Are there any unfavorable events affecting the viability of the object(s)?	NA	No Comment
Is there any other relevant information that may materially affect the decision making of the investors?	NA	No Comment



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4) Details of object(s) to be monitored:

(i) Cost of object(s)-

Sr. No.	Item Head	Original-cost as per offer document (Amt in Lakhs)	Revised Cost (...)	Reason of cost revision	Proposed financing option	Particulars of firm arrangements made
1.	Working capital requirements	1,800/-	NA	NA	NA	NA
2.	Expenditure for opening new stores	535.40/-	NA	NA	NA	NA
3.	General Corporate Purpose	557.61/-	NA	NA	NA	NA

(ii) Progress in the object(s) -

Sr. No.	Item Head	Amount as Proposed in the offer Document (Amt in lakhs)	As at beginning of the period	During the Period (Amt in lakhs)	At the end of the Period (Amt in lakhs)	Total unutilized amount (Amt in Lakhs)	Reasons for idle funds	Proposed course of action
1.	Working capital requirements	1,800/-	NIL	1,800/-	1,800/-	NIL	NA	NA
2.	Expenditure for opening new stores	535.40/-	NIL	535.40/-	535.40/-	NIL	NA	NA
3.	General Corporate Purpose	557.61/-	NIL	542.07/-	542.07/-	15.54/-	Refer Note 1	Refer Note 1
	Total	2,893.01/-	NIL	3,265.50/-	3265.50/-	15.54/-		

Note 1:-

Purple united sales limited unutilized amount lying with Escrow account maintained with Axis bank ltd. Company is follow up with bank for taking unutilized proceeds from bank.



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(iii) Deployment of unutilized IPO proceeds:

S No	Type of instrument and name of the entity invested in	Amount invested (Amt in Lakhs)	Maturity date	Earning (Amt in Lakhs)	Return on Investment (%)	Market Value as at the end of period (Amt in Lakhs)
1.	Balance amount In Escrow account	15.54/-	NA	NA	NA	NA
	Total	15.54/-				

Declaration: We declare that this report is based on the format prescribed by the SEBI (ICDR) Regulations, 2018, We further declare that this report provides a true and fair view of the utilization of the issue proceeds.

We declare that we do not have any direct/indirect interest in or relationship with the issuer/promoters/directors/management and also confirm that we do not perceive any conflict of interest in such relationship/interest while reporting the utilization of the issue proceeds by the issuer.

For NGMKS & Associates
Chartered Accountants
FRN:024492N

CA NITIN GOYAL
Partner

M. No. 517698

UDIN: 255176983mmx402278



Place: New Delhi

Date: 24th May 2025

*Address: D-65, Flatted Factory Complex, Jhandewalan, New Delhi - 110055

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Purple United Sales Limited

(Formerly known as Purple United Sales Private Limited)

Corporate Office: Tower B, Ground Floor, Smartworks Corporate Park, Plot 1 & 2, Amity Road, Sector 125, Noida, UP - 201303 Ph: +91-9667792635/ 36, Email: info@purpleunited.in

Annexure - 3

Disclosure as required under Regulation 30 of the SEBI Listing Regulations read with SEBI Master Circular

S. No.	Particulars	Details of Ms. Ayati Gupta (Company Secretary)	Details of M/s. Vikas Bansal & Associates (Internal Auditors)
1.	Reason for change viz. appointment, reappointment, resignation, removal, death or otherwise	Appointment of Ms. Ayati Gupta as Company Secretary & Compliance Officer (Key Managerial Personnel) of the Company	Appointment of M/s. Vikas Bansal & Associates as Internal Auditors of the Company
2.	Date of appointment/ re-appointment / cessation (as applicable) & term of appointment / re-appointment	Date of Appointment - May 24, 2025 Term of appointment – Not Applicable	Date of Appointment - May 24, 2025 Term of appointment – Financial Year 2025 - 26
3.	Brief profile (in case of appointment)	Ms. Ayati Gupta is an Associate Member of the Institute of Company Secretaries of India (ICSI). She has also done B.Com and LL.B. She has over 4 years of experience in the areas of Corporate Governance, Secretarial Affairs, Listing & Statutory Compliances.	M/s. Vikas Bansal & Associates ('VBA') is a firm of Chartered Accountants. Over the Years, VBA has grown into a multidisciplinary service firm, rendering a bouquet of services which include Audit & Assurance, Tax and Regulatory Advisory & Compliance, Finance process Outsourcing, and Secretarial support.
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable	Not Applicable

