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: 24th 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.: Annual Report for the Financial Year 2025-26 including Notice of the 12th Annual General Meeting of Purple United Sales Limited and details of Cut-off date for E-voting and E-voting Period

Dear Sir/Madam,

This is to inform you that the 12th Annual General Meeting ("AGM") of Purple United Sales Limited ("the Company") is scheduled to be held on Tuesday, 15th September, 2026 at 12:00 P.M. through Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM") in compliance with General Circular No. 03/2025 dated 22nd September, 2025 and other circulars issued by the Ministry of Corporate Affairs and Securities and Exchange Board of India ('SEBI') (hereinafter collectively referred to as 'the Circulars'), permitting Companies to conduct the AGM through VC or OAVM without the physical presence of the members at a common venue.

Further, pursuant to the provisions of Regulation 34(1)(a) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), we are submitting herewith Notice of 12th AGM of the Company and the Annual Report comprising inter alia Audited Financial Statements for the financial year ended 31st March, 2026, the Board's Report and the Auditors' Report , which is being sent by email to those Members whose email addresses are registered with the Company, Registrar & Share Transfer Agent and Depositories . In compliance of Regulation 36(1)(b) of SEBI Listing Regulations, a letter is also being sent to all the Members, whose e-mail addresses are not registered with Company/Registrar & Transfer Agent/Depositories, providing the web link of website for accessing Notice of 12th AGM and the Annual Report for FY 2025-26.

Pursuant to the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended from time to time and Regulation 44 of the SEBI Listing Regulations, the Company is pleased to provide remote e-voting facility to its members to cast their votes electronically on the resolutions set forth in enclosed AGM Notice. The procedure for e-voting and participating in the AGM through VC/ OAVM is mentioned in notes of the AGM Notice.

Further, relating to the AGM of the Company, you are requested to take note of the following:

1. For the purpose of exercising remote e-voting, the cut-off date shall be Tuesday, 08th September, 2026.
2. The remote e-voting period shall commence on Saturday, 12th September, 2026 (from 09:00 a.m. IST) and end on Monday, 14th September, 2026 (upto 05:00 p.m. IST).
3. Remote e-Voting facility will also be available during the AGM for the members attending the AGM.

You are requested to take the same on record.

For Purple United Sales Limited

AYATI GUPTA
Digitally signed by AYATI GUPTA
Date: 2026.08.24 19:04:56 +05'30'

Ayati Gupta
Company Secretary & Compliance Officer

Encl.: As above

PURPLE UNITED KIDS

PREMIUM FASHION
FOR GROWING INDIA

ANNUAL REPORT

2025-26

FORWARD-LOOKING STATEMENT

Certain statements made in the Annual Report relating to the Company's objectives, projections, outlook, expectations, estimates and others may constitute 'forward-looking statements' within the meaning of applicable laws and regulations. We use words such as anticipates, believes, expects. future, intends, and similar expressions to identify forward-looking statements. Forward-looking statements reflect management's current expectations and are inherently uncertain. Actual results may differ from such expectations, whether expressed or implied Several factors could significantly impact the Company's operations. These include climatic and economic conditions that affect demand and supply, government regulations, taxation, pandemics. and other natural calamities over which the Company has no direct control. The Company assumes no responsibility to amend, modify or revise any such statements. The Company disclaims any obligation to update these forward-looking statements except as may be required by law.

WHAT'S INSIDE

ABOUT THIS REPORT

The Purple United Sales Limited brings you its Annual Report for FY 2025-26, prepared in adherence to the Companies Act, 2013, as well as all the applicable laws and regulation set by the SEBI. It includes reporting of our Directors' Report and Audited Standalone Financials for the FY 2025-26.

For more investor-related information, please visit:
Or, simply scan

PURPLE UNITED KIDS

COMPANY AT A GLANCE

Building a Trusted Premium kids wear Brand for Growing India

Purple United Sales Limited is one of India's fastest-growing premium fashion brands for kids, dedicated to creating thoughtfully designed apparel, footwear, and accessories from newborn to 14 years. Every product is crafted to combine comfort, quality, functionality, and style—empowering children to express themselves with confidence.

Since our inception in 2014, we have evolved from a single-brand into a multi-category, omnichannel retail business with a rapidly expanding presence across India. Backed by customer trust, disciplined execution, and a strong focus on innovation, Purple United continues to redefine premium kids wear through meaningful experiences across every touchpoint.



OUR JOURNEY

Founded with a vision to make premium kid's fashion more accessible, Purple United has consistently expanded its product portfolio, retail footprint, and customer reach. Today, our portfolio spans premium apparel, footwear, accessories, and lifestyle products across our brand portfolio, serving the evolving needs of modern/growing Indian families. Through an integrated omnichannel ecosystem, we ensure a seamless shopping experience across Exclusive Brand Outlets (EBOs), our website, and leading online marketplaces.

LOOKING AHEAD

India's organised kid's fashion market continues to witness strong structural growth, driven by rising disposable incomes, premiumisation, and increasing brand consciousness.

With an expanding retail network, a differentiated product portfolio, and a clear long-term vision, Purple United is well positioned to accelerate its next phase of growth while creating sustainable value for customers, partners, employees, and shareholders.

WHAT DRIVES US

At Purple United, growth is guided by three enduring principles:

Customer First
Every collection begins with understanding the evolving aspirations of kids and parents.

Quality Without Compromise
From responsibly sourced materials to thoughtful craftsmanship, quality remains central to everything we create.

Sustainable Growth
We continue to invest in retail expansion, technology, people, and operational excellence to build a resilient business for the future.

SINCE 2014

PREMIUM STYLES ACROSS CATEGORIES

GROWING RETAIL & ONLINE PRESENCE

Strong Performance. Wider Reach. Brighter Tomorrow.

REVENUE
17,063.21
Lakhs

NET PROFIT
1,519.45
Lakhs

PURPLE UNITED KIDS

EBITDA
3,658.80
Lakhs

WAREHOUSE
30,000
Sq. Ft.

100+
Retail Stores
Across India

VISION
To be the most admired Premium Fashion Brand in Kids Fashion

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

MESSAGE FROM THE

MANAGING DIRECTOR

"We are not just building a kidswear brand; we are building a trusted companion for every stage of childhood"

Dear Shareholders,

It is my privilege to present the Annual Report of Purple United Sales Limited for the Financial Year ended 31st March, 2026. The year marked another significant step in our journey as we continued to build on the strong foundation established over the past year. With evolving consumer aspirations, increasing preference for premium brands, and the continued growth of organised retail, we remained focused on strengthening Purple United Kids through disciplined execution, customer-centric innovation, and strategic expansion.

As we look back on FY 2025-26, I am pleased to share that our commitment to quality, trust, and long-term value creation continued to guide every milestone we achieved. During the year, we strengthened our retail footprint by expanding into new markets while enhancing the productivity of our existing network. Alongside our physical expansion, we continued to invest in our omnichannel capabilities, enabling customers to experience the Purple United Kids brand seamlessly across both online and offline touchpoints. Our focus remained on delivering thoughtfully designed products, enriching customer experiences, and ensuring that every interaction with our brand reflects the trust that families place in us.

We also continued to strengthen the foundations of our business by investing in operational excellence, technology, and our people. These initiatives have enhanced our agility, improved efficiencies, and positioned us to scale responsibly while maintaining the high standards of quality and governance that define our organisation. The kid's fashion market in India continues to present significant long-term opportunities, supported by favourable demographics, rising disposable incomes, and an increasing preference for organised, trusted brands. We believe Purple United Kids is well positioned to capitalise on these opportunities through our differentiated product offerings, expanding retail presence, and unwavering commitment to customer satisfaction.

As we enter the next phase of our journey, our priorities remain clear-to deepen our market presence, strengthen our brand, innovate across products and customer experiences, and create sustainable value for all our stakeholders. While growth remains an important objective, we are equally committed to building an organisation that is resilient, responsible, and prepared for the opportunities of tomorrow.

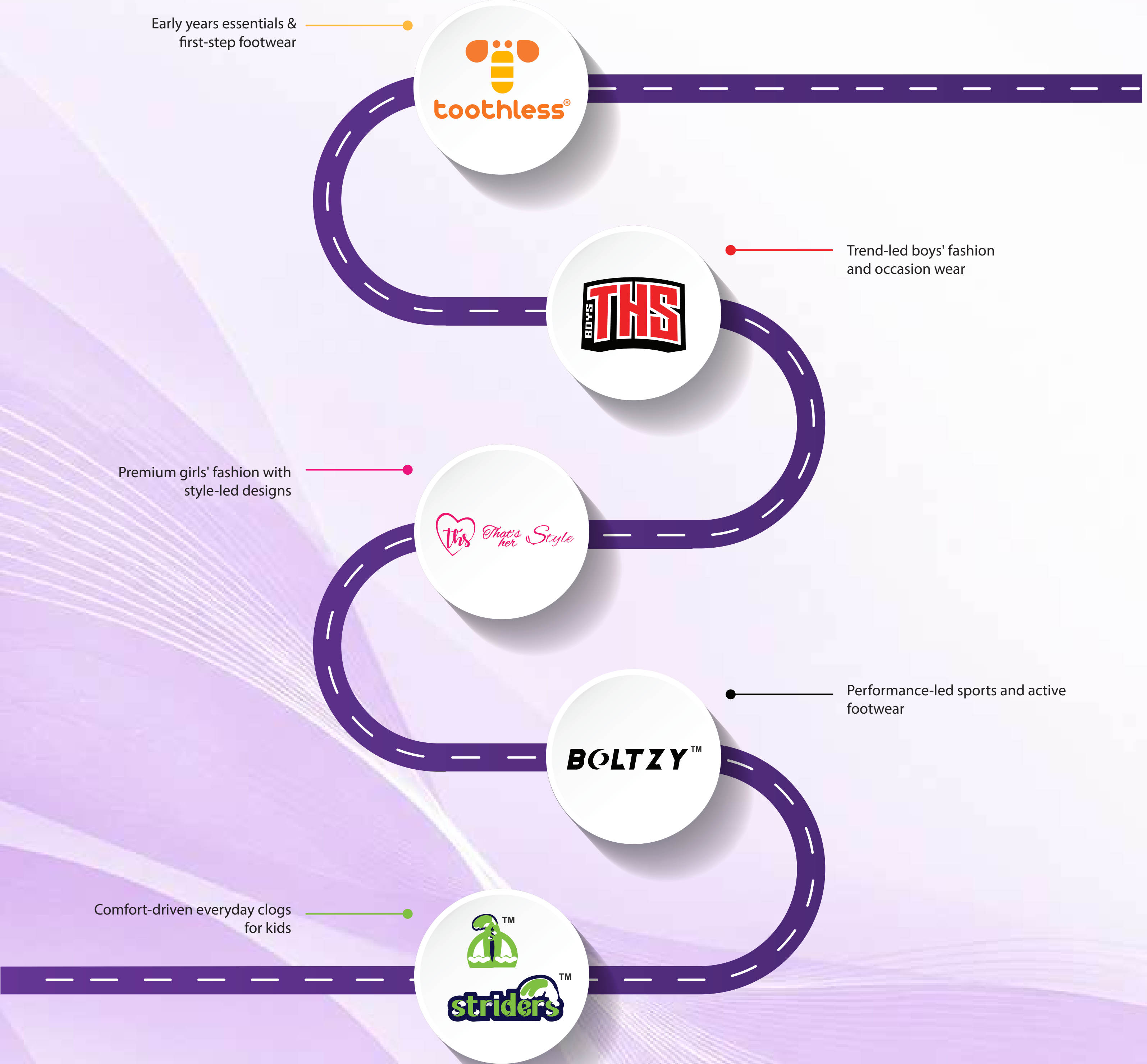
None of this would have been possible without the unwavering trust of our customers, the dedication of our employees, the confidence of our stakeholders, and the support of our business partners. On behalf of the Board of Directors, I extend my heartfelt gratitude to each of you for being an integral part of our journey.

As we look ahead, we remain inspired by the possibilities before us and committed to building a brand that not only leads in kids premium fashion but also creates enduring value for generations to come.

With gratitude,

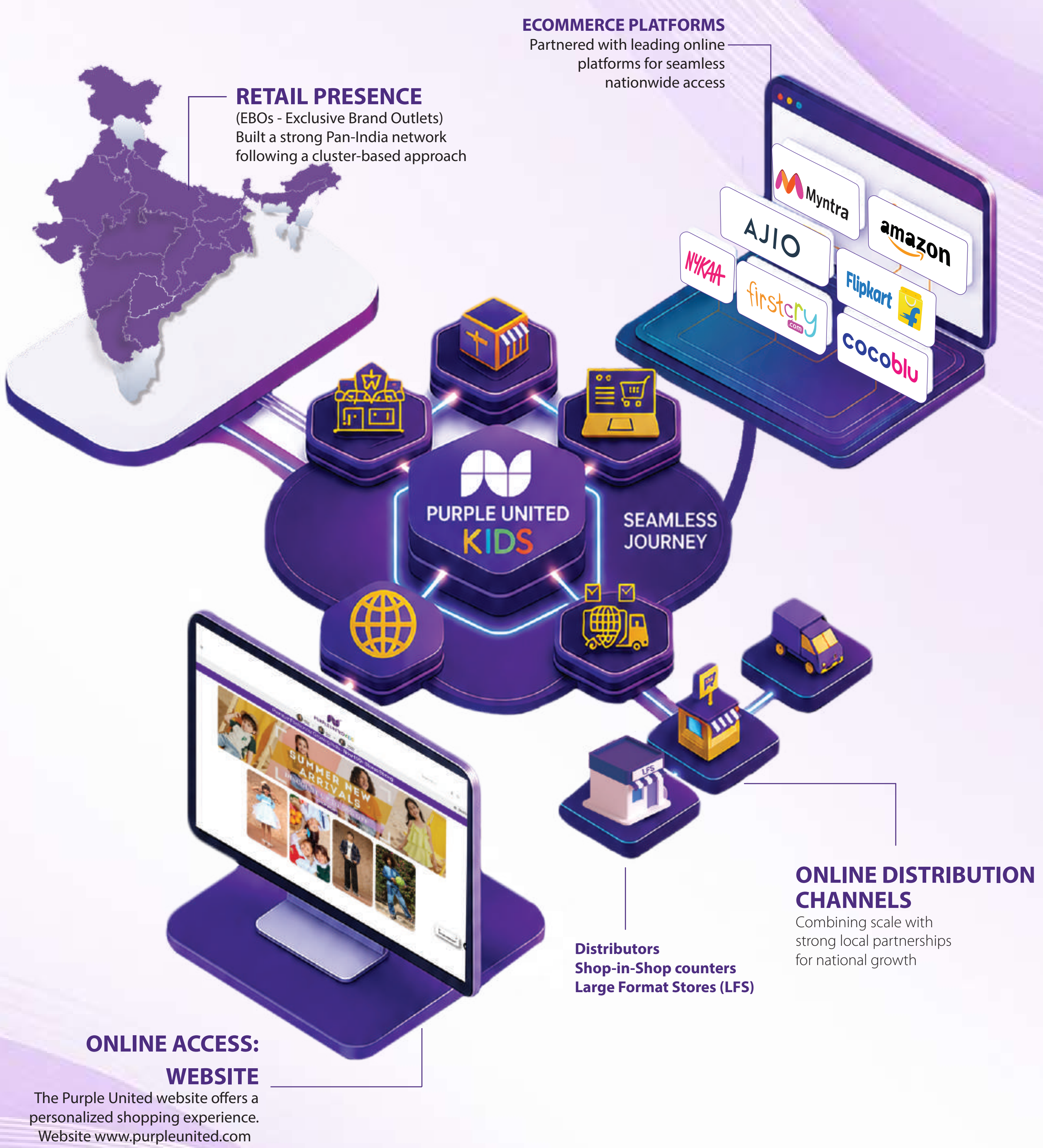
JATINDER DEV SETH
Managing Director

OUR BRAND



OMNICHANNEL PRESENCE

CONNECTING EVERY PARENT, EVERYWHERE.



OUR SEGMENTS

APPAREL

At Purple United Kids, we believe clothing should do more than just dressing the kids—it should inspire confidence, celebrate individuality, and empower them to express their unique style while embracing every moment of childhood.

Every apparel is thoughtfully crafted using soft, skin-friendly fabrics that deliver lasting comfort while meeting the highest standards of quality, durability, and responsible craftsmanship. From carefully selected materials to the fits and finish, every detail is designed to create the perfect balance of comfort, functionality, and contemporary fashion.

Our collections combine modern silhouettes with playful design elements and practical features, making them ideal for everyday wear, festive occasions, and every adventure in between. By blending style with purpose, Purple United creates apparel that kids love to wear, and parents trust for its quality, comfort, and responsible approach to design.

ACCESSORIES, TOYS & HARD GOODS

Our accessories, toys, and hard goods extend the Purple United Kids experience beyond fashion, offering thoughtfully designed products that combine functionality, quality, and purposeful design. Each category is carefully curated to complement our apparel and footwear collections while addressing the evolving needs of kids and parents across different stages of childhood. From everyday accessories and travel essentials to thoughtfully crafted toys and infant products, every offering reflects our commitment to quality, safety, and responsible product development. Our toy portfolio is consciously curated with a focus on plastic-free, thoughtfully designed play experiences, encouraging creativity, learning, and exploration while supporting a more responsible approach to products. Together, these categories strengthen Purple United's dierentiated product portfolio and enhance the overall customer experience.

FOOTWEAR

At Purple United Kids, we believe every step of childhood deserves comfort, confidence, and support. Our footwear is thoughtfully designed to complement the natural movement of growing feet while combining contemporary design with everyday functionality.

Crafted from high-quality materials, each pair features lightweight construction, cushioned footbeds, breathable linings, flexible soles, and anti-skid outsoles to provide lasting comfort, stability, and durability. Every design is developed to support active lifestyles without compromising on style or performance.

Inspired by the energy and imagination of childhood, our footwear features vibrant colours, playful detailing, and contemporary silhouettes that resonate with both kids and parents. Designed to keep pace with every adventure, each pair delivers the perfect balance of comfort, protection, durability, and style because every adventure begins with a comfortable, confident step.

MILESTONE

2026
Reached a milestone of 100+ stores strong.

2025
Received Excellence in Kids Premium Fashion by Times Power Icons. Rapid retail expansion, reached 91 Exclusive Brand Outlets (EBOs) by December 31, 2025.

2024
Officially converted to Purple United Sales Limited (Public Limited company) and listed on the NSE SME platform.

2023
Reached 14 Exclusive Brand Outlets (EBOs). Awarded Emerging Brand in kids wear category at Sheroes Radio City 91.1

2022
Further expansion in Delhi NCR and Uttarakhand.

2020
Expanded retail presence with new stores in Punjab.

2019
Opened first Exclusive Brand Outlet (EBO) retail store for Purple United Kids in Delhi.

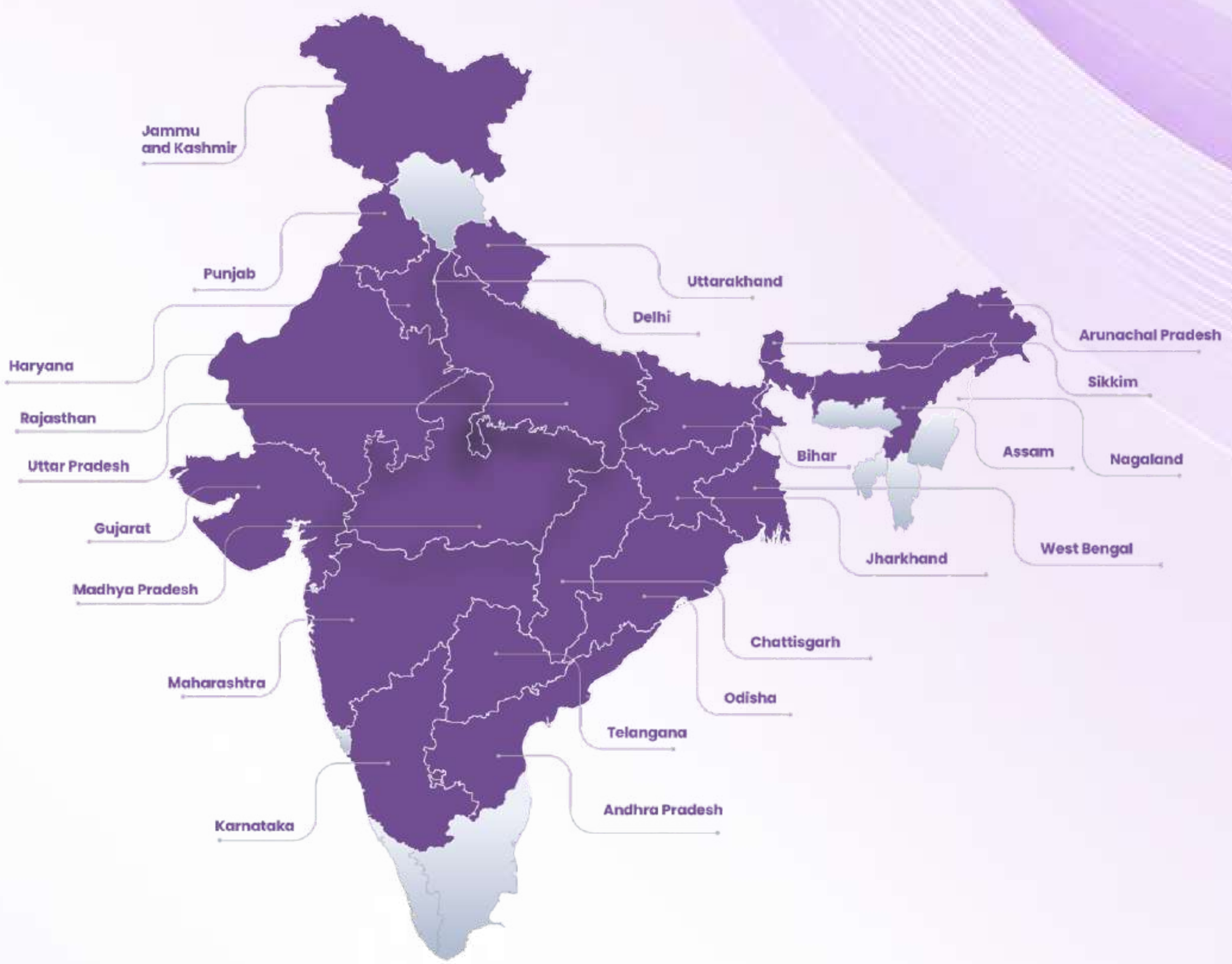
2018
Began pan-India distribution; launched e-commerce business on Amazon and Flipkart; established key accounts with Reliance, V-Retail, and regional players.

2017
Signed licensing agreements with Disney and Mattel for kids' footwear.

2015
Launched offline and online distribution in apparel & bags category.

2014
Incorporation of Purple United Sales Private Limited.

PAN-INDIA PRESENCE



A Milestone in Our Growth Journey

The opening of our 100th Exclusive Brand Outlet marked a signicant milestone in Purple United's journey of building a trusted premium kids fashion brand in India. More than the opening of another store, it reflects the disciplined execution of our long-term growth strategy, the strength of our retail model, and the increasing acceptance of the Purple United brand across the country. This achievement has been made possible through the unwavering support of our customers, the commitment of our employees, the confidence of our franchise partners, and the strong relationships we have built with our business associates. Together, they have played an integral role in shaping our growth story.

> **Growth is measured not only by the number of stores we open, but by the trust we build in every community we serve.**

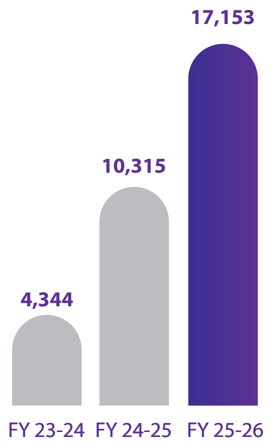
Our expanding retail network enables us to reach more families, strengthen customer relationships, and deliver a consistent premium shopping experience across every market we serve. Each new store reinforces our commitment to quality, innovation, and customer-centricity while bringing the Purple United experience closer to communities across India.

While this milestone celebrates how far we have come, it also marks the beginning of our next phase of growth. As we continue to expand our footprint, we remain focused on disciplined retail expansion, product innovation, and creating enduring value for our customers and stakeholders.

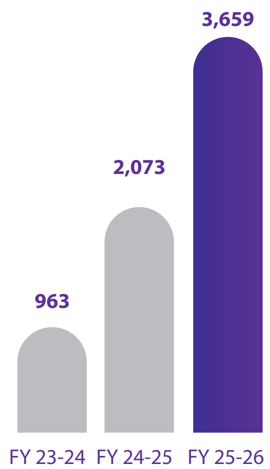
FINANCIAL HIGHLIGHTS

GROWING STRONGER THROUGH EVERY TURN

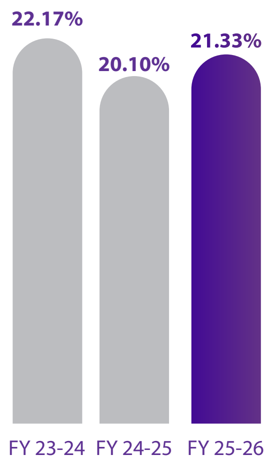
REVENUE FROM OPERATION
(₹ in lakhs)



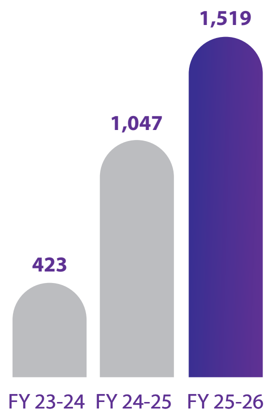
EBITDA
(₹ in lakhs)



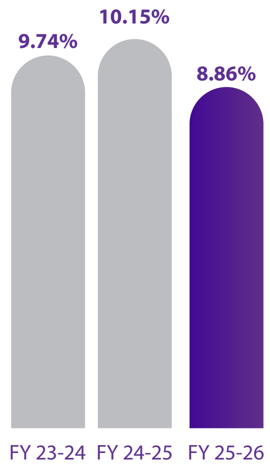
EBITDA Margin
(in %)



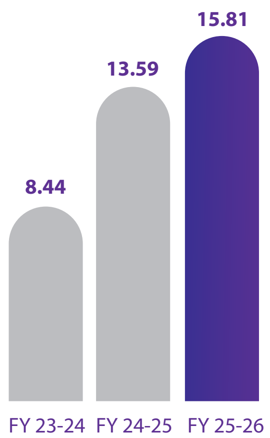
PAT
(₹ in lakhs)



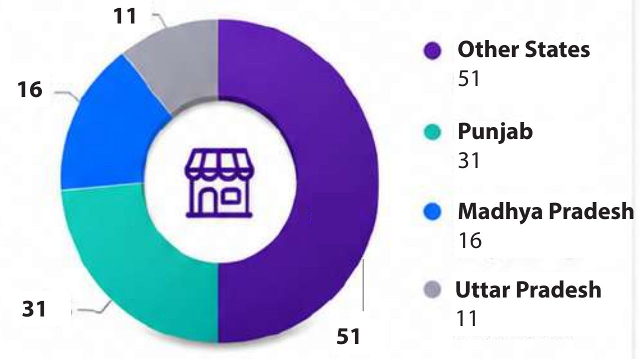
PAT MARGIN
(in %)



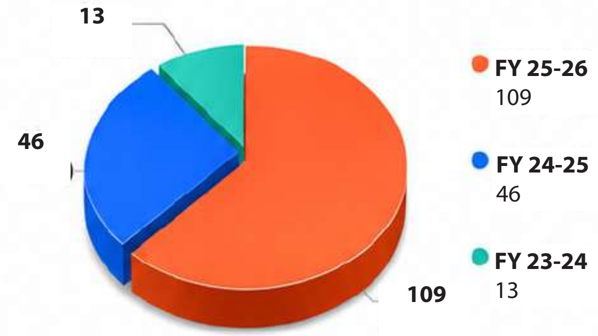
EPS
(in ₹/Share)



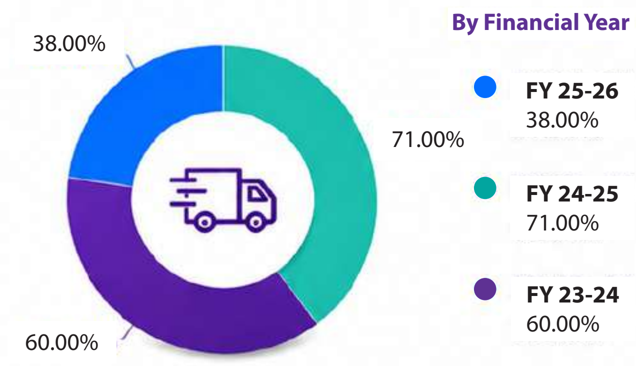
Geographical Retail Presence



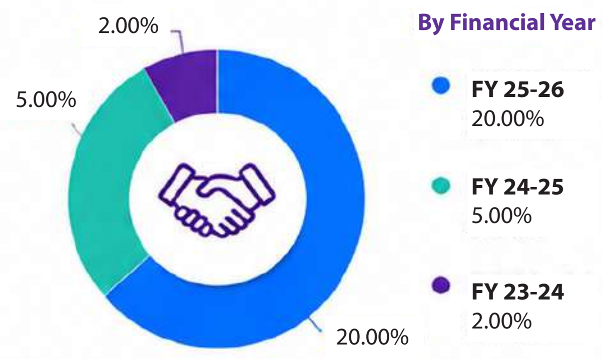
Rapid Store Expansion



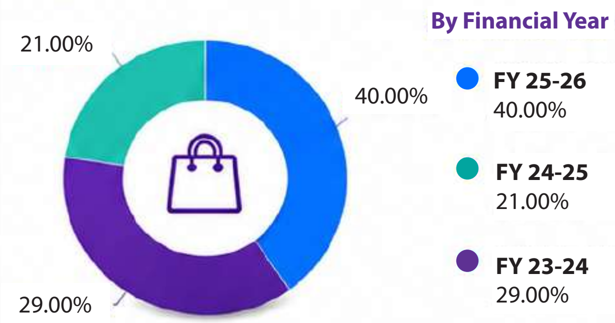
Distribution



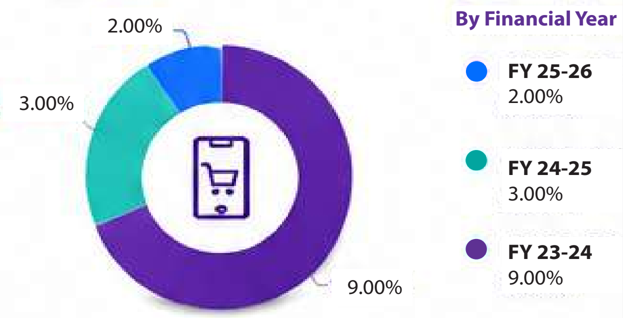
Key Accounts



Retail



Online



PURPLE UNITED

JATINDER DEV SETH

Managing Director

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.

BHAWNA SETH

Whole-Time Director

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.).

NIRAJ RAJPAL

Non-Executive Director

Overview: Seasoned Enterprise Architect with over 25 years of experience delivering technology solutions across healthcare, logistics, manufacturing, and IT consulting industries.

Track Record: Successfully designed, implemented, and managed enterprise Data Centres, Virtual IT Infrastructure, and cloud transformation projects while leading global teams of up to 25 professionals

Core Expertise: Enterprise Architecture, VMware, Citrix, Private Cloud, Microsoft Azure, AWS, Google Cloud Platform (GCP), Digital Transformation Solutions, and Agentic AI Solutions

Credentials: Bachelor's Degree in Engineering

TARUN ANAND

Non-Executive Independent Director

Overview: Accomplished Digital Transformation leader with over 30 years of experience driving enterprise technology and business innovation.

Track Record: Spearheaded digital transformation and technology strategy for leading organisations including Jakson, Dabur, Mother Dairy, Hero Cycles, Oriflame, and Modicare.

Core Expertise: Enterprise Architecture, Technology Strategy, Digital Transformation, IT Governance, Innovation, and Scalable Digital Ecosystems

Credentials: Certified Global CIO, ISB Hyderabad; Former Member, SAP Product Advisory Council & Next100 Awards Jury. Recipient of the CII CIO Excellence Award, CIO POWERLIST by CORE Media, ICONIC IDC Insights Award, ETCIO Excellence Award, and CIO100 Award by International Data Group

VISHAL SHARMA

Non-Executive Independent Director

Overview: Dynamic business leader with extensive experience in sales, distribution, and supply chain management across the chemical and consumer products sectors.

Track Record: Successfully expanded nationwide distribution networks, accelerated sales growth, strengthened strategic partnerships, and enhanced operational efficiencies across large-scale businesses.

Core Expertise: Sales Forecasting, Distribution Network Management, Supply Chain Optimisation, Market Expansion, Technology Integration, Strategic Alliances, and Profitability Enhancement.

Credentials: Over 29 years of leadership experience in commercial operations and business development.

PANKAJ LAL GUPTA

Non-Executive Independent Director

Overview: Accomplished Chief Executive Officer and Board Member with extensive leadership experience across Information Technology, IT Services, Electronics Manufacturing, and Nutraceutical industries.

Track Record: Proven expertise in driving business growth, leading mergers and acquisitions, optimising operational performance, and delivering enterprise-wide transformation initiatives while creating sustainable value for stakeholders.

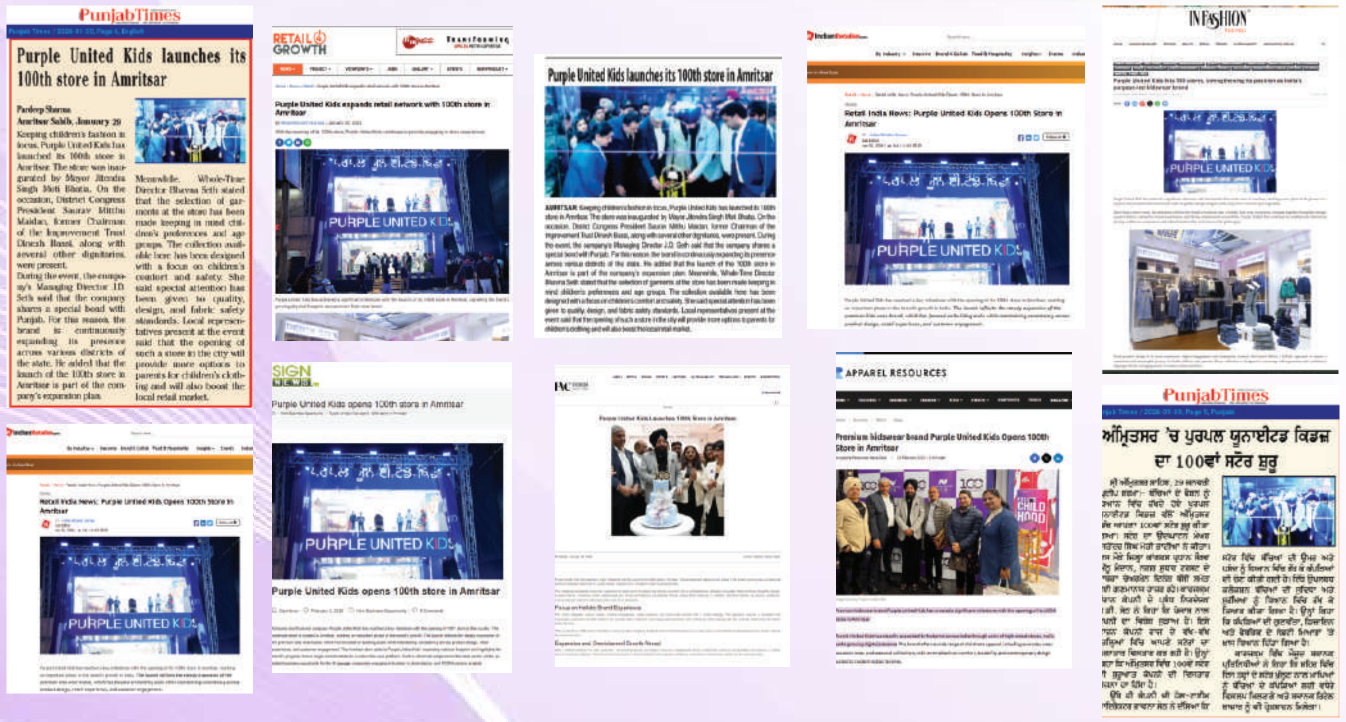
Core Expertise: Corporate Governance, Strategic Leadership, Business Operations, Business Development, Organisational Transformation, Operational Excellence, and Team Building.

Credentials: B.Tech. in Computer Science & Engineering, M.S. in Software Systems, PGDBM in International Business, with Executive Education from IIM Ahmedabad and IIM Bangalore.

DIGITAL IMPACT & MEDIA COVERAGE

The celebration extended seamlessly into the digital space, generating strong traction across social platforms. From announcement creatives and milestone films to behind-the-scenes glimpses and store-level celebrations, the campaign witnessed significant reach, high engagement, and enthusiastic community participation. The 100 Stores Strong movement resonated across audiences, transforming a milestone into a shared national moment for the Purple community.

IN THE MEDIA LENS



The 100 Stores Strong milestone garnered extensive media coverage, with leading publications spotlighting the brand's expansion journey, premium positioning, and long-term growth vision. Features across print, digital, and retail platforms amplified our narrative nationwide, strengthening credibility and enhancing brand visibility within the kidswear and retail ecosystem. The widespread recognition positioned Purple United Kids as one of the most dynamic and fast-scaling premium kidswear brands in India.

CORPORATE INFORMATION

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

REGISTERED OFFICE
Khasra No. 55/14 & 55/15, Near Rani Khera Road, Mundka, West Delhi, New Delhi, Delhi, India, 110041

REGISTRAR & SHARE TRANSFER AGENT
KFin Technologies Limited
Tower B Plot No: 31 & 32 Selenium, Financial District, Nanakramguda, Gachibowli
Hyderabad, Telangana - 500 032
Ph. +91-40-67162222
Email : einward.ris@kfintech.com

BANKERS
Axis Bank Limited
Punjab National Bank
Punjab & Sind Bank
Indian Bank
The Federal Bank Limited

STATUTORY AUDITOR
M/s. NGMK & Associates,
Chartered Accountants

INTERNAL AUDITOR
M/s. Vikas Bansal & Associates ,
Chartered Accountants

CHIEF FINANCIAL OFFICER
Mr. Naresh Kumar

COMPANY SECRETARY & COMPLIANCE OFFICER
Ms. Ayati Gupta

WEBSITE:
www.purpleunited.com

CORPORATE IDENTIFICATION NUMBER:
L51909DL2014PLC271636

STATUTORY REPORTS

Directors' Report

Dear Members,

Your Directors have pleasure in presenting the 12th Annual Report on the business and operations of your Company along with the Audited Financial Statements and the Auditors' Report thereon for the financial year ended 31st March, 2026.

Financial summary or highlights/Performance of the Company (Standalone)

The financial performance of the Company (on a standalone basis) for the financial year 2025-26 is as follows :

(Rs. in Lakhs)

Particulars	Standalone	
	FY 2025-26	FY 2024-25
Revenue from Operations	17,063.21	10,312.75
Other Income	90.24	2.76
Total Income	17,153.45	10,315.51
Total Expenses	13,494.66	8,242.44
Profit/(Loss) before Depreciation, Finance Costs, Exceptional Items and Tax	3,658.80	2,073.08
Profit/(Loss) before Exceptional Items and Tax	2,045.15	1,407.87
Exceptional Items	-	-
Profit/(Loss) before Tax	2,045.15	1,407.87
Current Tax	687.94	411.46
Deferred Tax	(162.24)	(51.03)
Profit/(Loss) after Tax	1,519.45	1,047.44
Other Comprehensive Income/(Loss)	-	-
Earning per share (basic and diluted)	15.81	13.59

Results of operations and state of affairs for financial year 2025-26

During the financial year 2025-26, your Company's revenue from operations stood at Rs. 17,063.21 lakhs as against Rs. 10,312.75 lakhs in the previous year, recording a growth of about 65.46% over previous year. On standalone basis, the Company has registered positive EBITDA of Rs. 3,658.80 lakhs during the financial year 2025-26 as compared to positive EBITDA of Rs. 2,073.08 lakhs during previous financial year. During the year under review, your Company has registered profit after tax of Rs. 1,519.45 lakhs as against profit of Rs. 1,047.44 lakhs in the previous year, on standalone basis.

Nature of Business

The Company is engaged in the fashion business of design, development, sourcing, marketing, and distribution of Kids Apparel and Footwear. There are 121 Retail Stores/Exclusive Brand Outlet as on the date of this report. The products are sold directly to consumers through retail, e-commerce as well as distribution channels.

During the financial year under review, there has been no change in the nature of Company's business.

Details of Lock–in of Shares

In accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, the shares held by your esteemed Promoters and Public Shareholders (who held shares before your Initial Public Offering) are subject to and held in lock-in state as mandated by the SEBI regulations.

Credit Ratings

The Company has been accorded credit rating of 'CRISIL BBB-, Stable' for bank loan facilities by Crisil Ratings Limited on 27th February, 2026.

Dividend

With a view to strengthening the Company's financial position and ensuring sustainable growth, the Board of Directors has not recommended any dividend on the Equity Shares of the Company for the financial year 2025-26.

TRANSFER TO RESERVES

During the financial year, the Board of your Company has not appropriated/ transferred any amount to the reserves. The profit earned during the financial year has been carried to the balance sheet of the Company as part of the Profit and Loss Account.

Alteration of Memorandum and Articles of Association

During the financial year under review, the following alterations were made to the Memorandum and Articles of Association of the Company pursuant to approvals obtained from the shareholders through Annual General Meetings:

A. Increase in Authorized Share Capital

The Authorized Share Capital of the Company was increased, and accordingly, Clause V of the Memorandum of Association was amended as under:

S. No.	Date of Annual General Meeting	Authorized Share Capital (Rs.) – From	Authorized Share Capital (Rs.) – To
1.	25th September, 2025	11,00,00,000	15,00,00,000

B. Approval of new clauses in Memorandum of Association

New clauses in Memorandum of Association, in the main object clause and matters which are necessary for furtherance of the objects, were adopted by the shareholders vide special resolution passed at the Annual General Meeting held on 25th September, 2025.

C. Adoption of new clauses in Articles of Association

New clauses in Articles of Association, suitable for a public company, were adopted by the shareholders vide special resolution passed at the Annual General Meeting held on 25th September, 2025.

Share Capital structure of the Company

A. Authorized Capital and Changes thereon if any

During the year under review, the Company has increased its authorized share capital from Rs. 11,00,00,000 /- (Rupees Eleven Crores) to Rs. 15,00 ,00 ,000 /- (Rupees Fifteen Crores) by addition of 50,00,000 (Fifty Lakhs Only) Equity Shares of Rs. 10/- (Rupee Ten Only) each aggregating to Rs. 5,00,00,000/- (Five Crores Only) in the Annual General Meeting held on 25th September, 2025.

B. Paid up Capital and Changes thereon, if any:

During the financial year under review, the issued, subscribed and paid up Share Capital of the Company as on 31st March, 2026, remains unchanged at Rs. 9,60,98,000 divided into 96,09,800 equity shares of face value Rs. 10/- each.

Further, the Company has not issued any equity shares with differential rights / sweat equity shares under Rule 4 & Rule 8 of the Companies (Share Capital and Debentures) Rules, 2014 and The Company has not bought back its securities from market or any other way during the year under review.

Employee Stock Option Scheme

During the financial year under review, with a view to motivate the employees seeking their contribution to the corporate growth, to create a sense of ownership and participation amongst them, to attract new talents and to retain them for ensuring sustained growth, the Board of Directors of the Company, had at its meeting held on 27th August, 2025, implementation of Purple United Sales Limited Employees Stock Option Scheme – 2025 ("Scheme") to cover eligible employees of the Company, were approved by the shareholders in the Annual General Meeting held on 25th September, 2025.

The NRC of the Board of Directors of the Company, inter-alia, administers and monitors the ESOP Scheme of the Company in accordance with the SEBI (Share Based Employee Benefits and Sweat Equity) Regulations, 2021 ("SEBI (SBEB & SE) Regulations").

As on the date of this Report, no options have been granted under ESOP Scheme. Further, during the current year, no changes have been made to the ESOP Scheme as approved by the shareholders.

The ESOP Scheme is in compliance with the SEBI (SBEB & SE) Regulations as well as the related resolutions passed by the members of the Company on 25th September 2025.

A Certificate from the Secretarial Auditors of the Company confirming that Scheme has been implemented in accordance with the SEBI (SBEB & SE) Regulations and the resolution passed by the members of the Company will be made available for inspection by the members at the AGM of the Company.

A report as required under the SEBI (SBEB & SE) Regulations and as per the provisions of section 62(1)(b) of the Companies Act, 2013 ("the Act") read with Rule 12(9) of the Companies (Share Capital and Debentures) Rules, 2014 and other applicable Regulations is annexed as **Annexure - I** to this Report.

Deviation or Variation from proceeds or utilization of funds raised from Public Issue

Your Company got listed on NSE Emerge on 18th December, 2024, and as of the date of this Directors' Report, the funds raised from the public have been utilized for the purposes stated in the offer document, with no deviations or variations in their use.

Transfer to Investor Education and Protection Fund

There was no amount lying with regard to unpaid and unclaimed dividend of earlier years which was required to be transferred or is due to be transferred to the Investor Education and Protection Fund (IEPF) during the financial year 2025-26, in terms of the applicable provisions of the Act read with the IEPF Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 ('IEPF Rules'), as amended time to time.

There were no shares which were required to be transferred or are due to be transferred to the IEPF, during the FY 2025-26.

Significant and material orders impacting the going concern status and Company's operations in future

During the financial year under review, no significant and material orders were passed by any regulator, tribunal or court which may impact the going concern status of the Company or its future operations.

Further, during the financial year under review, there was no instance of one time settlement with any bank or financial institution.

Details of Subsidiary/Joint Ventures/Associate Companies

During the financial year under review, no Company became or ceased to be subsidiaries, joint ventures or associates of the Company.

There are no subsidiaries, joint ventures or associates of the Company.

Directors and Key Managerial Personnel

i. **Re-appointment of Executive Directors:** The Board of Directors has in its meeting held on 21st August, 2026, approved the re-appointment of Mr. Jatinder Dev Seth (DIN: 06944942) as the Managing Director and Ms. Bhawna Seth as the Whole- time Director (DIN:07385656) for a period of three (3) years w.e.f. 01st April 2027, subject to approval of shareholders of the Company and the same will subsequently approved by the shareholders at the forthcoming Annual General Meeting held on 15th September, 2026.

ii. **Director retiring by rotation:** In accordance with the provisions of Section 152 of the Act and the Articles of Association of the Company, Ms. Bhawna Seth (DIN: 07385656), Whole-time Director of the Company is liable to retire by rotation at the ensuing AGM and being eligible, has offered herself for re-appointment as director.

Your Directors recommend re-appointment of the above said directors in the ensuing AGM.

iii. **Profile of Director seeking re-appointment:** The brief resume of the Director seeking re-appointment along with other details as stipulated under Regulation 36(3) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") and Secretarial Standards issued by The Institute of Company Secretaries of India, are provided in the Notice convening the ensuing AGM of the Company.

iv. **Declaration by Independent Directors:** Your Company has received declarations from all the Independent Directors of the Company confirming that they meet the criteria of independence provided in Section 149(6) of the Act and Regulation 16 of the SEBI Listing Regulations and there has been no change in the circumstances which may affect their status as independent director during the year under review. The Independent Directors have also confirmed that they have complied with the Company's Code of Conduct for Board of Directors and Senior Managerial Personnel. Further, all the Directors have also confirmed that they are not debarred to act as a Director by virtue of any SEBI order or any other authority.

v. **Statement regarding opinion of the Board with regard to integrity, expertise and experience (including the proficiency) of the Independent Directors appointed during the year:** In the opinion of the Board, the Independent Directors possess the attributes of integrity, expertise and experience as required to be disclosed under Rule 8(5)(iiia) of the Companies (Accounts) Rules, 2014 (as amended).

vi. **Meeting of Independent Directors:** In accordance with the provisions of Schedule IV of the Act read with the Rules thereunder and Regulation 25 of the SEBI Listing Regulations, a separate meeting of the Independent Directors was held on 07th April, 2025 without the attendance of Non-Independent Directors and members of the management. All the Independent Directors were present at the said meeting. The Independent Directors, inter-alia, reviewed the performance of Non-Independent Directors, Chairman and the Board of Directors as a whole, taking into account the views of the Executive and Non-Executive Directors. The Independent Directors also evaluated the quality, quantity and timeliness of flow of information between the Company's management and the Board that is necessary for the Board to effectively and reasonably perform their duties. The Chairman of the said meeting also provided the feedback to the Board about the key elements that emerge out of the meeting.

vii. **Registration in Independent Directors' Data Bank:** The Company has received confirmation from all the Independent Directors that they have registered themselves in the Independent Director's Data Bank of Indian Institute of Corporate Affairs at Manesar in compliance with the provisions of sub-rule (1) of rule 6 of Companies (Appointment and Qualification of Directors) Rules, 2014.

viii. **Cessation and appointment of Key Managerial Personnel:** During the financial year under review, Mr. Vishnu Kumar, Company Secretary and Compliance Officer has resigned from the services of the Company w.e.f. close of business hours of 21st May, 2025. The Board of Directors on the recommendation of NRC has appointed Ms. Ayati Gupta as the Company Secretary and Compliance Officer of the Company w.e.f. 24th May 2025.

Apart from the above, there is no other change in the directors and Key Managerial Personnel during the financial year under review and thereafter.

Board Evaluation

In compliance with the applicable provisions of the Act and SEBI Listing Regulations, the Board of Directors on recommendation of the NRC had approved and adopted the Evaluation Policy setting out the process, format, attributes and criteria for the performance evaluation of the Board, Board Committees and Individual Directors.

An annual performance evaluation of all Directors, the Committees of the Board and the Board as a whole was carried out during the year under review. For the purpose of carrying out performance evaluation, assessment questionnaires were circulated to all Directors and their feedback was obtained and recorded. The Board of Directors has expressed its satisfaction with the evaluation process.

Public Deposits

During the financial year under review, your Company has not invited or accepted any deposits from the public or members pursuant to the provisions of Sections 73 and 76 of the Act read with Companies (Acceptance of Deposits) Rules, 2014 and therefore, no amount of principal or interest was outstanding in respect of deposits from the Public as at the beginning or end of the financial year 2025-26.

Conservation of Energy, Technology Absorption and Foreign Exchange Earnings & Outgo

The Company does not have any manufacturing activity. Thus, the provisions related to conservation of energy and technology absorption are not applicable on the Company.

The Company continues to adopt sustainable business practices and strives to minimize its environmental impact by promoting resource conservation and safe operations across all its activities

The particulars regarding conservation of energy, technology absorption and foreign exchange earnings & outgo, as required under Section 134 of the Act read with Rule 8 of the Companies (Accounts) Rules, 2014 are given below :

Conservation of Energy:

Steps taken for conservation	:	**Not Applicable**
Steps taken for utilizing alternate sources of energy	:	**Not Applicable**
Capital investment on energy conservation equipments	:	**Not Applicable**

Technology Absorption:

Efforts made for technology absorption	:	**NIL**
Benefits derived	:	**NIL**
Expenditure on Research & Development, if any	:	**NIL**
Details of technology imported, if any	:	**NIL**
Year of import	:	**NIL**
Whether imported technology fully absorbed	:	**NIL**
Areas where absorption of imported technology has not taken place, if any	:	**NIL**

Foreign Exchange Earnings/ Outgo (Rs. in Lakhs):

Particulars	FY 2025-26	FY 2024-25
Inflow	Nil	Nil
Outflow	7.19	Nil

Auditors and Audit Reports

i) **Statutory Auditors and Audit Report**: Pursuant to the provisions of Section 139 of the Act read with the Companies (Audit and Auditors) Rules, 2014, M/s. NGMKS & Associates, Chartered Accountants (ICAI Registration No. 024492N), were appointed by the members at the 10th AGM of the Company held on 08th July, 2024, as Statutory Auditors of the Company, for a period of five (5) consecutive years till the conclusion of the 15th AGM of the Company to be held in the year 2029.

M/s. NGMKS & Associates has confirmed that they are not disqualified from continuing as Statutory Auditors of the Company.

The Auditors' Report does not contain any qualification, reservation or adverse remark on the financial statements for the year ended 31st March, 2026.

The Notes to financial statements and other observations, if any, in the Auditors' Report are self-explanatory and therefore, do not call for any further comments.

The Statutory Auditors' Report for the financial year ended 31st March, 2026 forms part of this Annual Report.

During the financial year 2025-26, the Statutory Auditors have not reported any incident related to fraud to the Audit

Committee or the Board under Section 143(12) of the Act, therefore no detail is required to be disclosed under Section 134(3)(ca) of the Act.

ii) **Secretarial Auditors and Secretarial Audit Report:** Pursuant to the provisions of Section 204 of the Act read with Rule 9 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, the Board of Directors had appointed M/s. Mohit Singh Kharayat & Co., Practicing Company Secretaries, (COP No. 16922) to conduct Secretarial Audit of the Company for the financial year 2025-26. The Secretarial Audit Report in Form MR-3 issued by them is annexed as **Annexure - II** to this Report. The Secretarial Audit Report does not contain any qualification, reservation or adverse remark. During the financial year 2025-26, the Secretarial Auditors have not reported any matter under Section 143(12) of the Act, therefore no detail is required to be disclosed under Section 134(3)(ca) of the Act.

The Company is listed on the SME Platform, and the provisions of Regulation 24A of the SEBI Listing Regulations relating to the Annual Secretarial Compliance Report are not applicable to the Company. Accordingly, the Company is not required to obtain or submit the Annual Secretarial Compliance Report.

The Board of Directors, upon the recommendation of the Audit Committee, at their meeting held on 21st August, 2026 has re-appointed M/s. Mohit Singh Kharayat & Co., Practicing Company Secretaries, as Secretarial Auditors, for conducting Secretarial Audit of the Company for the financial year 2026-27. Your Company has received written consent from M/s. Mohit Singh Kharayat & Co. to act as Secretarial Auditors of the Company for the Financial Year 2026-27.

iii) **Internal Auditors and Internal Audit Report:** Pursuant to Section 138 of the Companies Act, 2013 read with the Companies (Accounts) Rules, 2014 (as amended), the Board of Directors of the Company, has appointed M/s. Vikas Bansal & Associates, Chartered Accountants, [ICAI Firm Registration No.- 032441N], as the Internal Auditors of the Company for the financial year 2025-26.

The Internal Audit Findings and Report submitted by the said Internal Auditors, during the financial year, to the Audit Committee and Board of Directors of the Company, do not contain any adverse remarks and qualifications hence do not call for any further explanation by the Company.

Further, pursuant to the provisions of Section 138 of the Act read with the Companies (Accounts) Rules, 2014 and on the recommendation of the Audit Committee at their meeting held on 09th May, 2026, the Board of Directors appointed M/s. Vikas Bansal & Associates, Chartered Accountants, to conduct an Internal Audit of the Company for the financial year 2026-27. Your Company has received written consent from M/s. Vikas Bansal & Associates, Chartered Accountants, to act as an Internal Auditor of the Company for the financial year 2026-27.

Risk Management

The Company has in place a mechanism to identify, assess, monitor and mitigate various risks to key business objectives. Major risks identified are systematically addressed through mitigating actions on a continuing basis. These are discussed at the Meetings of the Audit Committee and the Board of Directors of the Company.

There are no risks identified by the Board which may threaten the existence of the Company. The detailed Risk Review is provided in the Management Discussion and Analysis Report, forming integral part of Annual Report.

Internal Financial Controls

Your Company has in place adequate internal financial controls commensurate to the size and nature of its business. The Company has policies and procedures in place for ensuring orderly and efficient conduct of its business and operations including adherence to the Company's policies, safeguarding of its assets, prevention and detection of frauds and errors, accuracy and completeness of the accounting records and timely preparation of reliable financial information. The internal financial controls operate effectively and no material weakness exists. The Company has a process in place to continuously monitor the same and identify gaps, if any, and implement new and/ or improved controls whenever the effect of such gaps have a material effect on the Company's operations.

Board Meetings

During the financial year 2025-26, four (4) Board meetings dated 24th May 2025, 27th August 2025, 13th November 2025, and 07th March 2026 were held. The intervening gap between two meetings was not more than 120 days.

The details of attendance of each Director at the Board Meetings during the year are as under:

Name of Directors	Designation	No. of Board meetings (eligible to attend during the tenure)	No. of Board meetings attended
Mr. Jatinder Dev Seth	Managing Director	4	4
Ms. Bhawna Seth	Whole – Time Director	4	4
Mr. Niraj Rajpal	Non – Executive Director	4	4
Mr. Pankaj Lal Gupta	Independent Director	4	4
Mr. Tarun Anand	Independent Director	4	4
Mr. Vishal Sharma	Independent Director	4	4

The Company, being listed under SME segment, the provisions relating to Corporate Governance and number of memberships in committees are not applicable.

None of the Directors of the Company are related to each other as per section 2(77) of the Companies Act, 2013, except Mr. Jatinder Dev Seth and Ms. Bhawna Seth are spouses.

Committees of the Board of Directors

To ensure timely and effective functioning of the Board of Directors and the Company, in addition to compliance with the provisions of the Companies Act, 2013, Rules framed thereunder, SEBI Listing Regulations and other applicable regulations, guidelines, circulars and notifications of the Securities and Exchange Board of India ("SEBI"), the Board of Directors has constituted various Committees with specific terms of reference, which include Audit Committee, Nomination and Remuneration Committee and Stakeholders' Relationship Committee, Management Committee and Corporate Social Responsibility Committee. The Committees meet as often as required. The Board is updated on the discussions held at the Committee meetings and the recommendations made by the various Committees. The minutes of meetings of these Committees are placed at the Board meetings. All the recommendations made by the Committees to the Board of Directors during the financial year 2025-26 were accepted by the Board of Directors.

Audit Committee

a. **Composition:** The composition of the Audit Committee conforms with the requirements of Section 177 of the Act and Regulation 18 of the SEBI Listing Regulations. The composition of the Audit Committee as on 31st March, 2026

Sr. No.	Name of Members	Category	Designation
1.	Mr. Vishal Sharma	Independent Director	Chairman
2.	Mr. Pankaj Lal Gupta	Independent Director	Member
3.	Mr. Tarun Anand	Independent Director	Member
4.	Mr. Jatinder Dev Seth	Managing Director	Member

All the members of the Committee are financially literate persons having experience in the area of finance, accounts, strategy & management. The Chairperson of the Audit Committee is an Independent Director.

The Audit Committee shall continue to be in function as a committee of the Board until otherwise resolved by the Board in accordance with its powers as Part C of Schedule II of SEBI Listing Regulation, 2015 as amended and the Companies Act, 2013 or any other power and responsibilities as may be designated by the board of directors from time to time.

b. **Terms of reference:** The terms of reference and scope of the Audit Committee, inter-alia, include the following:

- The recommendation for appointment, remuneration and terms of appointment of auditors of the Company;
- Review and monitor the auditor's independence and performance, and effectiveness of audit process;
- Examination and reviewing of the financial statement and the auditors' report thereon before submission to the board for approval, with particular reference to:

  (i) Matters required to be included in the Directors' Responsibility Statement to be included in the Board's report in terms of clause of Sub-Section (3) of Section 134 of the Act;

(ii) Changes, if any, in accounting policies and practices and reasons for the same;

(iii) Major accounting entries involving estimates based on the exercise of judgment by management;

(iv) Significant adjustments made in the financial statements arising out of audit findings;

(v) Compliance with listing and other legal requirements relating to financial statements;

(vi) Disclosure of any related party transactions;

(vii) Qualifications in the draft audit report

- Examination and reviewing, with the management, the quarterly financial statements before submission to the board for approval;
- Approval or any subsequent modification of transactions of the Company with related parties;
- Scrutiny of inter-corporate loans and investments;
- Valuation of undertakings or assets of the Company, wherever it is necessary;
- Evaluation of internal financial controls and risk management systems;
- Monitoring the end use of funds raised through public offers and related matters;
- Oversight of the Company's financial reporting process and the disclosure of its financial information to ensure that the financial statement is correct, sufficient and credible;
- Reviewing, with the management, performance of statutory and internal auditors, adequacy of the internal control systems;
- Reviewing the adequacy of internal audit function, if any, including the structure of the internal audit department, staffing and seniority of the official heading the department, reporting structure coverage and frequency of internal audit;
- Discussion with internal auditors of any significant findings and follow up thereon;
- Reviewing the findings of any internal investigations by the internal auditors into matters where there is suspected fraud or irregularity or a failure of internal control systems of a material nature and reporting the matter to the board;
- Review, with the management, the statement of uses/ application of funds raised through an issue (public issue, rights issue, preferential issue, etc.), the statement of funds utilized for purposes other than those stated in the issue document / prospectus / notice and the report submitted by the monitoring agency monitoring the utilisation of proceeds of a public or rights issue, and making appropriate recommendations to the board to take up steps in this matter;
- Discussion with statutory auditors before the audit commences, about the nature and scope of audit as well as post-audit discussion to ascertain any area of concern;
- Approve payment to statutory auditors for any other services rendered by the statutory auditors;
- Look into the reasons for substantial defaults in the payment to the depositors, debenture holders, shareholders (in case of non-payment of declared dividends) and creditors;
- Approval of appointment of Chief Financial Officer (i.e., the Whole-time Finance Director or any other person heading the finance function or discharging that function) after assessing the qualifications, experience and background, etc. of the candidate;
- Oversee the procedures and processes established to attend to issues relating to the maintenance of books of accounts, administrations procedures, transactions and other matters having a bearing on the financial position of your company, whether raised by the auditors or by any other person;
- Act as a compliance committee to discuss the level of compliance in your Company and any associated risks and to monitor and report to the Board on any significant compliance breaches;
- Reviewing the Management discussion and analysis of financial position and results of operations;
- Reviewing the Management letters / letters of internal control weaknesses issued by the statutory auditors;
- Reviewing the Internal audit reports relating to internal control weaknesses;
- Reviewing the appointment, removal and terms of remuneration of the chief internal auditor shall be subject to review by the Audit Committee;
- Reviewing the functioning of the Whistle Blower mechanism;
- Reviewing/ redressal of complaint/s under the Sexual Harassment of Women at Workplace (Prohibition, Prevention & Redressal) Act, 2013;
- Subject to and conditional upon approval of your Board, approval of related party transactions or subsequent modifications thereto. Such approval can be in the form of omnibus approval of related party transactions, subject to conditions not inconsistent with the conditions specified in Regulation 23(2) and Regulation 23(3) of the SEBI Listing Regulations;
- Establishment of a vigil mechanism for directors and employees to report genuine concerns about unethical behavior, actual or suspected fraud or violation of the Company's code of conduct or ethics policy in such manner as may be prescribed, which shall also provide for adequate safeguards against victimization of persons who use such mechanism and make provision for direct access to the chairperson of the Audit Committee in appropriate or exceptional cases;
- Review the utilization of loans and/ or advances from/investment by the holding company in the subsidiary exceeding rupees 100 crore or 10% of the asset size of the subsidiary, whichever is lower including existing loans / advances / investments existing as on the date of coming into force of this provision;
- Such other functions/ activities as may be assigned/ delegated from time to time by the Board of Directors of the Company and/ or pursuant to the provisions of the Companies Act, 2013 read with the Companies (Meetings of Board and its Powers) Rules, 2014 (as amended) and SEBI Listing Regulations.

C. Meetings of Audit Committee and attendance of members: During the financial year 2025-26, four (4) meetings of the Audit Committee were held on 24th May 2025, 27th August 2025, 13th November 2025 and 07th March 2026. Requisite quorum was present during all the meetings. The attendance of members of the Audit Committee at these meetings was as follows:

Sr. No.	Name of Members	No. of Meetings	
		Held during the tenure	Attended during the tenure
1.	Mr. Vishal Sharma	4	4
2.	Mr. Pankaj Lal Gupta	4	4
3.	Mr. Tarun Anand	4	4
4.	Mr. Jatinder Dev Seth	4	4

The Audit Committee meets at least four times in a year, with a maximum time gap of 120 days between any two consecutive meetings. The Chief Financial Officer regularly attends the Committee meetings and the Company Secretary acts as the Secretary of the Committee.

The Half yearly Committee meetings were attended by the representative of Statutory Auditors. As and when required, Internal Auditors and other senior management personnel of the Company are invited to the Audit Committee meetings. The Chairperson of the Audit Committee was present at the last AGM of the Company to answer the queries of the shareholders.

Nomination and Remuneration Committee

a. Composition: The composition of the Nomination and Remuneration Committee conforms with the requirements of Section 178 of the Act and Regulation 19 of the SEBI Listing Regulations. The composition of the Committee as on 31st March, 2026 was as under :

Sr. No.	Name of Members	Category	Designation
1.	Mr. Vishal Sharma	Independent Director	Chairman
2.	Mr. Pankaj Lal Gupta	Independent Director	Member
3.	Mr. Niraj Rajpal	Non – Executive Director	Member

The Committee comprises of non-executive directors with majority of independent directors. The Chairman of the Committee is an independent director.

b. Terms of reference : The terms of reference of the Nomination and Remuneration Committee, inter-alia, include the following:

- Formulation of the criteria for determining qualifications, positive attributes and independence of a director and recommend to the Board a policy, relating to the remuneration of the directors, key managerial personnel and other employees;
- Formulation of criteria for evaluation of performace of Independent Directors and the Board;
- Devising a policy on Board diversity;
- Identifying persons who are qualified to become directors and who may be appointed in senior management in accordance with the criteria laid down, and recommend to the Board of Directors their appointment and removal and shall carry out evaluation of every director's performance;
- Determining, reviewing and recommending to the Board, the remuneration of the Company's Managing/ Joint Managing/ Deputy Managing/ Whole time/ Executive Director(s), including all elements of remuneration package;
- To ensure that the relationship of remuneration to perform is clear and meets appropriate performance benchmarks;
- Formulating, implementing, supervising and administering the terms and conditions of the Employee Stock Option Scheme, Employee Stock Purchase Scheme, whether present or prospective, pursuant to the applicable statutory/regulatory guidelines;
- Carrying out any other functions as authorized by the Board from time to time or as enforced by statutory/ regulatory authorities;
- Formulating and recommending to the Board of Directors for its approval and also to review from time to time, a nomination and remuneration policy or processes, as may be required pursuant to the provisions of the Companies ; and
- Engaging the services of any consultant/professional or other agency for the purpose of recommending compensation structure / policy;
- Whether to extend or continue the term of appointment of the independent director, on the basis of the report of performance evaluation of independent directors;
- Recommend to the board, all remuneration, in whatever form, payable to senior management.

c. Meetings of Nomination and Remuneration Committee and attendance of members: During the financial year 2025-26, two (2) meetings of the Nomination and Remuneration Committee were held on 24th May 2025 and 27th August, 2025. Requisite quorum was present during all the meetings. The attendance of members of the Nomination and Remuneration Committee at these meetings was as follows**:**

Sr. No.	Name of Members	No. of Meetings	
		Held during the tenure	Attended during the tenure
1.	Mr. Vishal Sharma	2	2
2.	Mr. Pankaj Lal Gupta	2	2
3.	Mr. Niraj Rajpal	2	2

The Company Secretary of the Company acts as the Secretary of the Committee. The Chairperson of the Committee was present at the last AGM of the Company to answer the queries of the shareholders.

Stakeholders' Relationship Committee

a. Composition: The composition of Stakeholders' Relationship Committee conforms with the requirements of Section 178 of the Act and Regulation 20 of SEBI Listing Regulations. The composition of the Committee as on 31st March, 2026 was as under:

Sr. No.	Name of Members	Category	Designation
1.	Mr. Niraj Rajpal	Non-Executive Director	Chairman
2.	Mr. Tarun Anand	Independent Director	Member
3.	Ms. Bhawna Seth	Whole-time Director	Member
4.	Mr. Jatinder Dev Seth	Managing Director	Member

b. Terms of reference: The terms of reference of the Stakeholders' Relationship Committee, inter-alia, include the following:

- The Stakeholders Relationship Committee shall oversee all matters pertaining to investors of your Company;
- Considering and resolving the grievance of security holders of the Company including complaints related to transfer of shares, non-receipt of annual report and non-receipt of declared dividends;
- Monitoring transfers, transmissions, dematerialization, remateralization, splitting and consolidation of Equity Shares and other securities issued by your Company, including review of cases for refusal of transfer / transmission of shares and debentures;
- Reference to statutory and regulatory authorities regarding investor grievances;
- To otherwise ensure proper and timely attendance and redressal of investor queries and grievances;
- Such other functions / activities as may be assigned / delegated from time to time by the Board of Directors of the Company and/or pursuant to the provisions of the Act read with SEBI Listing Regulations;
- Review of measures taken for effective exercise of voting rights by shareholders;
- Review of adherence to the service standards adopted by the listed entity in respect of various services being rendered by the Registrar & Share Transfer Agent;
- Review of the various measures and initiatives taken by the listed entity for reducing the quantum of unclaimed dividends and ensuring timely receipt of dividend warrants/annual reports/statutory notices by the shareholders of the company.

c. Meeting of Stakeholders' Relationship Committee and attendance of members: During the financial year 2025-26, one (1) meeting of the Stakeholders' Relationship Committee was held on 13th November, 2025. Requisite quorum was present during the meeting. The attendance of members of the Committee at this meeting was as follows:

Sr. No.	Name of Members	No. of Meeting	
		Held during the tenure	Attended during the tenure
1.	Mr. Niraj Rajpal	1	1
2.	Mr. Tarun Anand	1	1
3.	Ms. Bhawna Seth	1	1
4.	Mr. Jatinder Dev Seth	1	1

The Company Secretary of the Company acts as the Secretary of the Committee. The Chairperson of the Committee was present at the last AGM of the Company to answer the queries of the shareholders.

Ms. Ayati Gupta, Company Secretary is the Compliance Officer for the requirements of SEBI Listing Regulations.

The details of the investor's complaints received and resolved during the financial year 2025-26 are as follows:

No. of complaints pending as on 01st April, 2025	Nil
No. of complaints received during the financial year	0
No. of complaints resolved during the financial year	0
No. of complaints pending as on 31st March, 2026	Nil

Management Committee of Board of Directors

a. Composition: The Board has constituted a Management Committee of Board of Directors which has been delegated with certain powers of the Board of Directors in accordance with the provisions of the Act and the rules framed thereunder. The Committee meets from time to time on need basis to transact the matters of urgency. The composition of the Committee as on 31st March, 2026 was as under:

Sr. No.	Name of Members	Category	Designation
1.	Mr. Jatinder Dev Seth	Managing Director	Chairman
2.	Mr. Niraj Rajpal	Non-Executive Director	Member
3.	Ms. Bhawna Seth	Whole-time Director	Member

b. Meetings of Management Committee and attendance of members: During the financial year 2025-26, fourteen (14) meetings of Management Committee of Board of Directors were held on 07th April 2025, 2nd June 2025, 23rd June 2025, 12th August 2025, 25th August 2025, 06th September 2025, 16th September 2025, 22nd September 2025, 05th November 2025, 29th November 2025, 18th December 2025, 24th December 2025, 10th February 2026 and 28th February 2026. Requisite quorum was present during all the meetings. The attendance of members of the Management Committee at these meetings was as follows:

Sr. No.	Name of Members	No. of Meetings	
		Held during the tenure	Attended during the tenure
1.	Mr. Jatinder Dev Seth	14	14
2.	Mr. Niraj Rajpal	14	12
3.	Ms. Bhawna Seth	14	14

The decisions taken at the Management Committee meetings are reviewed by the Board at its subsequent meetings. The Company Secretary of the Company acts as the Secretary to the Committee.

Corporate Social Responsibility Committee

a. Composition: The composition of Corporate Social Responsibility Committee conforms with the requirements of Section 135 of the Act read with the Companies (Corporate Social Responsibility Policy) Rules, 2014. The composition of the Committee as on 31st March, 2026 was as under:

Sr. No.	Name of Members	Category	Designation
1.	Mr. Vishal Sharma	Independent Director	Chairman
2.	Mr. Jatinder Dev Seth	Managing Director	Member
3.	Ms. Bhawna Seth	Whole-time Director	Member

The Company Secretary of the Company acts as the Secretary to the Committee.

b. Terms of Reference: The terms of reference of the Corporate Social Responsibility Committee, inter-alia, include the following:

- Formulating and recommending to the Board, the CSR Policy which shall indicate the activities to be undertaken by the Company;
- Recommending the amount of expenditure to be incurred on the aforesaid activities; and
- Reviewing and monitoring the CSR Policy of the Company from time to time.

Further, in compliance with Section 135 of the Act, the Company has undertaken CSR activities, projects and programs as provided in the CSR Policy of the Company and as per the Annual Action Plan, and excluding activities undertaken in pursuance of its normal course of business. In addition to the projects specified as CSR activities under Section 135 of the Act. The Company has spent the entire 2% of the net profits earmarked for CSR projects.

The Company was not able to spend Rs.0.67 Lakhs out of the prescribed CSR amount of Rs. 13.73 Lakhs during FY 2025-26 due to time constraint for identifying and executing eligible CSR initiatives before the close of the financial year. Accordingly, in compliance with the provisions of Section 135 of the Companies Act, 2013, the unspent CSR amount (not pertaining to any ongoing project) will be contributed to a Fund specified under Schedule VII of the Companies Act 2013 within the time prescribed under the Act.

Subsequent to the close of the financial year and before the date of this Report, the said unspent amount has been fully spent by depositing in PM Cares fund on 22nd July, 2026 towards eligible CSR activities in accordance with the CSR Policy of the Company and the provisions of Section 135 of the Companies Act, 2013 read with the Companies (Corporate Social Responsibility Policy) Rules, 2014.

Accordingly, no amount remains unspent as on the date of this Report.

The CSR Committee has formulated and recommended to the Board, a CSR Policy indicating the focus areas of Company's CSR activities. The CSR Policy of the Company is available on the Company's website at the link: https://cdn.shopify.com/s/files/1/0709/8400/7851/files/Corporate_Social_Responsibility_Policy.pdf?v=1759487825 .

The Annual Report on CSR Activities (including the details of the development and implementation of the CSR Policy) as prescribed under Section 135 of the Act and the Companies (Corporate Social Responsibility Policy) Rules, 2014 is attached as **Annexure - III** to this Report.

General Meeting / Postal Ballot

During the financial year ended 31st March, 2026, apart from AGM of the Company held on 25th September, 2025. No Extraordinary General Meeting was conducted.

No postal ballot was conducted during the financial year 2025-26. Further, none of the businesses are proposed to be transacted at the ensuing AGM which requires passing of a Special Resolution through Postal Ballot.

Nomination and Remuneration Policy

Pursuant to the provisions of Section 178(3) of the Act, Regulation 19(4) of SEBI Listing Regulations and as per the recommendations of NRC, the Board has adopted a policy for appointment and remuneration of the Directors, Key Managerial Personnel, Senior Management Personnel and other employees of the Company. The compensation and packages of the aforesaid persons are designed in terms of remuneration policy framed by the NRC. The remuneration policy of your Company may be accessed on the Company's website at the link: https://cdn.shopify.com/s/files/1/0709/8400/7851/files/Policy_for_Nomination_Remuneration.pdf?v=1758697931 .

Weblink of Annual Return

As required pursuant to Section 134 and 92(3) of the Act, the Annual Return of the Company for the financial year ended on 31st March, 2026 is available on the Company's website and can be viewed at: https://purpleunited.com/pages/investors#annual-returns .

Related Party Transactions

All contracts / arrangements / transactions entered by the Company with Related Parties during the year under review were in ordinary course of Business and at arm's length basis. As per the provisions of Section 177 of the Act and Rules made thereunder read with Regulation 23 of the SEBI Listing Regulations, your Company had obtained approval of the Audit Committee under omnibus approval route and / or under specific agenda items for entering into such transactions.

All the related parties transaction are in compliance with the Accounting Standards issued by ICAI and further details are mentioned in the notes of the Financial Statements.

The Company has not entered into any material related party transactions during the year under review. Accordingly, the disclosure of Related Party Transactions as required under Section 134(3)(h) of the Act read with Rule 8(2) of the Companies (Accounts) Rules, 2014 in the prescribed Form AOC-2 is not applicable.

Your Directors draw attention of the members to notes to the financial statements which inter-alia set out related party disclosures as required under Accounting Standard – 18 (AS-18) ''Related Party Disclosures" notified under Rule 7 of the Companies (Accounts) Rules, 2014 have been provided in the Notes forming part of the Financial Statements. As per the provisions of the Section 188 of the Act and Regulation 23 of SEBI Listing Regulations, your Company has formulated a policy on Related Party Transactions which is available on Company's website at the link https://cdn.shopify.com/s/files/1/0709/8400/7851/files/Policy_on_Materiality_or_Related_Party_Transactions_Dealing_with_related_Party_Transactions.pdf?v=1758697529 . The policy intends to ensure that proper reporting, approval and disclosure processes are in place for all transactions between the Company and the Related Parties.

Particulars of Employees and Related disclosures

Your Company always strives to keep its human resources motivated and encourages healthy relations, which is the base of a strong and long-running organization. Your Company maintains a cordial work environment, promotes the culture of entrepreneurship at all levels in the organization and encourages the employees to contribute their best. The information required to be disclosed in pursuance of Section 197 of the Companies Act, 2013, read with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, is attached as **Annexure IV** to this Report.

Particulars of Loans, Guarantees or Investments

The particulars of loans and guarantees given, security provided and investments made, if any, covered under the provisions of Section 186 of the Act have been disclosed in the notes to the Financial Statements forming part of the Annual Report.

Material changes and commitments, if any, affecting the financial position of the Company

As required under Section 134(3) of the Act, the Board of Directors inform the members that during the financial year under review, there have been no material changes, except as disclosed elsewhere in the Annual Report:

- in the nature of Company's business;
- in the Company's subsidiaries or in the nature of business carried out by them; and
- in the classes of business in which the Company has an interest.

Further, subsequent to the close of the financial year ended March 31, 2026, the Board of Directors, at its meeting held on 21st August, 2026, approved the proposal for raising funds through a preferential issue of up to 8,09,750 (Eight Lakh Nine Thousand Seven Hundred and Fifty) equity shares of face value of ₹10/- each and up to 5,31,250 (Five Lakh Thirty-One Thousand Two Hundred and Fifty) fully convertible warrants, each warrant being convertible into 1 (One) fully paid-up equity share of the Company of face value of ₹10/- each, to Promoters/Non-Promoters/Public, at an issue price of ₹360/- per equity share/warrant, aggregating to approximately ₹48.28 crore, subject to the approval of the Members of the Company in the ensuing Annual General Meeting and such other regulatory/statutory approvals as may be required under the applicable laws and regulations.

Except for the aforesaid preferential issue and as disclosed elsewhere in this Annual Report, there have been no other material changes and commitments affecting the financial position of the Company between the end of the financial year and the date of this Report.

Secretarial Standards

The Directors state that applicable Secretarial Standards, i.e., SS-1 and SS-2, issued by The Institute of Company Secretaries of India relating to 'Meetings of the Board of Directors' and 'General Meetings', respectively have been duly followed by the Company, during the year under review.

Directors' Responsibility Statement

Pursuant to the requirement under Section 134(5) of the Act with respect to directors' responsibility statement, it is hereby confirmed that:

a) in the preparation of the annual accounts for the financial year ended 31st March, 2026, the applicable accounting standards have been followed along with proper explanation relating to material departures;

b) the directors have selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Company as at 31st March, 2026 and of the profit /loss of the Company for the year ended 31st March, 2026;

c) the directors have taken proper and sufficient care for the 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 fraud and other irregularities;

d) the directors have prepared the annual accounts on a going concern basis;

e) the directors have laid down internal financial controls to be followed by the Company and that such internal financial controls are adequate and were operating effectively; and

f) the directors have devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

Listing and Depository Fees

The Equity Shares of the Company were listed on National Stock Exchange SME platform **"NSE EMERGE"** on 18th December 2024. The requisite annual listing fees for the financial year 2026-27 have been paid to the National Stock Exchange of India Limited ("NSE") according to the prescribed norms and regulations. The Company has also paid Annual Custody / Issuer fee to both Depositories based on invoices received from the Depositories and there is no outstanding payment as on date.

Dematerialisation of Shares

During the financial year under review, the Company has entered into tripartite agreement for dematerialization of equity shares with the KFin Technologies Limited, National Securities Depository Limited and Central Depository Services (India) Limited. As on 31st March, 2026, the share of the Company held in demat form represents 100% of the total Issued and Paid up Capital of the Company

The Equity Shares of the Company has the electronic connectivity under ISIN No. INE0P5R01014 and M/s. KFin Technologies Limited act as the Registrar and Share Transfer Agent of the Company.

Report on Corporate Governance

Your Company is committed to upholding the highest standards of corporate governance, ensuring compliance with the principles of good governance, and maintaining a robust framework that promotes transparency, accountability, and integrity in all the operations. Board's commitment to these principles reinforces their dedication to acting in the best interest of the stakeholders.

In accordance with Regulation 15(2) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the compliance with the corporate governance provisions as specified in Regulations 17 to 27 and clauses (b) to (i) of sub-regulation(2) of Regulation 46, as well as Para C, D, and E of Schedule V, is not applicable to listed entities that have their specified securities listed on the SME Exchange.

Therefore, the requirement to file a Corporate Governance Report with the Stock Exchange does not apply to the Company for the financial year 2025-26.

Non-Applicability of the Indian Accounting Standards

As per Provision to Rule 4(1) of the Companies (Indian Accounting Standards) Rules, 2015 notified vide Notification No. G.S.R 111 (E) on 16th February, 2015, Companies whose shares are listed on SME exchange are exempted from the compulsory requirements of adoption of IND-AS w.e.f. 01st April, 2017.

As your Company is also listed on Emerge Platform of NSE Limited, is covered under the exempted category and is not required to comply with IND-AS for preparation of financial statements beginning with period on or after 01st April, 2017.

Reporting Period

The Financial Information is reported for the period 01st April, 2025 to 31st March, 2026. Some parts of the Non-Financial Information included in this Board's Report are provided as of the date of this Report.

Management Discussion and Analysis Report

Management Discussion and Analysis Report for the financial year 2025-26, as required pursuant to Regulation 34, is presented in a separate section and forms an integral part of the Annual Report. It speaks about the overall industry structure, global and domestic economic scenarios, developments in business operations / performance of the Company, internal controls and their adequacy, risk management systems and other material developments during the financial year 2025-26.

Business Responsibility and Sustainability Report

In accordance with provisions of Regulation 34(2) (f) of SEBI Listing Regulations the Company being SME listed, requirement of Business Responsibility and Sustainability Report is not applicable to the Company.

Cost Audit / Cost Records

The company is not required to maintain Cost Records as specified u/s 148(1) of the Companies Act, 2013 read with the applicable rules thereon for the Financial Year 2025-26. Hence the clause is not applicable to the Company.

Vigil Mechanism / Whistle Blower Policy

Pursuant to the provisions of Section 177(9) of the Act read with Rule 7 of the Companies (Meetings of Board and its Powers) Rules, 2014, and Regulation 9A of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, your Company has a Vigil Mechanism / Whistle Blower Policy for directors, employees and business associates to report genuine concerns regarding any unethical behavior or wrongful conduct and to enable employees to report instances of leak of unpublished price sensitive information. This Policy is available on the website of the Company and can be accessed at https://cdn.shopify.com/s/files/1/0709/8400/7851/files/Policy_for_Vigil_Mechanism_Whistle_Blower.pdf?v=1758697931 .

The Policy provides for adequate safeguards against victimization of whistle blower who avail of the mechanism and also provides for direct access to the Chairman of the Audit Committee in exceptional cases.

Your Company hereby affirms that no director / employee has been denied access to the Chairman of the Audit Committee and that no complaint has been received during the year under review.

Policy on Prevention of Sexual Harassment at Workplace

To foster a positive workplace environment free from harassment of any nature, your Company has in place a Policy on prevention of sexual harassment at workplace in line with the requirements of The Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013 ("POSH Act"). The Policy aims at prevention of harassment of women employees and guarantees non-retaliation to complainants. Your Company has constituted an Internal Compliance Committee under the POSH Act for dealing with the complaint, if any, relating to sexual harassment of women at workplace.

The Company periodically conducts sessions for employees across the organisation to build awareness about the Policy and the provisions of the Prevention of Sexual Harassment Act.

Further, in terms of the provisions of the SEBI Listing Regulations, the details in relation to the POSH Act, for the financial year ended on 31st March, 2026 are as under:

a. Number of complaints pertaining to sexual harassment filed during the financial year: NIL

b. Number of complaints pertaining to sexual harassment disposed off during the financial year: NIL

c. Number of cases pending for more than 90 days: NIL

d. Number of complaints pertaining to sexual harassment pending as at the end of the financial year: NIL

Compliance with Maternity Benefit Act, 1961

In compliance with Rule 8(5)(xiii) of the Companies (Accounts) Rules, 2014, as inserted by the Companies (Accounts) Second Amendment Rules, 2025, notified by the Ministry of Corporate Affairs on 30th May, 2025 and effective from 14th July, 2025, the Board of Directors confirms that the Company has duly complied with the provisions of the Maternity Benefit Act, 1961 during the financial year under review

Insolvency and Bankruptcy Code, 2016

During the financial year under review, no application has been admitted against the Company under Insolvency and Bankruptcy Code, 2016.

Policy for Prevention of Insider Trading:

The Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 came into effect from 15th January, 2015 to put in place a framework for prohibition of insider trading in securities and to strengthen the legal framework thereof. Pursuant to Regulation 8 of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, the Company has formulated and adopted the Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information ("Code of Fair Disclosure") of the Company. The Code of Fair Disclosure is available on the website of the Company https://cdn.shopify.com/s/files/1/0709/8400/7851/files/code_of_practices.pdf?v=1758819816 .

Further, pursuant to Regulation 9 of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, the Company has formulated and adopted a Policy for Code of Conduct to Regulate, Monitor & Report the Trading by Designated Persons and their Immediate Relatives. The Policy lays down guidelines and procedures to be followed and disclosures to be made while dealing with the shares of the Company and cautioning them on the consequence of non-compliance. The Company Secretary has been appointed as a Compliance Officer and is responsible for monitoring adherence to the Code. The code of conduct to Regulate, Monitor and Report Trading by Designated Persons and their Immediate Relatives is also available on the website of the Company https://cdn.shopify.com/s/files/1/0709/8400/7851/files/Policy_for_Code_of_Conduct_to_Regulate_Monitor_Report_the_Trading_by_Designated_Persons_and_their_Immediate_Relatives.pdf?v=1758697931 .

Green Initiatives

Electronic copies of the Annual Report 2025-26 and the notice of the 12th AGM are being sent to all members whose email addresses are registered with the Company / Depository Participant(s). The Members holding shares who have not registered their email addresses with the Company and who wish to receive the Annual Report for the year 2025-26 can now register their e-mail addresses with the Company. For this purpose, they can send scanned copy of signed request letter mentioning folio number, complete address and the email address to be registered along with self-attested copy of the PAN Card and any document supporting the registered address of the Member, by email to the Company cs@purpleunited.com.

Acknowledgements

Your Directors wish to express their grateful appreciation for the valuable support and co-operation received from the shareholders, investors, financial institutions, banks / other lenders, customers, vendors and other business associates during the financial year. Your Directors also place on record their appreciation for the contribution made by the employees at all levels. Continuous operation has been made possible due to their hard work, solidarity, cooperation and support. Your Directors would also like to express their gratitude to the Government of India and government agencies for their support and look forward to their continued support in the future.

For and on behalf of the Board of Directors

Place: Noida
Date: 21st August, 2026

Jatinder Dev Seth
Managing Director
DIN: 06944942

Bhawna Seth
Whole-time Director
DIN: 07385656

Annexure - I to Director's Report

Purple United Sales Limited

Employees Stock Option Scheme

(Disclosure pursuant to Regulation 14 read with Part F of Schedule I of the SEBI (Share Based Employee Benefits and Sweat Equity) Regulations, 2021 ("SEBI (SBEB & SE) Regulations") and Section 62(1)(b) of the Companies Act, 2013 read with the Companies (Share Capital and Debentures) Rules, 2014)

All the relevant details of the Company's Employee Stock Option Schemes are provided below and are also available on the website of the Company at www.purpleunited.com

1. General Disclosures

a. Relevant disclosures in terms of the Accounting Standards prescribed by the Central Government in terms of Section 133 of the Companies Act, 2013 including the 'Guidance note on accounting for employee share based payments' issued in that regard from time to time: Not Applicable

b. Diluted EPS on issue of shares pursuant to all the schemes covered under the Regulations shall be disclosed in accordance with 'Accounting Standard 20 - Earnings Per Share' issued by the Central Government or any other relevant Accounting Standards as issued from time to time: Not Applicable

2. Scheme specific Disclosures

a. Details related to Purple United Sales Limited Employees Stock Option Scheme 2025:

S. No.	Particulars	Disclosures
(i)	General terms and conditions of Scheme:	
	(a) Date of Shareholders' Approval	25th September, 2025
	(b) Total number of options approved under Scheme	7,20,735
	(c) Vesting requirements	Vesting Period shall commence from the Grant Date subject to minimum of 1 year from the Grant Date and a maximum of 4 years from the Grant Date, at the discretion of and in the manner as may be determined by the Nomination and Remuneration Committee ("NRC" / "Committee").
	(d) Exercise price or pricing formula	The Exercise Price shall be such as may be decided by the Committee at the time of grant on the basis of Market Price of Shares. Market Price for this purpose shall mean the latest available closing price of Shares on the stock exchange having higher trading volume on the date immediately preceding the date of grant.
	(e) Maximum term of options granted	All Vested Options shall be exercisable in one or more tranches within a period of Six (6) months from the date of respective Vesting.
	(f) Source of shares (primary, secondary or combination)	Primary
	(g) Variation in terms of options	There have been no variations in the terms of the Options
(ii)	Method used to account for Scheme - Intrinsic or Fair Value	N.A.

(iii)	Where the Company opts for expensing of the options using the intrinsic value of the options, the difference between the employee compensation cost so computed and the employee compensation cost that shall have been recognised if it had used the fair value of the options shall be disclosed. The impact of this difference on profits and on EPS of the Company	N.A.
(iv)	Option movement during FY 2025-26:	
	(a) Number of options outstanding at the beginning of the period	-
	(b) Number of options granted during the year	Nil
	(c) Number of options forfeited/lapsed during the year	Nil
	(d) Number of options vested during the year	Nil
	(e) Number of options exercised during the year	Nil
	(f) Number of shares arising as a result of exercise of options	Nil
	(g) Money realised by exercise of options (Rs.), if scheme is implemented directly by the Company	Nil
	(h) Loan repaid by the Trust during the year from exercise price received	N.A.
	(i) Number of options outstanding at the end of the year	Nil
	(j) Number of options exercisable at the end of the year	Nil
(v)	Weighted-average exercise prices and weighted average fair values of options for options whose exercise price either equals or exceeds or is less than the market price of the stock	N.A.
(vi)	Employee wise details of options granted during FY 2025-26 to:	
	(a) Senior managerial personnel as defined under Regulation 16(d) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015	Nil
	(b) Any other employee who receives a grant in any one year of option amounting to 5% or more of option granted during that year	Nil
	(c) Identified employees who were granted option, during any one year, equal to or exceeding 1% of the issued capital (excluding outstanding warrants and conversions) of the Company at the time of grant	Nil
(vii)	Description of the method and significant assumptions used during the year to estimate the fair value of options including the following information:	
	(a) Weighted-average values of share price	
	Exercise price	-
	Expected volatility	-
	Expected option life	-
	Expected dividends	-
	Risk-free interest rate	-
	Any other inputs to the model	-
	(b) The method used and the assumptions made to incorporate the effects of expected early exercise	N.A.
	(c) How expected volatility was determined, including an explanation of the extent to which expected volatility was based on historical volatility?	N.A.
	(d) Whether and how any other features of the option granted were incorporated into the measurement of fair value, such as a market condition?	N.A.
(viii)	Disclosures in respect of grants made in three years prior to IPO under each ESOS	N.A.

For and on behalf of the Board of Directors

Place: Noida
Date: 21st August, 2026

Jatinder Dev Seth
Managing Director
DIN: 06944942

Bhawna Seth
Whole-time Director
DIN: 07385656

Annexure - II to Director's Report

FORM No. MR-3

SECRETARIAL AUDIT REPORT
FOR THE FINANCIAL YEAR ENDED 31ST MARCH, 2026

[Pursuant to Section 204 (1) of the Companies Act, 2013 and Rule No. 9 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014]

To,
The Members,
Purple United Sales Limited
(Formerly Known as Purple United Sales Private Limited)
CIN: L51909DL2014PLC271636
Registered Office: Khasra No. 55/14 & 55/15,
Near Rani Khera Road, Mundka, Delhi - 110041

We, Mohit Singh Kharayat & Co., Company Secretaries, have conducted the secretarial audit of the compliance of applicable statutory provisions and the adherence to good corporate practices by **Purple United Sales Limited** (hereinafter referred as "the Company") or the financial year ended 31st March, 2026 ("Audit Period"). The Secretarial Audit was conducted in a manner that provided us a reasonable basis for evaluating the corporate conducts/statutory compliances and expressing our opinion thereon.

Based on our verification of the Company's books, papers, minute books, forms and returns filed and other records maintained by the company, the information provided by the company, its officers, agents and authorised representatives during the conduct of secretarial audit, the explanations and clarifications given to us and the representations made by the Management, we hereby report that in our opinion, the company has, during the audit period complied with the statutory provisions listed hereunder and also that the Company has proper Board processes and compliance mechanism in place to the extent, in the manner and subject to the reporting made hereinafter:

We have examined the books, papers, minute books, forms and returns filed and other records made available to us and maintained by the Company for the financial year ended on 31st March, 2026 according to the provisions of the following list of laws and regulations:

(i) The Companies Act, 2013 (the Act) and the rules made thereunder;

(ii) The Securities Contract (Regulation) Act, 1956 ('SCRA') and the rules made thereunder;

(iii) The Depositories Act, 1996 and the Regulations and Bye-laws framed thereunder;

(iv) Foreign Exchange Management Act, 1999 and the rules and regulations made thereunder to the extent of Foreign Direct Investment, Overseas Direct Investment and External Commercial Borrowings; [Not Applicable as No Foreign Direct Investment and External Commercial Borrowings was taken, and No Overseas Direct Investment was made by the Company during the Audit period under review];

(v) The following Regulations and Guidelines prescribed under the Securities and Exchange Board of India Act, 1992 ('SEBI Act')

  (a) The Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015;

  (b) The Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011;

  (c) The Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015;

  (d) The Securities and Exchange Board of India (Depositories and Participants) Regulations, 2018;

  (e) The Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 and amendments from time to time;

  (f) The Securities and Exchange Board of India (Share Based Employee Benefits) Regulations, 2021;

  (g) The Securities and Exchange Board of India (Issue and Listing of Non Convertible Securities) Regulations, 2021; [Not applicable to the Company during the Audit Period];

  (h) The Securities and Exchange Board of India (Registrars to an Issue and Share Transfer Agents) Regulations, 1993 regarding the Companies Act and dealing with client; [Not applicable as the Company is not registered as Registrars to an Issue and Share Transfer Agent];

  (i) The Securities and Exchange Board of India (Delisting of Equity Shares) Regulations, 2021; [Not Applicable to the Company during the Audit period under review] and

  (j) The Securities and Exchange Board of India (Buyback of Securities) Regulations, 2018; [Not Applicable to the Company during the Audit period under review];

(vi) Other laws specifically applicable to the Company –

In addition to above, we have taken into account the representations of the Company and its officers regarding the systems and controls established to ensure compliance with other specifically applicable laws. These include, but are not limited to, the Employees' State Insurance Act, 1948; the Employees' Provident Funds and Miscellaneous Provisions Act, 1952; and other laws specifically applicable to the Company.

We have also examined compliance with the applicable clauses of the following:

i. Secretarial Standards with respect to Meetings of the Board of Directors (SS-1) and General Meetings (SS-2) issued by The Institute of Company Secretaries of India (ICSI)

ii. The Listing Agreement entered into by the Company with National Stock Exchange of India Ltd (NSE) in respect of listing of equity shares of the company on NSE EMERGE Platform.

During the period under review, the Company has complied with the provisions of the Act, Rules, Regulations, Guidelines, standards etc. mentioned above.

Based on information received and records maintained, we further report that:

- The Board of Directors of the Company is duly constituted.
- Adequate notice is given to all directors to schedule the Board Meetings, agenda and detailed notes on agenda were sent at least seven days in advance for meetings other than those held at shorter notice, and a system exists for seeking and obtaining further information and clarifications on the agenda items before the meeting and for meaningful participation at the meeting.
- All decisions of the Board and Committee meetings were carried with requisite majority.

We further report that based on review of compliance mechanism established by the Company, we are of the opinion that there are adequate systems and processes in the Company commensurate with the size and operations of the Company to monitor and ensure compliance with applicable laws, rules, regulations and guidelines.

We further report that during the audit period there has not occurred any specific events/actions which had major bearing on the Company's affairs in pursuance of the above referred laws, rules, regulations, guidelines, standards etc., except as follows:

a. Approval of Purple United Sales Limited Employees Stock Option Scheme – 2025 in Annual General Meeting of Company held on 25th September, 2025.

b. Alteration in Object Clause of the Memorandum of Association of the Company held in Annual General Meeting of Company held on 25th September , 2025.

c. Approval for increase in Authorized Share Capital and consequent alteration of Capital Clause of Memorandum of Association in Annual General Meeting of Company held on 25th September , 2025.

d. Alteration in the Articles of Association of the Company in Clause 92 (Further issue of Shares) in Annual General Meeting of Company held on 25th September , 2025

For Mohit Singh Kharayat& Co.
(Company Secretaries)

Mohit Singh Kharayat
Proprietor
FCS No: 11413 | CP No: 16922
UDIN: F011413H001180011

Place: Gurugram
Date: 21st August, 2026

This Report is to be read with our letter of even date which is annexed as Annexure A and Forms an integral part of this report.

'Annexure A'

To,
The Members,
Purple United Sales Limited
(Formerly Known as Purple United Sales Private Limited)
CIN: L51909DL2014PLC271636
Registered Office: Khasra No. 55/14 & 55/15,
Near Rani Khera Road, Mundka, Delhi - 110041

Our report of even date is to be read along with this letter.

1. Maintenance of Secretarial record is the responsibility of the management of the Company. Our responsibility is to express an opinion on these secretarial records based on our audit.

2. We have followed the audit practices and process as were appropriate to obtain reasonable assurance about the correctness of the contents of the Secretarial records. The verification was done on test basis to ensure that correct facts are reflected in Secretarial records. We believe that the process and practices, we followed provide a reasonable basis for our opinion.

3. We have not verified the correctness and appropriateness of financial records and Books of Accounts of the Company.

4. Wherever required, we have obtained the Management Representation about the Compliance of laws, rules and regulations and happening of events etc.

5. The Compliance of the provisions of Corporate and other applicable laws, rules, regulations, standards is the responsibility of management. Our examination was limited to the verification of procedure on test basis.

6. The Secretarial Audit report is neither an assurance as to the future viability of the Company nor of the efficacy or effectiveness with which the management has conducted the affairs of the Company.

For Mohit Singh Kharayat& Co.
(Company Secretaries)

Mohit Singh Kharayat
Proprietor
FCS No: 11413 | CP No: 16922
UDIN: F011413H001180011

Place: Gurugram
Date: 21st August, 2026

Annexure - III to Director's Report

ANNUAL REPORT ON CORPORATE SOCIAL RESPONSIBILITY (CSR) ACTIVITIES

1. Brief outline of the Company's CSR Policy:

   Our corporate governance practices are a reflection of our value system encompassing our culture, policies and relationships with our stakeholders. Integrity and transparency are key to our corporate governance practices to ensure that we gain and retain the trust of our stakeholders at all times. Corporate Governance is about maximizing shareholder's value legally, ethically and sustainably. At Purple, our Board exercises its fiduciary responsibilities in the widest sense of the term. We also endeavor to enhance long-term shareholder value and respect minority rights in all our business decisions.

   The Company is committed towards improving the quality of lives of people in the communities in which it operates because the Company strongly believes that the society is an essential stakeholder and the purpose of its existence. The Company believes that giving back to the society through CSR activities is its duty.

2. Composition of the CSR Committee:

   The composition of the CSR Committee as on 31st March, 2026 was as follows:

S. No.	Name	Position	Category	Number of meeting* of CSR Committee held during the year	Number of meeting of CSR Committee attended during the year
1.	Mr. Vishal Sharma	Chairperson	Independent Director	1	1
2.	Mr. Jatinder Dev Seth	Member	Managing Director	1	1
3.	Ms. Bhawna Seth	Member	Whole-time Director	1	1

* Date of Meeting : 15th September, 2025

3. Provide the web-link where Composition of CSR committee, CSR Policy and CSR projects approved by the board are disclosed on the website of the company: https://purpleunited.com/pages/investors#board-and-committees and https://cdn.shopify.com/s/files/1/0709/8400/7851/files/Corporate_Social_Responsibility_Policy.pdf?v=1759487825

4. Provide the details of Impact assessment of CSR projects carried out in pursuance of sub-rule (3) of rule 8 of the Companies (Corporate Social Responsibility Policy) Rules, 2014, if applicable (attach the report) - Not Applicable

5. Details of the amount available for set off in pursuance of sub-rule (3) of rule 7 of the Companies (Corporate Social Responsibility Policy) Rules, 2014 and amount required for set off for the financial year, if any - Not Applicable

6. Average net profit of the company as per section 135(5) – Rs. 686.31 Lakhs

7. (a) Two percent of average net profit of the company as per section 135(5) – Rs. 13.73 Lakhs

   (b) Surplus arising out of the CSR projects or programmes or activities of the previous financial years - Not Applicable

   (c) Amount required to be set off for the financial year, if any - Not Applicable

   (d) Total CSR obligation for the financial year (7a+7b-7c) - Rs. 13.73 Lakhs

8. (a) CSR amount spent or unspent for the financial year:

Total Amount Spent for the Financial Year (Rs. in Lakhs)	Amount Unspent (Rs. in Lakhs)				
	Total Amount transferred to Unspent CSR Account as per Section 135(6)		Amount transferred to any fund specified under Schedule VII as per second proviso to Section 135(5)		
	Amount	Date of transfer	Name of the Fund	Amount	Date of transfer
13.06	-	-	PM Cares Fund	0.67	22-07-2026

(b) Details of CSR amount spent against ongoing projects for the financial year:

(Rs. in Lakhs)

(1)	(2)	(3)	(4)	(5)		(6)	(7)	(8)	(9)	(10)	(11)	
Sl. No.	Name of the Project	Item from the list of activities in Schedule VII to the Act	Local area (Yes/ No)	Location of the project		Project duration	Amount allocated for the project	Amount spent in the current financial Year	Amount transferred to Unspent CSR Account for the project as per Section 135(6)	Mode of Implementation - Direct (Yes/No)	Mode of Implementation -Through Implementing Agency	
				State	District						Name	CSR Registration number
Nil												

(c) Details of CSR amount spent against other than ongoing projects for the financial year:

(Rs. in Lakhs)

(1)	(2)	(3)	(4)	(5)		(6)	(7)	(8)	
Sl. No.	Name of the Project	Item from the list of activities in Schedule VII to the Act	Local area (Yes/No)	Location of the project		Amount spent for the project	Mode of implementation - Direct (Yes/No)	Mode of implementation - Through implementing agency	
				State	District			Name	CSR registration number
1.	100 Smiles one Purpose	Eradicating hunger, poverty and malnutrition	Yes	Uttar Pradesh	Noida	7.06	Yes	NA	-
2.	Every Step Matters	Promoting education	Yes	Uttar Pradesh	Noida	6.00	Yes	NA	-
	Total					13.06			

(d) Amount spent in Administrative Overheads: Nil

(e) Amount spent on Impact Assessment, if applicable: Nil

(f) Total amount spent for the Financial Year (8b+8c+8d+8e): 13.06 Lakhs

(g) Excess amount of set off, if any: Not applicable

9. (a) Details of Unspent CSR amount for the preceding three financial years: Not Applicable

   (b) Details of CSR amount spent in the financial year for ongoing projects of the preceding financial year(s): Not Applicable

10. In case of creation or acquisition of capital asset, furnish the details relating to the asset so created or acquired through CSR spent in the financial year: Not Applicable

11. Specify the reason(s), if the company has failed to spend two per cent of the average net profit as per Section 135(5) of the Companies Act, 2013: The Company was not able to spend Rs. 0.67 Lakhs out of the prescribed CSR amount during FY 2025-26 due to time constraint for identifying and executing eligible CSR initiatives before the close of the financial year. Accordingly, in compliance with the provisions of Section 135 of the Companies Act, 2013, the unspent CSR amount (not pertaining to any ongoing project) will be contributed to a Fund specified under Schedule VII of the Companies Act 2013 within the time prescribed under the Act.

For and on behalf of the CSR Committee

Vishal Sharma
Chairman, CSR Committee
DIN:10604586

Jatinder Dev Seth
Managing Director
DIN: 06944942

Date: 21st August, 2026
Place: Noida

Annexure - IV to Director's Report

A. Details of remuneration under Section 197(12) of the Companies Act, 2013 read with Rule 5(1) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 for the year ended 31st March, 2026

S. No.	Particulars	Details
I.	The ratio of the remuneration of each director to the median remuneration of the employees of the company for the financial year 2025-26	The Ratio of Remuneration of each Directors to the Median Remuneration of employees is mentioned below S. No. / Name of Director / Designation / Ratio of Remuneration: 1 / Jatinder Dev Seth / Managing Director / 68.79:1 2 / Bhawna Seth / Whole Time Director / 68.79:1 Notes: 1. Sitting fees paid to the Non-Executive Independent Directors and Non-Executive Director have not been considered under this clause. 2. For calculation of median remuneration overall payout is considered which includes basic salary, allowances, contribution towards provident fund, statutory bonus and excludes gratuity and leave encashment.
II.	The percentage increase in remuneration of each Director, Chief Financial Officer, Chief Executive Officer, Company Secretary or Manager, if any, in the financial year 2025-26	Name of the Director & KMP / % increase in remuneration: Jatinder Dev Seth, Managing Director / 10.00% Bhawna Seth, Whole - time Director / 10.00% Naresh Kumar, Chief Financial Officer / 26.53% Vishnu Kumar (Ceased to be Company Secretary w.e.f. 21st May, 2025) / Not Comparable (Since information for FY 2025-26 was for part of the year, same is not comparable) Ayati Gupta (Company Secretary appointed w.e.f. w.e.f. 24th May, 2025) / Not Applicable Note: While calculating remuneration total cost to the Company is considered, which includes basic salary, allowances, contribution towards provident fund, statutory bonus, performance linked variable pay and excludes gratuity and leave encashment.
III.	The percentage increase in median remuneration of employees in the financial year 2025-26	The median remuneration of employees of the Company increased by 10.32% during the financial year 2025-26. The increase is primarily attributable to the annual compensation revision, merit-based salary increments, promotions, market alignment of employee compensation, and recruitment of employees in key business functions. The Company continues to maintain a fair and performance-driven remuneration policy that is aligned with industry benchmarks, business performance, and employee retention objectives. Note: For calculation of median remuneration overall payout is considered which includes basic salary, allowances, contribution towards provident fund, statutory bonus and excludes gratuity and leave encashment
IV.	The number of permanent employees on the rolls of the company	729 Employees as on 31st March 2026
V.	Average percentile increase already made in the salaries of employees other than the managerial personnel in the last financial year and its comparison with the percentile increase in the managerial remuneration and justification thereof and point out if there are any exceptional circumstances for increase in the managerial remuneration	The average percentile increase made in the salaries of employees other than the managerial personnel was 13.04%. The average increase of 15.50% in the managerial remuneration. Note: While calculating remuneration, total cost to the Company is considered, which includes basic salary, allowances, contribution towards provident fund, statutory bonus, performance linked variable pay, and excludes gratuity and leave encashment.
VI.	Affirmation that the remuneration is as per the remuneration policy of the company	It is affirmed that the remuneration paid to the Directors, Key Managerial Personnel and Senior Management is as per the Nomination and Remuneration Policy of your Company.

B) Statement pursuant to Section 197(12) of the Companies Act, 2013 read with the Rule 5(2) & (3) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014

I. Top ten employees in terms of remuneration drawn for the Financial Year 2025-26

S No.	Name	Age	Designation	Qualification	Date of Commencement of Employment	Total Experience (in years)	Name of Last Employer	Remuneration (in lakhs) per Annum	Relation with Director
1	Naresh Kumar	35	Chief Financial Officer	Chartered Accountant	01-May-2024	10	Shreyash Retail Pvt Ltd	31,33,200	No
2	Vaibhav Kumar Tyagi	33	General Manager (E-Commerce)	MBA	19-May-2025	10	Swiss Image International AG	27,89,334	No
3	Ankur Bhatnagar	50	General Manager (Sales Footwear)	MBA	04-Oct-2024	26	R2 Sportswear Pvt Ltd	23,89,476	No
4	Anurag Sen Gupta	42	Sr. Manager Account & Finance	MBA	16-Nov-2023	17	Reliance Brands Limited	19,53,136	No
5	Mohamed Faizel	41	Assistant General Manager (Sourcing)	BCA	01-Jul-2024	19	Reliance Retail Limited	18,93,648	No
6	Md Mohsin	36	General Manager (Retail)	Graduation B.com	16-Jan-2025	13	Brain Bees Solution Pvt Limited	16,16,724	No
7	Mohammad Kashif Khan	40	Assistant General Manager (BD-Franchise Development)	B.Com	22-May-2024	15	Red Tape Limited	13,46,004	No
8	Sudip Kumar Roy	43	Manager (BD-Franchise Development)	PGDM	07-Apr-2025	16	Renowa Velson Pvt Limited	12,76,948	No
9	Mohammad Naeem Ahmad	38	Manager (BD-Franchise Development)	MBA	20-Mar-2025	14	Welspun Global Brands Limited	11,92,861	No
10	Pavan Kumar	46	Assistant General Manager	Graduation B.com	18-Sep-2017	19	Bioworld Merchandising (India) Pvt. Ltd	11,64,000	No

II. Employees who were employed for a part of the Financial Year 2025-26 and were in receipt of remuneration in aggregate of not less than Rs. 8,50,000 per month:

S No.	Name	Age	Designation	Qualification	Date of Commencement of Employment	Total Experience (in years)	Name of Last Employer	Remuneration (in lakhs) per Annum	Relation with Director
NIL									

III. Details of employees of the Company employed throughout the financial year 2025-26 and were paid remuneration not less than ₹ 1.02 Crore per annum:

S No.	Name	Age	Designation	Qualification	Date of Commencement of Employment	Total Experience (in years)	Name of Last Employer	Remuneration (in lakhs) per Annum	Relation with Director
NIL									

For and on behalf of the Board of Directors

Place: Noida
Date: 21st August, 2026

Jatinder Dev Seth
Managing Director
DIN: 06944942

Bhawna Seth
Whole-time Director
DIN: 07385656

Management Discussion and Analysis

INDUSTRY STRUCTURE & DEVELOPMENTS

Global Textile & Apparel Industry

The global textile and apparel industry continues to be one of the world's largest consumer sectors, supported by rising disposable incomes, increasing urbanisation, evolving fashion preferences, and the rapid expansion of organised retail and digital commerce. The industry remains an integral contributor to global manufacturing, trade, and employment, while advancements in technology and supply chain integration continue to reshape the competitive landscape.

Within this broader ecosystem, the global apparel market continues to demonstrate resilient long-term growth, driven by increasing consumer spending on branded fashion, expanding e-commerce penetration, and the growing preference for premium products. Asia-Pacific remains the largest apparel market globally, supported by favourable demographics, a rapidly expanding middle class, and rising disposable incomes.

The global kids apparel market has emerged as one of the fastest-growing segments within the apparel industry. According to Fortune Business Insights, the market was valued at USD 225.88 billion in 2025 and is projected to reach USD 423.01 billion by 2034, registering a CAGR of 7.25% during the forecast period. Asia-Pacific accounted for approximately 36% of the global market in 2025, reflecting strong demand from emerging economies where favourable demographics, rising household incomes, and increasing brand consciousness continue to drive consumption.

India continues to represent one of the most attractive growth markets within this segment. According to IMARC Group, the Indian kids apparel market was valued at USD 22.57 billion in 2025 and is expected to reach USD 27.17 billion by 2034. The market is being driven by increasing disposable incomes, greater participation of dual-income households, expanding organised retail, and the rapid adoption of digital commerce. Parents are increasingly prioritising product quality, comfort, safety, and contemporary design, while social media and digital platforms continue to influence purchasing decisions and accelerate the adoption of premium branded fashion.

Beyond market expansion, the industry is undergoing a structural transformation. Fashion companies are increasingly leveraging artificial intelligence, predictive analytics, customer data platforms, and digitally integrated supply chains to improve demand forecasting, optimise inventory productivity, personalise customer engagement, and accelerate product development. Simultaneously, sustainability has evolved into a strategic business priority, with consumers placing greater emphasis on responsible sourcing, product durability, ethical manufacturing, and environmentally conscious packaging. These structural shifts are redefining competitive advantage across the fashion industry.

For premium kids fashion brands, these trends present a significant long-term opportunity. As parents increasingly seek differentiated products that combine contemporary design, superior quality, comfort, and trusted brand credentials, companies with strong product innovation, integrated omnichannel capabilities, and technology-enabled operations are expected to be well positioned to capitalise on the evolving market landscape.

> ***The future of premium kids fashion will be shaped by brands that seamlessly integrate design innovation, consumer insights, responsible business practices, and technology-enabled execution to deliver differentiated value and enduring customer trust.***

INDIAN APPAREL & KIDS FASHION INDUSTRY

India's apparel industry continues to be one of the world's fastest-growing fashion markets, supported by favourable demographics, rising disposable incomes, and increasing preference for organised retail. According to IBEF, the Indian textile and apparel industry is projected to reach USD 350 billion by 2030. The sector remains a key pillar of the Indian economy, contributing approximately 2.3% to the country's GDP and around 13% of industrial production, while continuing to be one of India's largest sources of manufacturing employment and exports.

Within this broader industry, the kids fashion segment continues to be one of the most attractive growth categories, supported by favourable demographics, rising household incomes, increasing brand consciousness, and the growing preference for premium branded products. The continued expansion of organised retail, deeper digital penetration, and evolving consumer aspirations are accelerating the shift towards organised premium fashion, creating significant opportunities for brands that combine differentiated product offerings with strong customer experiences.

Consumer behaviour continues to evolve beyond functionality towards fashion-led purchasing. Modern parents increasingly prioritise quality, comfort, safety, durability, and contemporary design while making purchase decisions. Growing participation of dual-income households, higher spending per child, and increased exposure to global fashion trends are accelerating the shift towards premium kids fashion, creating significant opportunities for organised brands with differentiated product offerings.

Digital transformation is further reshaping the competitive landscape. Industry reports indicate that kids fashion is steadily increasing its share of India's online fashion market, supported by deeper internet penetration and rising adoption across Tier I, Tier II, and Tier III cities. Consumers today expect seamless omnichannel experiences that integrate physical retail, e-commerce, marketplaces, and personalised digital engagement. Consequently, fashion brands are increasingly leveraging customer analytics, artificial intelligence-enabled demand forecasting, merchandising intelligence, and technology-driven planning to optimise inventory, enhance customer engagement, and improve operational agility.

As the market continues to evolve, organised brands that combine premium positioning, differentiated product design, scalable retail expansion, technology-enabled operations, and customer-centric execution are expected to strengthen their competitive advantage and capture a larger share of India's growing premium kids fashion market.

> **India's premium kids fashion market is being shaped by favourable demographics, rising consumer aspirations, and the accelerating shift towards organised retail—creating a strong foundation for sustained long-term growth.**

KEY MERCHANDISE CATEGORIES

Purple United has built its product portfolio around carefully curated merchandise categories that address evolving consumer preferences while reinforcing the Company's premium fashion positioning. Each category combines contemporary design, quality craftsmanship, and functional performance to serve the changing needs of growing kids across different occasions.

Elevated Fashion

Elevated Fashion represents the Company's core offering and focuses on contemporary apparel designed for everyday wear, celebrations, and seasonal collections. The category addresses the increasing preference among parents for premium products that combine superior fabrics, modern silhouettes, comfort, and durability. Through continuous design innovation, trend-responsive collections, and disciplined product planning, the Company seeks to deliver fashion that remains relevant while maintaining consistent quality and premium brand appeal.

Signature Denim

Signature Denim remains one of Purple United's defining category pillars and reflects the Company's emphasis on differentiated product design. Denim continues to enjoy broad consumer acceptance owing to its versatility, durability, and year-round relevance across multiple occasions. Purple United focuses on contemporary fits, premium washes, improved comfort, and design detailing that enhance both functionality and fashion appeal. The category supports higher customer engagement while reinforcing the Company's premium positioning within the organised kids fashion market.

Performance & Playwear

Performance & Playwear has been developed to address the growing demand for apparel that supports active lifestyles without compromising on style. Designed for comfort, ease of movement, and everyday versatility, the category incorporates lightweight fabrics, functional construction, and contemporary aesthetics suited for modern family lifestyles. As parents increasingly seek products that balance durability with premium design, the category complements the Company's broader portfolio while strengthening its ability to serve multiple customer occasions through a unified premium fashion proposition.

ABOUT PURPLE UNITED

Purple United Sales Limited is an emerging premium kids fashion brand dedicated to redefining how modern Indian families experience kids fashion. Since its inception in 2014, the Company has built a differentiated portfolio centred on thoughtfully designed apparel, footwear, accessories, toys, and infant essentials, catering to kids from newborns to 14 years of age.

Built on the philosophy of Premium Fashion for Growing India, Purple United combines contemporary design, premium quality, comfort, functionality, and responsible product development to create collections that resonate with both kids and parents. Every product is developed with a deep understanding of evolving consumer preferences, ensuring that fashion, quality, and everyday practicality remain at the heart of every collection.

The Company has established an integrated omnichannel business model comprising an expanding network of Exclusive Brand Outlets (EBOs), its own website (direct-to-consumer platform), leading online marketplaces, and strategic retail partners. This diversified presence enables Purple United to deliver a consistent brand experience while strengthening accessibility across multiple customer touchpoints.

As the business continues to scale, technology has become an integral enabler of decision-making across merchandising, inventory planning, customer engagement, and retail operations. The Company leverages customer analytics, demand forecasting, artificial intelligence-enabled planning tools, and performance insights to optimise assortment planning, improve inventory productivity, personalise customer communication, and enhance operational efficiency across channels.

Purple United's differentiated approach extends beyond product innovation. Through integrated brand-building initiatives, experiential retail, digital engagement, and community-led marketing, the Company continues to strengthen customer relationships while enhancing brand visibility and recall within India's premium kids fashion segment.

Backed by disciplined execution, a scalable retail model, data-driven decision-making, and a customer-first philosophy, Purple United remains well positioned to capitalise on the long-term growth opportunities within India's organised premium kids fashion market.

> **"At Purple United, every product is designed with a simple purpose—to deliver premium fashion that complements the evolving needs of growing kids."**

KIDS FASHION MARKET DYNAMICS

India's kids fashion market is undergoing a structural transformation, driven by evolving consumer aspirations, rising disposable incomes, increasing brand awareness, and the rapid formalisation of apparel retail. Unlike earlier years, when purchasing decisions were largely influenced by affordability and functionality, today's parents increasingly seek products that combine contemporary design, superior quality, comfort, and durability. This evolution is expanding the addressable market for organised premium fashion brands that consistently deliver differentiated products and elevated customer experiences.

One of the most significant trends shaping the market is the growing premiumisation of consumer spending. Rising household incomes, greater participation of dual-income families, and increasing exposure to global fashion trends have contributed to a higher willingness among parents to invest in premium apparel for their kids. Rather than purchasing solely based on necessity, consumers are increasingly evaluating products on the basis of fabric quality, design aesthetics, fit, safety, durability, and overall brand credibility. This behavioural shift is creating sustained demand for organised brands that can consistently deliver premium value propositions.

Fashion consciousness among parents has also increased considerably. Social media, digital content platforms, parenting communities, celebrity influence, and global fashion exposure have accelerated awareness of contemporary styling and seasonal trends. As a result, apparel is increasingly viewed as an extension of personal expression and family identity, leading to more frequent wardrobe refreshes and higher engagement with fashion-led brands. This has shortened product life cycles and increased the importance of agile merchandising, faster design innovation, and responsive inventory planning.

The continued expansion of organised retail remains another defining characteristic of the market. Consumers are progressively shifting from fragmented, unorganised channels towards trusted brands that offer consistent sizing, transparent quality standards, curated shopping experiences, and reliable after-sales service. Exclusive Brand Outlets, large-format retail, digital commerce, and integrated omnichannel models are collectively enhancing accessibility to premium fashion across both metropolitan and emerging markets.

Omnichannel commerce has fundamentally reshaped the customer journey. Product discovery increasingly begins on digital platforms through social media, search engines, marketplaces, and brand websites before purchases are completed through either online or offline channels. Consumers now expect unified experiences that include consistent product availability, seamless fulfilment, personalised recommendations, and integrated loyalty programmes. Consequently, brands that effectively combine physical retail with digital capabilities are better positioned to improve customer acquisition, increase repeat purchases, and strengthen long-term customer loyalty.

Digital discovery continues to influence purchasing behaviour across all consumer segments. Parents increasingly rely on digital reviews, product imagery, influencer recommendations, and online communities before making purchase decisions. The growing adoption of smartphones and improved internet connectivity have expanded access to premium fashion beyond traditional metropolitan markets, allowing brands to engage consumers across a significantly wider geographic footprint.

Personalisation is emerging as another important competitive differentiator. Consumers increasingly expect brands to understand their preferences and provide relevant product recommendations, personalised communication, and curated shopping experiences. The growing availability of customer data and advancements in analytics enable fashion retailers to improve assortment planning, optimise promotional effectiveness, and strengthen customer retention through more meaningful engagement.

Design innovation has similarly become central to sustained competitive advantage. Rapidly evolving fashion preferences require brands to shorten product development cycles while maintaining consistency in quality and brand identity. Continuous collection refreshes, trend-responsive merchandising, and efficient product planning are becoming increasingly important in improving full-price sell-through and reducing inventory obsolescence. Brands capable of balancing creativity with disciplined execution are likely to strengthen both profitability and customer loyalty.

Another structural opportunity lies in the broadening adoption of premium fashion across metropolitan, urban, and emerging markets, reflecting the increasing aspirations of consumers nationwide. Improvements in retail infrastructure, digital payments, logistics, and internet penetration have enabled consumers in emerging markets to access branded products with increasing ease. Purchasing behaviour in many of these cities now closely resembles that of larger metropolitan centres, particularly within premium fashion categories where aspirational consumption continues to rise.

The market is also characterised by naturally higher purchase frequency compared with many other apparel segments. As kids grow rapidly, changing size requirements, seasonal wardrobe updates, festive occasions, school activities, and evolving fashion preferences contribute to recurring demand throughout the year. For organised premium fashion brands, this creates opportunities to build long-term customer relationships through consistent product quality, compelling design, and personalised engagement across multiple purchase occasions.

Collectively, these structural trends continue to strengthen the long-term outlook for India's premium kids fashion market. Companies that combine differentiated product design, disciplined merchandising, omnichannel capabilities, technology-enabled decision making, and customer-centric execution are expected to be well positioned to capitalise on this evolving opportunity.

OPPORTUNITIES AND THREATS

Opportunities

India's premium fashion market continues to present significant long-term opportunities, supported by favourable demographics, rising household incomes, increasing formalisation of retail, and accelerating digital adoption. Within this evolving landscape, Purple United believes its differentiated positioning, scalable business model, and disciplined execution provide a strong platform to participate in the sector's sustained structural growth.

Growing Demand for Premium Fashion

As consumer preferences continue to evolve, parents are increasingly prioritising quality, design, comfort, and durability over purely price-led purchasing decisions. This structural shift towards premium fashion is expanding opportunities for brands that consistently deliver differentiated products while maintaining strong quality standards and brand credibility.

Expansion of Organised Retail

The gradual migration from unorganised retail towards organised branded formats continues to increase the addressable market for established fashion retailers. Consumers increasingly value standardised product quality, transparent pricing, consistent customer experiences, and omnichannel convenience, creating favourable conditions for organised premium brands to strengthen market share over the long term.

Technology-led Merchandising

Advancements in analytics, artificial intelligence, and predictive planning provide opportunities to further improve demand forecasting, assortment optimisation, pricing decisions, and inventory allocation. Continued investment in technology-enabled merchandising can enhance operational efficiency while improving customer relevance and reducing inventory-related risks.

Omnichannel Retail Evolution

Consumers increasingly expect seamless interactions across physical stores, digital platforms, and online marketplaces. Continued investment in omnichannel capabilities provides opportunities to strengthen customer engagement, improve inventory productivity, increase fulfilment efficiency, and deliver more personalised shopping experiences across every stage of the purchase journey.

Responsible Product Development

Today's consumers are increasingly mindful of responsible sourcing, product quality, packaging, and environmental impact. We continue to strengthen long-term consumer trust and drive sustainable growth by prioritizing responsible product development and operational practices. Central to this commitment is our deliberate material selection—utilizing skin-friendly, breathable constructions like Peached Finish Cotton, Interlock Knit Fabric, Cotton Rich Fleece, French Terry Knit, and Double Gauze Cotton. Enhanced with Color Lock Technology and Soft-Touch finishes, our garments feature play-ready construction, soft elastic encasing, and safe-for-kids trims and finishes that deliver exceptional durability, comfort, and safety.

Threats

While the long-term outlook for India's premium fashion sector remains favourable, the industry continues to operate within an increasingly competitive and dynamic environment. Purple United remains cognisant of several external factors that may influence future business performance.

Raw Material Price Volatility

Fluctuations in the prices of cotton, synthetic fibres, packaging materials, freight, and other input costs may influence manufacturing expenses and operating margins. Although disciplined sourcing and procurement strategies help mitigate such volatility, prolonged inflationary pressures could affect profitability if cost increases cannot be fully absorbed or passed on to consumers.

Intensifying Competition

The organised premium fashion market continues to attract domestic brands, international retailers, digital-first companies, and marketplace-led private labels. Increasing competition may influence pricing dynamics, customer acquisition costs, promotional intensity, and market share, requiring continuous investment in product differentiation and customer engagement.

Rapid Fashion Cycles

Consumer preferences continue to evolve at an accelerated pace. Delays in identifying emerging trends or responding effectively to changing demand patterns may affect product relevance, resulting in lower sell-through, higher markdowns, or increased inventory carrying costs.

Inventory Management

Fashion retail inherently involves balancing product availability with inventory productivity. Inaccurate demand forecasting, changes in consumer preferences, or unexpected market conditions may lead to excess inventory or stock shortages, potentially affecting revenue growth, profitability, and working capital efficiency.

Promotional Intensity

Higher levels of discounting across the retail sector may temporarily influence consumer purchasing behaviour and pricing expectations. Sustained promotional activity within the industry could place pressure on gross margins and increase competitive intensity for premium fashion retailers.

RISKS & CONCERNS

The Company's performance may be influenced by uncertainties arising from changes in consumer spending patterns, supply chain disruptions, and volatility in raw material prices. These factors have the potential to impact demand, procurement costs, and overall business operations.

However, the Company is well positioned to mitigate these challenges through its long-standing relationships with suppliers, which provide greater procurement efficiency and pricing stability. The strength of the Purple United brand and growing customer acceptance also enable the Company to undertake calibrated pricing actions, where appropriate, thereby minimising the impact of input cost fluctuations on margins. In addition, the Company's manufacturing network benefits from favourable sourcing locations, providing access to raw materials, skilled labour, and established vendor ecosystems, thereby supporting operational efficiency and supply chain resilience.

MARKETING

Marketing as a Growth Engine

At Purple United Kids, marketing serves as a strategic growth engine that extends far beyond brand communication. During FY 2025–26, every initiative was designed to strengthen Purple United's position as one of India's emerging premium kids fashion brands by increasing brand visibility, improving recall, driving customer engagement, and creating meaningful experiences that translated into stronger customer relationships.

Rather than operating as independent campaigns, every marketing initiative formed part of an integrated ecosystem where brand building, retail experience, community engagement, digital communication, and influencer advocacy worked together to create a consistent and differentiated customer journey.

> **"Strong brands are not built through campaigns—they are built through consistent experiences."**

Building a Brand Consumers Remember

Recognising the growing importance of emotional engagement in today's retail landscape, Purple United leveraged storytelling as a strategic tool to strengthen brand differentiation. During the year, the Company launched integrated brand campaigns that celebrated the spirit of childhood while reinforcing its promise of premium quality, contemporary fashion, and thoughtful design.

The campaigns were strategically deployed across digital media, retail stores, social platforms, and customer engagement channels to maximise reach, improve brand recall, and deliver a consistent brand experience across the customer journey.

> **"Purpose-driven storytelling transforms awareness into affinity and customers into brand advocates."**

Taking the Brand to India's Fashion Stage

FY 2025–26 marked a defining milestone as Purple United Kids showcased in Delhi Times Fashion Week as a standalone kids premium fashion brand.

The initiative was strategically designed to elevate the Company's positioning within India's fashion ecosystem while showcasing its design philosophy to media, industry leaders, influencers, and consumers. Supported through public relations, digital storytelling, retail communication, and social amplification, the campaign significantly expanded brand visibility and reinforced Purple United's growing stature within the premium kids fashion segment.

Purpose

Strengthen premium positioning, improve brand recall, and enhance fashion credibility.

Transforming Stores into Brand Experiences

Purple United continued to redefine the role of EBOs by transforming stores into vibrant engagement destinations where families could experience the brand beyond shopping.

Throughout the year, seasonal celebrations, product launches, interactive workshops, and experiential activities were planned in alignment with merchandising calendars and marketing campaigns. These initiatives encouraged higher audience engagement, strengthened emotional interactions, and improved the overall in-store experience while supporting repeat footfall across the retail network.

Building Communities, Not Just Audiences

Community building remained central to Purple United's marketing philosophy.

The Company collaborated with parenting creators, lifestyle influencers, and kid creators whose values closely aligned with the brand. Moving beyond traditional influencer marketing, Purple United hosted influencer meet-up sessions across multiple retail locations, seamlessly connecting digital engagement with physical retail experiences.

This approach generated authentic conversations, increased customer participation, and strengthened Purple United's relationship with its growing community of parents and young families.

> **"Communities create loyalty long after campaigns conclude."**

Celebrating Milestones That Strengthened the Brand

The launch of Purple United's 100th retail store marked a defining chapter in the Company's expansion journey.

Rather than limiting the milestone to a store opening, Purple United transformed it into an integrated brand campaign through retail celebrations, digital storytelling, customer engagement initiatives, media outreach, and social communication. The campaign celebrated the trust of customers, employees, associates, and stakeholders while reinforcing the Company's vision of making premium kids fashion accessible across India.

Delivering a Connected Customer Journey

Digital platforms continued to serve as the backbone of Purple United's integrated marketing strategy.

By combining performance marketing, CRM, content creation, marketplace visibility, social media engagement, and retail communication, the Company delivered a seamless omnichannel experience across every customer touchpoint. This integrated approach enabled consistent messaging, stronger engagement, and improved customer retention while supporting both online and offline growth.

Looking Ahead

As Purple United enters its next phase of expansion, marketing will continue to focus on building a brand that families trust, customers remember, and communities actively engage with.

By combining creativity, disciplined execution, customer insights, and integrated omnichannel strategies, the Company remains committed to strengthening its leadership in the kids premium fashion segment while creating long-term value for customers, partners, and stakeholders.

HR INITIATIVES

BUILDING A FUTURE-READY ORGANISATION

At Purple United Sales Limited, our people remain at the core of our long-term growth strategy. As the Company continues to expand its presence in the premium kids fashion segment, building an agile, capable, and high-performing workforce remains a strategic priority. During FY 2025–26, the Human Resources function focused on strengthening organisational capabilities through talent acquisition, leadership development, employee engagement, and performance-driven people practices aligned with the Company's growth objectives.

Talent Acquisition & Capability Development

The Company strengthened its talent base by onboarding professionals across retail operations, merchandising, supply chain, finance, marketing, technology, and corporate functions. Recruitment efforts remained focused on attracting individuals who align with the Company's values and customer-centric culture.

Alongside strategic hiring, continued investments were made in learning and development through structured programmes covering retail excellence, product knowledge, customer experience, leadership development, compliance, communication, and cross-functional collaboration. These initiatives enhanced functional capabilities while fostering a culture of continuous learning and operational excellence.

Employee Engagement & Performance

The Company continued to strengthen employee engagement through recognition programmes, team-building initiatives, and employee connect activities that reinforced collaboration, appreciation, and shared organisational values.

Performance management remained focused on

accountability, continuous feedback, and capability enhancement. Regular goal-setting, performance reviews, and coaching conversations ensured alignment between individual objectives and the Company's business priorities while supporting employee development and career progression.

Employee Well-being, Culture & Inclusion

Purple United remains committed to creating a workplace that promotes employee well-being, diversity, inclusion, and equal opportunity. During the year, the Company undertook initiatives focused on wellness awareness, work-life balance, and employee support while continuing to foster an inclusive, respectful, and collaborative work environment.

Celebrations of festivals, employee milestones, and engagement events across locations further strengthened team spirit, reinforced the Company's culture, and enhanced employees' sense of belonging.

Looking Ahead

As Purple United continues its growth journey, the Company remains committed to strengthening its people capabilities through strategic talent development, leadership building, and employee engagement. By fostering a collaborative, inclusive, and performance-oriented culture, the Company aims to create an environment where employees can realise their full potential while contributing to sustainable long-term value creation for all stakeholders.

Outlook

The long-term outlook for India's premium fashion industry remains favourable, supported by structural shifts in consumer behaviour, expanding organised retail, increasing digital adoption, rising disposable incomes, and favourable demographic trends. As parents increasingly prioritise quality, design, comfort, and brand credibility, the premium kids fashion segment is expected to continue outpacing broader discretionary apparel categories. The convergence of physical retail and digital commerce is further reshaping customer engagement, enabling brands with integrated omnichannel capabilities to strengthen market reach, improve operational efficiency, and build deeper customer relationships.

Against this backdrop, Purple United believes it is well positioned to capitalise on these long-term opportunities through its differentiated premium fashion proposition, disciplined execution, and scalable business model. The Company's strategy remains focused on expanding its retail footprint, strengthening omnichannel capabilities, enhancing customer engagement, and continuously evolving its product portfolio to remain aligned with changing consumer preferences.

Retail expansion will continue to remain an important pillar of growth. The Company intends to selectively strengthen its presence across existing and emerging markets by expanding its Exclusive Brand Outlet network while maintaining a disciplined approach towards location selection, capital deployment, and operational efficiency. This measured expansion strategy seeks to improve brand accessibility, enhance customer convenience, and strengthen market penetration without compromising long-term profitability.

Product innovation will continue to be driven by evolving fashion trends, customer insights, and disciplined merchandising. The Company will remain focused on enhancing its core merchandise portfolio across Elevated Fashion, Signature Denim, and Performance & Playwear, while continuously refining product quality, design aesthetics, fit, and functionality. By maintaining a balanced approach between trend responsiveness and timeless design, management seeks to reinforce the Company's premium positioning and improve customer retention through consistent product relevance.

Technology is expected to play an increasingly strategic role in the Company's future growth journey. Purple United intends to further strengthen the use of data analytics and artificial intelligence across merchandising, demand forecasting, inventory optimisation, pricing, customer engagement, and marketing effectiveness. These capabilities are expected to support faster decision making, improve operational agility, enhance inventory productivity, and deliver increasingly personalised customer experiences across all channels.

The Company's omnichannel strategy will remain central to its long-term vision. Continued investments in digital platforms, customer relationship management, integrated inventory systems, and seamless fulfilment capabilities are expected to further improve the shopping experience while enabling customers to interact with the brand consistently across physical stores, its direct-to-consumer platform, and leading online marketplaces.

Management also recognises that sustainable growth extends beyond financial performance. Responsible product development, quality assurance, efficient resource utilisation, and ethical business practices will continue to guide operational decision making. As stakeholder expectations continue to evolve, the Company remains committed to strengthening governance standards while pursuing commercially disciplined and environmentally responsible growth.

Looking ahead, Purple United believes that its design-led product strategy, expanding retail presence, technology-enabled operating model, customer-centric culture, and disciplined financial management collectively provide a strong foundation for sustainable long-term value creation. While the operating environment may continue to present short-term challenges arising from macroeconomic conditions, competitive intensity, and evolving consumer preferences, management remains confident in the Company's ability to navigate these dynamics through prudent execution, continuous innovation, and strategic investments.

Accordingly, the Company remains focused on strengthening its position as a leading premium kids fashion brand, while continuing to create enduring value for its customers, employees, business partners, and shareholders through responsible, profitable, and sustainable growth.

Internal Control Systems

The internal control system is an integral part of the general organizational structure of the Company. The Company has in place the necessary control systems to ensure transparency and security of its transactions. However, the same are being upgraded keeping in view the increased threats. The purchase, sales, procurement, payment and other operations are being automated. Checks and balances are being strengthened at each level. The system is highly structured and totally in sync with the size and nature of its business. The internal control system is basically a set of rules, regulations, policies and procedures which run on softwares with in-built authorizations for enhanced control. The organization is appropriately staffed with qualified and experienced personnel for implementing and monitoring the internal control environment.

Financial Performance

During the fiscal year under review, Purple United reported a net profit of Rs. 1,519.45 Lakhs, a significant increase from the Rs. 1047.44 Lakhs profit recorded in the previous year on a standalone basis. The revenue from operations for the financial year 2025-26 stood at Rs. 17,063.21. Lakhs, compared to Rs. 10,312.75. Lakhs in the prior year.

This remarkable revenue growth of approximately 65.46% can be attributed to the substantial expansion of our retail footprint in key markets and a reinforced presence in the footwear and children's apparel sectors. Additionally, it experienced a notable improvement in gross margin, which rose from Rs. 5,090.33 Lakhs to Rs. 10,192.65 Lakhs. This enhancement is a result of an optimised product mix, strategic retail expansion, and increased sourcing efficiency.

(Rs. in Lakhs)

Particulars	Standalone	
	FY 2025-26	FY 2024-25
Revenue from Operations	17,063.21	10,312.75
Other Income	90.24	2.76
Profit/(Loss) before Finance Cost	3016.88	1,891.84
Finance Cost	971.73	483.98
Profit/(Loss) before Tax	2045.15	1,407.87
Exceptional Items	-	-
Tax	525.70	360.43
Profit/(Loss) after Tax	1,519.45	1,047.44

Key Financial Ratios and details of significant changes therein vis-a-vis immediately preceding financial year

Particulars	As at 31-03-2026	As at 31-03-2025	Reasons of Variance
Debtors Turnover Ratio (in times)	2.84	2.31	The ratio improved during the year primarily due to enhanced collection efficiency and effective management of trade receivables, resulting in faster realization from customers.
Inventory Turnover Ratio (in times)	1.52	3.85	The decline in the inventory turnover ratio is primarily due to higher inventory levels maintained for new store expansion, online business growth and seasonal stock buildup at year-end.

Particulars	As at 31-03-2026	As at 31-03-2025	Reasons of Variance
Interest Coverage Ratio	3.10	3.91	The ratio decreased primarily due to an increase in finance costs.
Current Ratio (in times)	1.42	2.33	The decline in the current ratio is primarily due to an increase in current liabilities and improved working capital cycle management.
Debt Equity Ratio (in times)	1.15	0.57	The increase in the debt-equity ratio is primarily due to additional borrowings availed during the year for business expansion and working capital requirements.
Debt Service Coverage Ratio (DSCR) (in times)	3.77	4.28	The marginal decline in the ratio is primarily due to increased debt servicing obligations and higher finance costs during the year.
Operating Profit Margin (%)	21.44	20.10	The ratio improved primarily due to better operational efficiency and improved cost management, resulting in higher operating profitability during the year.
Net Profit Margin (%)	8.90	10.16	The decline in the ratio is mainly attributable to higher finance costs incurred for additional working capital requirement and for expansion.
Return on Net Worth (%)	20.06	17.30	The improvement in the ratio is primarily driven by higher profit after tax during the year, resulting in enhanced returns on shareholders' funds.
Earnings per Share (EPS) (Rs.)	15.81	13.59	The increase in EPS is attributable to better profit after tax available to equity shareholders during the year compared with the previous year.

Forward-Looking Statement

Certain statements made in the Annual Report relating to the Company's objectives, projections, outlook, expectations, estimates and others may constitute 'forward looking statements' within the meaning of applicable laws and regulations. We use words such as anticipates, believes, expects, future, intends, and similar expressions to identify forward-looking statements. Forward-looking statements reflect management's current expectations and are inherently uncertain. Actual results may differ from such expectations whether expressed or implied. Several factors could make significant difference to the Company's operations. These include climatic and economic conditions affecting demand and supply, government regulations, taxation, pandemic and other natural calamities over which the Company does not have any direct control. The Company assumes no responsibility to amend, modify or revise any such statements. The Company disclaims any obligation to update these forward-looking statements except as may be required by law.

INDEPENDENT AUDITOR'S REPORT

To the Members of Purple United Sales Limited
(Formerly known as Purple United Sales Private Limited)

Report on the Audit of the Standalone Financial Statements

Opinion

We have audited the accompanying standalone financial statements of Purple United Sales Limited which comprise the balance sheet as at 31st March 2026, and the statement of Profit and Loss, Cash Flow Statement for the year ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information (hereinafter referred to as "standalone financial statements").

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid standalone financial statements give the information required by the Companies Act, 2013 ("the Act") in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the statement of affairs of the Company as at 31st March 2026, and it's profit, its cash flow for the year ended on that date.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Standalone Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Companies Act, 2013 and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Key Audit Matter

Key audit matters are those matters that, in our professional judgement, were of most significance in our audit of the financial statements of the current period. These matters were addressed in the context of our audit of the financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters. We have determined the matters described below to be the key audit matter to be communicate in our report. We do not express a separate opinion on this matter.

Description of Key Audit Matters	Auditor's response
Trade Payable/ Trade Receivable's Balance confirmations	On test check basis, we have identified certain instance of discrepancies in the transactions/ balances as per the books of companies with those as received by through balance confirmations directly from trade payable/ receivables, including difference in withholding taxes, we have been informed by the management that the same are under reconciliation, the impact of which may be accounted for in the year of reconciliation.
MSME's Suppliers and disclosures required, under Micro, Small and Medium Enterprises Development Act, 2006	The Company has not provided complete information regarding MSME's disclosures and payable interest there on, However as per management view they are in process of reconciliation of updated certificate from MSME's vendors. Most of vendor and suppliers has not able to provide proper documents as per MSME's Act, within our audit process concluded.

Information Other than the Financial Statements and Auditor's Report Thereon

The Company's Management and Board of Directors is responsible for preparation of the other information. The other information comprises the information included in the company's annual report, but does not include the standalone financial statements and our auditor's report thereon. The aforesaid report is expected to be made available to us after the date of this auditor's report.

Our opinion on the financial statements does not cover the other information and we will not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these standalone financial statements that give a true and fair view of the financial position, financial performance including Other comprehensive income, changes in equity and cash flows of the Company in accordance with the accounting principles generally accepted in India, This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for the safeguarding of 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 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 financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is 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 management either intends to liquidate the Company or to cease operations or has no realistic alternative but to do so.

Those Board of Directors is also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the standalone financial statements as a whole are 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 these standalone financial statements.

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 financial statements, 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. Under section 143(3)(i) of the Companies Act, 2013, we are also responsible for expressing our opinion on whether the company has an adequate internal financial controls system in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's 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 Company's ability 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 financial statements 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 financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the financial statements of the current period. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2020 ("the Order"), issued by the Central Government

of India in terms of sub-section (11) of section 143 of the Companies Act, (hereinafter referred to as the ''Order')' we give in **"Annexure A"** statements on the matters specified in paragraphs 3 & 4 of the order, to the extent applicable.

2. As required by Section 143(3) of the Act, we report that:

   (a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit;

   (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books;

   (c) The Balance Sheet, the Statement of Profit and loss, and the cash flow statement dealt with by this Report are in agreement with the books of account;

   (d) In our opinion, the aforesaid financial statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.

   (e) On the basis of the written representations received from the directors as on 31st March 2026 taken on record by the Board of Directors, none of the directors is disqualified as on 31st March 2026 from being appointed as a director in terms of Section 164 (2) of the Act.

   (f) With respect to the adequacy of the internal financial controls with respect to financial statements of the Company and the operating effectiveness of such controls, refer to our separate Report in **"Annexure B".**

   (g) with respect to the other matters to be included in the Auditor's report in accordance with the requirements of the section 197(16) of the Act, as amended, in our opinion and to the best of our information and according to the explanations given to us, the remuneration paid by the company to its directors during the year is in accordance with the provision of section 197 of the Act read with Schedule V to the Act.

   (h) with respect to the other matters to be included in the Auditor's report in accordance with rule 11 of the Companies (Audit and Auditors) Rules 2014, In our opinion and to the best of our information and according to the explanations given to us,

      i. The Company have some pending litigations in its financial statements for which there were impact on its financial position, however company create provision on that assets.

      ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.

      iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.

      iv. **(a)** The management has represented to us that, to the best of its knowledge and belief, as disclosed in the notes to accounts, no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of fund) by the Company to or in any other person(s) or entity(ies), including foreign entities ("intermediaries"), with the understanding, whether recorded in writing or otherwise, that the intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Company ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the ultimate Beneficiaries.

      (b) The Management has represented, that, to the best of it's knowledge and belief, as disclosed in the notes to accounts, no funds have been received by the Company from any person(s) or entity(ies), including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.

      (c) Based on the audit procedures that have been considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (i) and (ii) of Rule 11(e), as provided under (a) and (b) above, contain any material misstatement.

      v) The Company has not declared or paid any dividend during the year and has not proposed a final dividend for the year.

      vi) Based on our examination, which included test checks, the Company has used accounting software for maintaining its books of accounts for the financial year ended 31st March 2026, which has a feature of recording audit trail (edit log) facility and the same has operated throughout the year for all relevant transactions recorded in the software. Further during the course of our audit we did not come across any instance of audit trail feature being tampered with, furthermore the audit trail has been preserved by the Company as per the Statutory requirements for record retention.

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

Nitin Goyal
Partner
Membership No 517698
Place: New Delhi
Date: 09.05.2026
UDIN: 26517698BJRCVA8192

ANNEXURE A

TO THE INDEPENDENT AUDITOR'S REPORT

Referred to in our report of even date to the members of Purple United Sales Limited (Formerly known as Purple United Sales Private Limited) on the financial statements for the year ended 31st March, 2026, we report that:

(i) In respect of the Company's Property, Plant and Equipment and Intangible Assets

(a) (A) In our opinion and according to the information and explanation given to us during the course of audit, the company has maintained proper records showing full particulars including quantitative details and situation of property, plant and equipment.

(B) The company does not have any intangible assets so clause 3 (i)(a)(B) of the Order is not applicable to the company.

(b) In our opinion and according to the information and explanation given to us during the course of audit, property, plant and equipment have been physically verified by the management at once every three years, pursuant to the program, certain property, plant and equipment were due for verification during the year and were physically verified by the management during the year. According to information and explanations given to us, no material discrepancy was noticed on such verification as compared to book records.

(c) According to the information and explanations given to us and on the basis of records examined by us, the Company does not held any immovable properties in the name of the company.

(d) According to the information and explanation given to us and on the basis of records examined by us, the Company has not revalued its property, plant & equipment (including right to use assets) or intangible assets or both during the year.

(e) Accordingly, to the information and explanation given to us, and to the basis of our examination of the record of the Company, there are no pending proceeding initiated or are pending against the Company for holding any benami property under Benami Transaction (Prohibition) Act, 1988 (45 of 1988) and rules made thereunder.

(ii) <u>In respect of inventory</u>

(a) In our opinion and according to the information and explanations given to us, physical verification of inventory except goods in transit has been conducted at reasonable intervals by the management. In our opinion the coverage and procedure of such verification by the management is appropriate and discrepancies notices on physical verification of inventory as compared to book records were not in excess of 5% or more in aggregate for each class of inventory.

(b) The Company has been sanctioned working capital limits in excess of five crore rupee, in aggregate, from banks and financial institutions on the basis of security of current assets.

The quarterly returns or statements filed by the Company with such banks and financial institutions are in agreement with the books of account of the Company, refer to note no 5 of financial statement.

Quarter ended as at	Particulars of Securities Provided	Amount as reported in the quarterly Return	Amount as reported in the accounts	Amount of Differences	Reason for Material Discrepancies
30th June 2025	*(Inventory+Trade Receivable -Trade Creditors)*	*8,351.09*	*7,992.63*	358.46	Provisional data as on date of filling
30th September 2025	*(Inventory+Trade Receivable -Trade Creditors)*	*5,465.51*	*5,620.99*	-155.48	Provisional data as on date of filling
31st December 2025	*(Inventory+Trade Receivable -Trade Creditors)*	*6,618.71*	*6,240.03*	378.68	Provisional data as on date of filling
31st March 2026	*(Inventory+Trade Receivable -Trade Creditors)*	*10,855.36*	*11,178.26*	-322.90	Provisional data as on date of filling

(iii) In respect of investments made, provided any guarantee or security or granted any loans or advances in the nature of loan:

(a) In our opinion and according to the information and explanation given to us during the course of audit, the Company has not granted any loans, secured or unsecured to companies, firms, Limited Liability Partnerships or other parties covered in the register maintained under section 189 of the Companies Act, 2013. Therefore, sub clauses (a), (b) & (c) of paragraph 3(iii) the Order are not applicable to the Company.

(iv) Compliance of section 185 and 186:

In our opinion and according to the information and explanation given to us during the course of audit, the Company has complied with the provisions of section 185 and 186 of the Act in respect of loans and investments of the company. Further, the company has not given any guarantee or security; accordingly, to this extent paragraph 3(iv) of the Order is not applicable.

(v) Public Deposits:

In terms of the books and records examined by us, we state that the Company has not accepted any deposit from the public in terms of section 73 to 76 of the Act and the rules framed thereunder. Accordingly, clause 3(v) of the order is not applicable to the company.

(vi) Cost Records:

In our opinion and according to the information and explanation given to us, the Central Government has not prescribed maintenance of cost records under section 148 (1) of the Act. Therefore, paragraph 3(vi) of the Order is not applicable.

(vii) Statutory Dues:

(a) According to the information and explanations given to us and the books and records examined by us, we state that the company is generally regular in depositing undisputed statutory dues including provident fund, employees' state insurance, income-tax, sales tax, service tax, duty of customs, duty of excise, value added tax, GST, cess and any other statutory dues as applicable. There are no outstanding statutory dues for more than six months from the date they became payable as on 31st March 2026.

(b) In terms of the information and explanations sought by us and given by the company and the books and records examined by us in the normal course of audit and to the best of our knowledge and belief, we state that there are no dues of income tax or sale tax or service tax or duty of customs or duty of excise or value added tax or cess which have not been deposited on account of any dispute.

(viii) Undisclosed Income:

According to the information and explanations given to us and the records of the Company examined by us, there were no transactions relating to previously unrecorded income that were surrendered or disclosed as income in the tax assessments under the Income Tax Act, 1961 (43 of 1961) during the year.

(ix) Borrowings:

(a) In our opinion and according to the information and explanation given to us during the course of audit, the company has not defaulted in repayment of loans or other borrowings or in payment of interest thereon to any lender.

(b) According to information and explanations given to us and on the basis of our audit procedures, the company has not been declared wilful defaulter by any bank or financial institution or any other lender.

(c) According to information and explanations given to us and on the basis of our audit procedures, the term loans have been applied for the purpose for which the loans were obtained.

(d) According to information and explanations given to us and on the basis of our audit procedures and our overall examination of financial statements of the company, we report that no fund raised on short term basis have been utilised for long term purposes by the company.

(e) The Company does not have any subsidiary, associates and joint ventures, accordingly the reporting under clause 3(ix)(e) of the order is not applicable to the Company.

(f) The Company does not have any subsidiary, associates and joint ventures, accordingly the reporting under clause 3(ix)(f) of the order is not applicable to the Company.

(x) Issue of securities:

(a) The Company did not raise any money by way of an initial public offer or further public offer (including debt instruments) during the year. Accordingly, clause 3(x) (a) of the order is not applicable.

(b) In terms of the information and explanations sought by us and given by the company and the books and records examined by us in the normal course of the audit and to the best of our knowledge and belief, we state that the company has not made any preferential allotment or private placements of shares or fully or partly convertible debentures during the year.

(xi) Fraud:

a) During the course of our examination of the books and records of the Company, carried out in accordance with the generally accepted auditing practices in India and according to the information and explanations given to us, we have neither come across any instance of material fraud by the Company or on the Company, noticed or reported during the year, nor have we been informed of any such case by the management.

(b) During the course of our examination of the books and records of the Company, carried out in accordance with the generally accepted auditing practices in India and according to the information and explanations given to us, no report under sub-section (12) of section 143 of the Companies Act has been filed in Form ADT-4 (as prescribed) under rule 13 of Companies (Audit and Auditors) Rules, 2014 with the Central Government, during the year and up to the date of this report. So accordingly the reporting under clause 3(xi)(b) of the order is not applicable to the Company.

(c) As represented to us by the Management, there were no whistle blower complaints received by the Company during the year. So accordingly the reporting under clause 3(xi)(c) of the order is not applicable to the Company.

(xii) Nidhi Company:

In our opinion and according to the information and explanation given to us during the course of audit, the company is not a Nidhi company. Therefore, clause 3(xii) of the Order are not applicable.

(xiii) Related Parties:

In terms of the information and explanations sought by us and given by the company and the books and records examined by us in the normal course of audit and to the best of our knowledge and belief, we state that transactions with the related parties are in compliance with sections 177 & 188 of the Act where applicable and details of such transactions have been disclosed in the financial statements as required by the applicable accounting standards.

(xiv) Internal Audit:

(a) In our opinion the Company has an adequate internal audit system commensurate with the size and the nature of its business.

(b) We have considered, the internal audit reports issued to the Company during the year and covering the period upto March 2026.

(xv) Non- cash transactions:

In our opinion during the year the Company has not entered into any non-cash transactions with its directors or persons connected with its directors and hence provisions of section 192 of the Companies Act, 2013 are not applicable to the company.

(xvi) Section 45-IA of the Reserve Bank of India Act,1934:

(a) In our opinion and according to the information and explanation given to us during the course of audit, the Company is not required to be registered under section 45-IA of the Reserve Bank of India Act 1934. Hence, reporting under clauses (xvi)(a), and (b) of the order is not applicable.

(b) The Company is not a Core Investment Company (CIC) as defined in the regulations made by the Reserve Bank of India. Accordingly, reporting under clauses (xvi)(c) of the Order is not applicable.

(c) The Group does not have any CIC and accordingly reporting under clause (xvi)(d) of the Order is not applicable.

(xvii) Cash Losses:

The Company has not incurred any cash losses during the financial year covered by our audit and the immediately preceding financial year.

(xviii) Resignation of Statutory Auditors:

There has been no resignation of the statutory auditors of the Company during the year. Hence this clause is not applicable.

(xix) Ability to pay liabilities:

On the basis of the financial ratios, ageing and expected dates of realization of financial assets and payment of financial liabilities, other information accompanying the financial statements and knowledge of the Board of Directors and Management plans and based on our examination of the evidence supporting the assumptions, nothing has come to our attention, which causes us to believe that any material uncertainty exists as on the date of the audit report indicating that the Company may capable of meeting its liabilities existing at the date of balance sheet as and when they fall due within a period of one year from the balance sheet date. We, however, state that this is an assurance as to the future viability of the Company. We further state that our reporting is based on the facts up to the date of the audit report and we neither give any guarantee nor any assurance that all liabilities falling due within a period of one year from the balance sheet date, will get discharged by the Company as and when they fall due.

(xx) CSR Unspent Amount:

(a) According to the information and explanations given to us, there are unspent amount Rs. 0.67 Lakhs, which liable to spend within Six months i.e. 30th September 2026 towards Corporate Social Responsibility (CSR), there is not requiring a transfer to the fund specified in Schedule VII to the Companies Act in compliance with second proviso to sub section (5) of the section 135 of the said Act.

(b) There are no unspent amounts in respect of ongoing projects, that are required to be transferred to a special account in compliance of provision of subsection (6) of the section 135 of Companies Act. Accordingly, the reporting under clause 3(xx)(b) of this order is not applicable to the Company.

(xxi) Qualification or adverse remarks in the Group Company's Financial Statements:

The reporting under clause 3(xxi) of the order is not applicable in respect of audit of financial statements, accordingly no comment in respect of the said clause has been included in this report.

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

Nitin Goyal
Partner
M No 517698
Place: New Delhi
Date: 09.05.2026
UDIN: 26517698BJRCVA8192

Referred to in our report of even date to the members of Purple United Sales Limited (Formerly known as Purple United Sales Private Limited) on the financial statements for the year ended 31st March, 2026

Report on the Internal Financial Controls with reference to financial statements under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 ("the Act")

We have audited the internal financial controls with reference to financial statements of Purple United Sales Limited ("the Company") as of 31st March, 2026 in conjunction with our audit of the financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls with reference to financial statements

The Company's management is responsible for establishing and maintaining internal financial controls with reference to financial statements based on the internal control with respect to financial statements criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by The Institute of Chartered Accountants of India (ICAI). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to Company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

Auditors' Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls with reference to financial statements based on our audit.

We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") issued by ICAI and the Standards on Auditing prescribed under section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls with reference to financial statements. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls with respect to financial statements was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial control system with respect to financial statements and their operating effectiveness. Our audit of internal financial control with respect to financial statements included obtaining an understanding of internal financial control with respect to financial statements, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the Company's internal financial controls system with respect to financial statements.

Meaning of Internal Financial Controls with respect to financial statements

A Company's internal financial control with respect to financial statements is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A Company's internal financial control with respect to financial statements includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the Company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the Company are being made only in accordance with authorizations of management and directors of the Company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the Company's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls with respect to financial statements

Because of the inherent limitations of internal financial controls with respect to financial statements, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls with respect to financial statements to future periods are subject to the risk that the internal financial controls with respect to financial statements may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, the Company has, in all material respects, an adequate internal financial controls system with respect to financial statements and such internal financial controls with respect to financial statements were operating effectively as at 31st March, 2026, based on the internal controls with respect to financial statements criteria established by the Company considering the essential components of internal controls stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the ICAI.

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

Nitin Goyal
Partner
Membership No 517698
Place: New Delhi
Date: 09.05.2026
UDIN: 26517698BJRCVA8192

Statement of Assets and Liabilities

As at 31st March, 2026

(All amount in lakhs INR unless otherwise stated)

Particulars	Notes	As at 31st March, 2026	As at 31st March, 2025
EQUITY AND LIABILITIES			
Shareholder's fund			
Share capital	3	960.98	960.98
Reserves and surplus	4	6,611.70	5,092.24
		7,572.68	**6,053.22**
NON- CURRENT LIABILITIES			
Long-term Borrowings	5	1,292.14	1,073.77
Deferred Tax Liablities (Net)	6	-	-
Other long term liabilities	7	1,271.51	1,127.00
Long- term provisions	8	89.82	67.91
		2,653.47	**2,268.68**
CURRENT LIABILITIES			
Short-term Borrowings	5	7,379.89	2,402.33
Trade payables	9		
(a) total outstanding dues of micro and small enterpises		906.36	357.00
(b) total outstanding dues of creditors other than micro and small enterpises		415.76	391.31
Other current liabilities	7	3,187.83	1,164.61
Short-term provisions	8	1,081.34	473.28
		12,971.18	**4,788.53**
TOTAL		**23,197.33**	**13,110.43**
ASSETS			
NON- CURRENT ASSETS			
Property, Plant & Equipments	10	3,158.46	1,523.67
Non- current Investments		-	-
Deferred Tax Assets (Net)	6	263.57	101.33
Long- term loans & advances	11	8.46	6.00
Other Non-Current Assets	12	1,311.33	320.75
		4,741.82	**1,951.75**
CURRENT ASSETS			
Inventories	13	7,313.60	1,746.13
Trade Receivables	14	5,962.71	6,049.21
Cash and Bank Balances	15	59.47	78.93
Short Term Loans and Advances	11	20.23	9.42
Other Current Assets	12	5,099.50	3,274.99
		18,455.51	**11,158.68**
TOTAL		**23,197.33**	**13,110.43**
Summary of significant accounting policies	1-2		

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

For and on behalf of the Board of Directors
Purple United Sales Limited
(formerly known as Purple United Sales Private Limited)

Nitin Goyal
Partner
M. No.: 517698
Place: New Delhi
Date: 9th May, 2026

Bhawna Seth
Whole-Time Director
DIN: 07385656
Place: Noida
Date: 9th May, 2026

Jatinder Dev Seth
Managing Director
DIN: 06944942
Place: Noida
Date: 9th May, 2026

Naresh Kumar
Chief Financial Officer
Place: Noida
Date: 9th May, 2026

Ayati Gupta
Company Secretary
M. No.: A63811
Place: Noida
Date: 9th May, 2026

Statement of Profit & Loss

for the year ended 31st March, 2026

(All amount in lakhs INR unless otherwise stated)

Particulars	Notes	For the year ended 31st March, 2026	For the year ended 31st March, 2025
REVENUE			
Revenue from operations	16	17,063.21	10,312.75
Other income	17	90.24	2.76
Total Income (I)		**17,153.45**	**10,315.51**
EXPENSES			
Purchase of traded goods	18	12,446.57	6,005.08
Changes in inventories of traded goods	19	(5,576.01)	(779.91)
Employee benefits expenses	20	2,200.36	982.88
Other expenses	21	4,423.74	2,034.38
Total expenses (II)		**13,494.66**	**8,242.43**
Earnings before interest, tax, depreciation and amortization (I-II)		**3,658.80**	**2,073.08**
Depreciation and amortization expenses	22	641.92	181.23
Finance costs	23	971.73	483.98
Profit before tax and exceptional and prior period items		**2,045.15**	**1,407.87**
Tax expenses			
Current tax		687.94	411.46
Deferred Tax Assets/(Income)		(162.24)	(51.03)
Total tax expense		**525.70**	**360.43**
Profit after tax before exceptional and prior period items		**1,519.45**	**1,047.44**
Exceptional and prior period items		-	-
Profit after tax and exceptional and prior period items		**1,519.45**	**1,047.44**
Earning per equity Share of Face value @ Rs 10/- each			
Basic		15.81	13.59
Diluted		15.81	13.59
Summary of significant accounting policies	1-2		

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

For and on behalf of the Board of Directors
Purple United Sales Limited
(formerly known as Purple United Sales Private Limited)

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Date: 9th May, 2026

Cash Flow Statement

for the year ended 31st March, 2026

(All amount in lakhs INR unless otherwise stated)

Particulars	As at 31st March, 2026	As at 31st March, 2025
Cash flow from operating activities		
Profit after tax	1,519.45	1,047.44
Add: Tax expenses	525.70	360.43
Profit before tax	**2,045.15**	**1,407.87**
Adjustment for:		
Depreciation and amortisation	641.92	181.23
Non-Current Provision For Gratuity	21.91	28.46
Finance costs	971.73	483.97
Non- Current Provision on Lease Equalization	277.91	96.01
Provision for Bad & Doubtful Debts	11.05	14.86
Operating profit before working capital changes	**3,969.67**	**2,212.40**
Movements in working capital:		
Decrease/(Increase) in Inventories	(5,567.47)	(779.91)
Decrease/(Increase) in Trade receivables	75.46	(3,203.39)
Decrease/(Increase) in Short Term Loans & Advances	(10.81)	12.14
Decrease/(Increase) in Long Term Loans & Advances	(2.46)	-
Decrease/(Increase) in Other Non-Current Assets	(837.48)	(234.74)
Decrease/(Increase) in Other Current Assets	(939.24)	(2,715.59)
(Decrease)/Increase in Other Current Liabililites	2,023.22	1,040.93
(Decrease)/Increase in Trade Payables	573.81	496.61
(Decrease)/Increase in Short Term Provisions	35.33	16.80
(Decrease)/Increase in Other Long Term Liabilities	144.51	988.00
Cash generated from/(used in) operations	**(4,505.14)**	**(2,166.75)**
Direct taxes paid	(393.11)	(114.67)
Net cash flow from/(used in) operating activities after working capital changes (A)	**(928.58)**	**(2,281.43)**
Cash flow from investing activities		
Purchase of fixed asstes including intangible, capital work-in progress	(2,276.71)	(1,199.99)
Purchase of Current Investment	(885.26)	(200.74)
Purchase of Non Current Investment	(153.09)	-
Net cash flow from/(used in) investing activities (B)	**(3,315.07)**	**(1,400.73)**
Cash flow from financing activities		
Proceed from issue of Shares including security premium (IPO)	-	3,272.12
Proceed from Long Term Borrowing	218.37	235.91
Proceed from Short Term Borrowing	4,977.56	677.39
Interest Paid	(971.73)	(483.97)
Net cash flow from/(used in) financing activities (C)	**4,224.20**	**3,701.45**
Net increase/ (decrease) in cash and cash equivalents (A+B+C)	(19.46)	19.29
Cash and cash equivalents at the beginning of the year	78.93	59.64
Cash and cash equivalents at the end of the year	**59.47**	**78.93**
Components of cash and cash equivalents		
Cash in hand	15.62	33.25
With banks - In current account	43.85	45.68
Cash and cash equivalents	**59.47**	**78.93**
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

For and on behalf of the Board of Directors
Purple United Sales Limited
(formerly known as Purple United Sales Private Limited)

Nitin Goyal
Partner
M. No.: 517698
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Ayati Gupta
Company Secretary
M. No.: A63811
Place: Noida

Notes to Financial Statements

for the year ended 31st March, 2026

(All amount in lakhs INR unless otherwise stated)

1. Corporate information

Purple United Sales Limited (hereinafter referred to as "the Company") is a public company domiciled in India with its Registered Office situated at Khasra No 55/14 & 55/15, Near Rani Khera Road, Mundka, Delhi-110041 and Corporate Office situated at Tower 2, Ground Floor, Candor TechSpace Plot No. 20 & 21, Sector 135, Noida, Uttar Pradesh - 201304 incorporated under the provisions of the Companies Act 2013.

The Company is engaged in the trading of lifestyle products. It operates its business across India through Retail outlets, E-commerce platforms, Distribution network and Key account models.

2. Basis of preparation

(a) The Financial Statements of the Company have been prepared in accordance with the Generally Accepted Accounting Principles in India ("Indian GAAP"). The Company has prepared these Financial Statements to comply in all material respects with the Accounting Standards notified under Section 133 of the Companies Act, 2013 read together with Paragraph 7 of the Companies (Accounts) Rules, 2014 and the Companies (Accounting Standards) Rules, 2021. The Financial Statements have been prepared on accrual basis and under the historical cost convention. The Financial Statements have been presented in Indian rupees in lakhs (unless and otherwise stated).

1- The Company started providing services after incorporation on national level .
2- All the Schedules form an integral part of Balance Sheet and Profit and loss Account.
3- The amount due to MSME enterprises must be reported separately under trade payables.
4- No transactions represented by book entries are prejudice to the interest of the Company and no personal expenses have been charged to accounts.

(b) All assets and liabilities have been classified as current or non-current as per Company's operating cycle and other criteria set out in Schedule-III of the Companies Act 2013. Based on the nature of business, the Company has ascertained its operating cycle as 12 months for the purpose of current or non-current classification of assets and liabilities.

2.1 Summary of significant accounting policies

(1) Use of estimates

The preparation of Financial Statements in conformity with Indian GAAP requires management to make judgments, estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent liabilities, at the end of the reporting period and reported amount of income and expenses during the period. Examples of such estimates include provision for doubtful debt, future obligation under employee retirement benefit plans, provision for diminishing in the value of inventory in hand and useful lives of fixed tangible assets and intangibles assets. Although these estimates are based on management's best knowledge of current events and actions, uncertainty about these assumptions and estimates could result in the outcomes requiring a material adjustment to the carrying amounts of assets or liabilities in future periods.

(2) Property, plant and equipment

Property, plant and equipment are stated at cost, net of accumulated depreciation and accumulated impairment losses, if any.
The cost comprises the purchase price and any directly attributable cost of bringing the asset to its working condition for the intended use. Any trade discounts and rebates are deducted in arriving at the purchase price.

The cost of the property, plant and equipment not ready for their intended use before Balance Sheet date are disclosed under capital work in progress.

Subsequent costs are included in the carrying amount of the assets or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the company and cost of the item can be measured reliably. The carry amount of the replaced part is derecognised. All other expenses on existing property, plant and equipment, including day-to-day repair and maintenance expenditure and cost of replacing parts, are charged to the Statement of Profit and Loss for the period during which such expenses are incurred.

Gains or losses arising from derecognition of property, plant and equipment are measured as the difference between the net disposal proceeds and the carrying amount of the asset and are recognized in the Statement of Profit and Loss when the asset is derecognized.

(3) (a) Depreciation on property, plant and equipment

Depreciation on property, plant and equipment is calculated on a straight-line basis using the rates arrived at based on the useful lives estimated by the management. The Company has used the following lives to provide depreciation on its property, plant and equipment.

Category of assets	Estimated useful lives
End User Devices	3 years
Furniture & fixtures	10 years
Office equipments	5 years
Plant & machinery	15 years
Vehicles	8 years

The above mentioned lives of assets are same as prescribed under Companies Act 2013.

(b) Intangible assets

Intangible assets are amortized on a straight line basis over the estimated useful economic life. Intangible assets not yet available for use are tested for impairment annually, either individually or at the cash generating unit level. All other intangible assets are assessed for impairment whenever there is an indication that the intangible assets may be impaired.

The amortization period and the amortization method are reviewed at-least at each financial year end. If the expected useful life of the asset is significantly different from previous estimates, the amortization period is changed accordingly. If there has been a significant change in the expected pattern of economic benefits from the asset, the amortization method is changed to reflect the change pattern. Such changes are accounted for in accordance with Accounting Standard 5 "Net Profit or Loss for the Period, Prior Period Items and Changes in Accounting Policies".

Gains or losses arising from derecognition of an intangible asset are measured as the difference between the net disposal proceeds and the carrying amount of the asset and are recognized in the Statement of Profit and Loss when the asset is derecognized.

(4) Impairment of property, plant and equipment and intangible assets

The Company assesses at each reporting date whether there is an indication that an asset may be impaired. If any indication exists, or when annual impairment testing for an asset is required, the Company estimates the asset's recoverable amount. An asset's recoverable amount is the higher of an asset's net selling price and its value in use. The recoverable amount is determined for an individual asset, unless the asset does not generate cash inflows that are largely independent of those from other assets or groups of assets. Where the carrying amount of an asset exceeds its recoverable amount, the asset is considered impaired and is written down to its recoverable amount.

Impairment losses of continuing operations, including impairment on inventories, are recognised in the Statement of Profit and Loss, except for previously revalued tangible property, plant and equipment, where the revaluation was taken to revaluation reserve. In this case, the impairment is also recognized in the revaluation reserve upto the amount of any previous revaluation.

After impairment, depreciation is provided on the revised carrying amount of the asset over its remaining useful life.

An assessment is made at each reporting date as to whether there is any indication that previously recognized impairment losses, may no longer exist or may have decreased. If such indication exist, the Company estimates the asset's or cash generating unit's recoverable amount. A previously recognized loss is reversed only if there has been a change in the assumptions used to determine the asset's recoverable amount since the last impairment loss was recognized. The reversal is limited so that the carrying amount of the asset does not exceed its recoverable amount, nor exceed the carrying amount that would have been determined, net of depreciation, had no impairment loss been recognized for the asset in prior years. Such reversal is recognized in the Statement of Profit and Loss unless the asset is carried at a revalued amount, in which case the reversal is treated as revaluation increase.

(5) Leases

Where the Company is the lessee

Finance lease is a lease that transfers substantially all the risks and rewards incidental to ownership of an asset.

An operating lease is a lease other than a finance lease.

Assets acquired on leases where the lessor effectively retains substantially all the risks and benefits of ownership of the leased item, are classified as operating leases. Lease payments under an operating lease should be recognised as an expense in the statement of profit and loss on a straight line basis over the lease term unless another systematic basis is more representative of the time pattern of the user's benefit.

The company has adopted the alternative systematic basis as it provides a more accurate representation of the time pattern of benefits derived from leased assets.

(6) Inventories

Traded goods are valued at lower of cost & net realizable value. Cost of inventories comprises of purchase & other costs incurred in bringing the inventories to their present location and condition.

Cost is determined on weighted average basis. Net realizable value is the estimated selling price in the ordinary course of business, less estimated costs of completion and estimated necessary costs to make the sale.The provision for inventory obsolescence is assessed regularly based on estimated shelf life of products/expiry dates, as the case may be.

(7) Investments

Investments, which are readily realizable and intended to be held for not more than one year from the date on which such investments are made, are classified as current investments. All other investments are classified as long-term investments.

On initial recognition, all investments are measured at cost. The cost comprises purchase price and directly attributable acquisition charges such as brokerage, fees and duties. If an investment is acquired, or partly acquired, by the issue of shares or other securities, the acquisition cost is the fair value of the securities issued. If an investment is acquired in exchange for another asset, the acquisition is determined by reference to the fair value of the asset given up or by reference to the fair value of the investment acquired, whichever is more clearly evident.

Current investments are carried in the financial statements at lower of cost and fair value determined on an individual investment basis. Long-term investments are carried at cost. However, provision for diminution in value is made to recognize a decline other than temporary in the value of the investments.

On disposal of an investment, the difference between its carrying amount and net disposal proceeds is charged or credited to the Statement of Profit and Loss.

(8) Revenue recognition

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured.
The following specific recognition criteria must also be met before revenue is recognized:

i) Sale of traded goods

Sale of traded goods represents revenue from the sale of products net of returns, allowances (if any) and trade discounts. The sale is recorded when the products are delivered and all significant risks and rewards of ownership of the goods have passed to the customers. It is the company's policy to sell its products to the end customers with a right of return within specified period on case to case basis. The Company collects Goods and Service Tax on behalf of the government and therefore, these are not economic benefits flowing to the Company. Hence, they are excluded from revenue.

ii) Interest income

Revenue is recognized on a time proportion basis taking into account the amount outstanding and the applicable interest rate. Interest income is included under the head "Other Income" in the Statement of Profit and Loss.

(9) Foreign currency transactions

Initial recognition

Foreign currency transactions are recorded in the reporting currency, by applying to the foreign currency amount the exchange rate between the reporting currency and the foreign currency approximately at the date of the transaction.

Conversion

Foreign currency monetary items are reported using the closing rate. Non-monetary items which are carried in terms of historical cost denominated in a foreign currency are reported using the exchange rate at the date of the transaction and non-monetary items which are carried at fair value or other similar valuation denominated in a foreign currency are reported using the exchange rates that existed when the values were determined.

Exchange differences

Exchange differences arising on settlement or conversion of monetary items are recognized as income or expenses in the year in which they arise.

(10) Retirement and other employee benefits

Retirement benefit in the form of Provident Fund is a defined contribution scheme and the contributions are charged to the Statement of Profit and Loss for the year when the contributions are due. The Company has no obligation for the same as its employee strength anytime during the year is less than minimum threshold limit.

The Company operates defined benefit plans for its employees for gratuity. The cost of providing benefits under the gratuity plan is determined on the basis of actuarial valuation carried out on projected unit credit method as at the period end. Actuarial valuation is carried out for plan using the projected unit credit method. Actuarial gains and losses for defined benefit plan are recognized in full in the period in which they occur in the Statement of Profit and Loss.

Actuarial gains/losses are immediately taken to Statement of Profit and Loss and are not deferred.

(11) Taxes

(a) Current tax

Current income-tax is measured at the amount expected to be paid to the tax authorities in accordance with the Income-tax Act, 1961 enacted in India and tax laws prevailing in the respective tax jurisdictions where the Company operates. The tax rates and tax laws used to compute the amount are those that are enacted or substantively enacted, at the reporting date.

The company has computed its tax liability for the year in accordance with the provisions of Section 115BAA of the Income Tax Act, 1961.

(b) Deferred tax

Deferred income taxes reflect the impact of timing differences between taxable income and accounting income originating during the current year and reversal of timing differences for the earlier years. Deferred tax is measured using the tax rates and the tax laws enacted or substantively enacted at the reporting date.

Deferred tax liabilities are recognized for all taxable timing differences. Deferred tax assets are recognized for deductible timing differences only to the extent that there is reasonable certainty that sufficient future taxable income will be available against which such deferred tax can be realized.

In situations where the Company has unabsorbed depreciation or carry forward tax losses, all deferred tax assets are recognized only if there is virtual certainty supported by convincing evidence that they can be realized against future taxable profits.

At each reporting date, the Company re-assesses unrecognized deferred tax assets. It recognizes unrecognized deferred tax asset to the extent that it has become reasonably certain or virtually certain, as the case may be, that sufficient future taxable income will be available against which such deferred tax assets can be realized.

The carrying amount of deferred tax assets are reviewed at each reporting date. The Company writes-down the carrying amount of deferred tax asset to the extent that it is no longer reasonably certain or virtually certain, as the case may be, that sufficient future taxable income will be available against which deferred tax asset can be realized.

Any such write-down is reversed to the extent that it becomes reasonably certain or virtually certain, as the case may be, that sufficient future taxable income will be available.

Deferred tax assets and deferred tax liabilities are offset, if a legally enforceable right exists to set-off current tax assets against current tax liabilities and the deferred tax assets and deferred taxes relate to the same taxable entity and the same taxation authority.

(12) Earnings per share

Basic earnings per share are calculated by dividing the net profit or loss for the period attributable to equity shareholders (after deducting preference dividends and attributable taxes) by the weighted average number of equity shares outstanding during the period. The weighted average number of equity shares outstanding during the period is adjusted for events such as bonus issue, bonus element in a rights issue, share split, and reverse share split (consolidation of shares) that have changed the number of equity shares outstanding, without a corresponding change in resources.

For the purpose of calculating diluted earning per share, the net profit and loss for the year attributable to equity shareholders and weighted average number of shares outstanding during the year are adjusted for the effects of all dilutive potential equity shares.

(13) Provisions

A provision is recognized when the Company has a present obligation (legal or constructive) as a result of past event, it is probable than an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation. Provisions are not discounted to their present value and are determined based on the best estimate required to settle the obligation at the reporting date. These estimates are reviewed at each reporting date and adjusted to reflect the current best estimates.

(14) Contingent liabilities

A contingent liability is a possible obligation that arises from past events whose existence will be confirmed by the occurrence or non-occurrence of one or more uncertain future events beyond the control of the Company or a present obligation that is not recognized because it is not probable that an outflow of resources will be required to settle the obligation. A contingent liability also arises in extremely rare cases where there is a liability that cannot be recognized because it cannot be measured reliably. The Company does not recognize a contingent liability but discloses its existence in the Financial Statements.

(15) Cash & cash equivalents

Cash and cash equivalents comprise of cash-in-hand and balance in bank in current accounts and deposit accounts, with an original maturity of three months or less.

Note 3: Share Capital

Particulars	As at 31st March, 2026	As at 31st March, 2025
Authorized shares	1,500.00	1,100.00
1,50,00,000 Equity Shares @ Rs 10/- Each (previous year 1,10,00,000 equity share of Rs 10/- each)		
	1,500.00	**1,100.00**
Issued, subscribed and fully paid-up shares		
96,09,800 Equity Shares @ Rs 10/- Each	960.98	960.98
	960.98	**960.98**

Note 3.1. Reconciliation of the shares outstanding at the beginning and at the end of the reporting period

Particulars	As at 31st March, 2026		As at 31st March, 2025	
	Nos.	Amount	Nos.	Amount
At the beginning of the year	96,09,800	960.98	66,33,000	663.30
Issued during the year (Against Cash)	-	-	29,76,800	297.68
Outstanding at the end of the year	**96,09,800**	**960.98**	**96,09,800**	**960.98**

Note:

a. The Company allotted 3,72,800 Equity Shares of face value of Rs. 10/- at security premium of Rs. 72 /- each during the FY 2024-25 on 23rd May 2024,

b. Company allotted 26,04,000 Equity Shares of face value of Rs. 10/- at security premium of Rs. 116 /- each during the FY 2024-25 on 16th December 2024.

c. Pursuant to approval of the Board of Directors at its meeting held on 27th August 2025 and approval of the Members at the Annual General Meeting held on 25th September 2025, the Authorised Share Capital of the Company was increased from Rs. 11,00,00,000 divided into 1,10,00,000 Equity Shares of Rs. 10 each to Rs. 15,00,00,000 divided into 1,50,00,000 Equity Shares of Rs. 10 each.

a. Details of shareholders holding more than 5% shares in the Company

Name of the Share Holder	As at 31st March, 2026		As at 31st March, 2025	
	Nos.	% total of Shares	Nos.	% total of Shares
Jatinder Dev Seth	40,00,000	41.62%	40,00,000	41.62%
Bhawna Seth	10,00,000	10.41%	10,00,000	10.41%
InnovationM Mobile And Web Technologies Pvt Ltd	11,33,000	11.79%	11,33,000	11.79%
TOTAL	**61,33,000**	**63.82%**	**61,33,000**	**63.82%**

b. Details of shareholding of Promoters share in the Company

Name of the Promoter	As at 31st March, 2026			
	Shares Held by Promoters at the end of the Year			
	Class of Shares	No. of shares	% of Holding	% Change during the Years
Jatinder Dev Seth	Equity Share	40,00,000	41.62%	0.00%
Bhawna Seth	Equity Share	10,00,000	10.41%	0.00%
InnovationM Mobile And Web Technologies Pvt Ltd	Equity Share	11,33,000	11.79%	0.00%
		61,33,000	**63.82%**	**0.00%**

Promoter here means promoter as defined in the Companies Act, 2013, as amended

Name of the Promoter	As at 31st March, 2025			
	Shares Held by Promoters at the end of the Year			
	Class of Shares	No. of shares	% of Holding	% Change during the Years
Jatinder Dev Seth	Equity Share	40,00,000	41.62%	(18.68)%
Bhawna Seth	Equity Share	10,00,000	10.41%	(4.67)%
InnovationM Mobile And Web Technologies Pvt Ltd	Equity Share	11,33,000	11.79%	(5.29)%
		61,33,000	**63.82%**	**(28.64)%**

c. Terms/rights attached to equity shares

The company has only one class of equity shares having a par value of Rs.10/- per share. Each holder of equity shares is entitled to one vote per share.

Note 4: Reserves & surplus

Particulars	As at 31st March, 2026	As at 31st March, 2025
Opening Balance	1,328.64	281.20
Add: Net Profit for Current year	1,519.45	1,047.44
Total (A)	**2,848.10**	**1,328.64**
Security Premium*		
Opening Balance	3,763.60	789.16
Add: Shares issued during the year	-	268.41
Add: Shares issued during the year	-	3,020.64
Less: IPO Issue Expenses	-	314.61
Total(B)	**3,763.60**	**3,763.60**
Total (A) +(B)	**6,611.70**	**5,092.24**

Note:

IPO issue expenses includes certain capital in nature expenses, which have been directly adjusted against the securities premium account.

Note 5: Borrowings

Particulars	Long-term		Short-term	
	As at 31st March, 2026	As at 31st March, 2025	As at 31st March, 2026	As at 31st March, 2025
5(a) Borrowings from Related Parties				
Unsecured				
Unsecured Loans From Directors		-	398.91	31.37
Unsecured Loan from Related Parties		-	130.94	104.87
5(b) Borrowings from Banks & NBFC				
Secured				
Secured Loans From Banks	525.27	546.40	6,252.67	2,245.63
Secured Loans From NBFC	-		500.00	-
Unsecured				
Unsecured Loans From NBFC	586.02	389.50	51.54	-
Unsecured Loans From Banks	180.86	137.87	45.83	20.46
TOTAL	**1,292.14**	**1,073.77**	**7,379.89**	**2,402.33**

Note 5.1: The loan from bank and Financial Institutions is guaranteed/secured by

(i) The loan from banks comprises of vehicle loan which are primarily secured by the respective vehicle financed.
(ii) CC Limits are short term loan which are considered as demand loans.
(iii) Loan from NBFCs are secured by Fixed Deposit

Note 5.2: The period and amount of continuing default in repayment of principal and interest- NIL

Note 5.3: The borrowing from bank is secured by :

(i) Primary security: Primary security for the multi-banking working capital facilities consists of a charge on the current assets of the Company by way of hypothecation of finished goods inventory and sundry debtors in favour of Axis Bank, ranking pari passu with ICICI Bank, Punjab National Bank, Indian Bank and Punjab & Sind Bank.

(ii) Collateral Security : There is property mortgage in name of directors and their relative for ongoing working capital limits from banks.

(iii) For working capital limits both directors have provided their personal guarantee.

(iv) Company did not disclose trade payables for expenses as per bank norms and in case of trade receivable some gap exist in statement submitted to bank periodically.

(v) The quarterly/monthly statements submitted to the bank have been reconciled with the books of accounts. Certain variances were observed. As explained by the management, the statements submitted to the bank are provisional in nature, and at periodic intervals, adjustments relating to discounts and credit notes are recorded in the books. The quarterly variances observed are reported below:

(Rs in lakhs)

Quarter ended as at	Particulars of Securities Provided	Amount as reported in the Quaterly Return	Amount as reported in the accounts	Amount of Differences	Reason for Material Discrepancies
30th June, 2025	(Inventory+Trade Receivable -Trade Creditors)	8,351.09	7,992.63	358.46	Provisional data as on date of filling
30th September, 2025	(Inventory+Trade Receivable -Trade Creditors)	5,465.51	5,620.99	(155.48)	Provisional data as on date of filling
31st December , 2025	(Inventory+Trade Receivable -Trade Creditors)	6,618.71	6,240.03	378.68	Provisional data as on date of filling
31st March, 2026	(Inventory+Trade Receivable -Trade Creditors)	10,855.36	11,178.26	(322.90)	Provisional data as on date of filling

Note 6: Deferred Tax Assets

Particulars	As at 31st March, 2026	As at 31st March, 2025
Opening Balance : Deferred Tax Assets	101.33	50.30
Add: Current Year Effect	162.24	51.03
Closing Balance	**263.57**	**101.33**

Modification of financial statement may be required on the following issue

Particulars	As at 31st March, 2026	As at 31st March, 2025
Recognition of DTL/DTA as per AS-22		
a) Timing difference on account of Depreciation		
WDV as per IT Act	3,551.29	1,649.81
WDV as per Companies Act	3,158.46	1,523.67
Total Timing Differences on account of depreciation	**392.83**	**126.14**
b) Retirement & Benefits		
Provision for Gratuity	96.18	71.24
Provision for Bonus	50.15	18.85
Provision for doubtful debts	88.54	77.50
MSME Disallowance	45.63	
Provision on Lease Equalization	373.92	96.01
Total Retirement & Benefits	**654.43**	**263.60**
Total timing difference (a+b)	**1,047.26**	**389.74**
Tax Effect @ 25.17%	263.57	101.33
Closing Value of DTA	263.57	101.33
Less: Already created	101.33	50.30
Current Year Effect	**162.24**	**51.03**

Note 7: Liabilities

Particulars	Non-Current		Current	
	As at 31st March, 2026	As at 31st March, 2025	As at 31st March, 2026	As at 31st March, 2025
Others liabilities				
Security Deposits Liabilities	1,271.51	1,127.00	-	-
Current Maturity of Long Term Loans			1,012.44	621.03
Statutory Payables	-	-	184.50	95.66
Advance from Customers	-	-	12.50	234.49
Expenses Payables (including salary and wages)	-	-	316.29	141.01
Other Payable	-	-	1,662.10	72.42
Total	**1,271.51**	**1,127.00**	**3,187.83**	**1,164.61**

Note 8: Provisions

Particulars	Long-term		Short-term	
	As at 31st March, 2026	As at 31st March, 2025	As at 31st March, 2026	As at 31st March, 2025
Income Tax Provisions*	-	-	648.33	353.51
Provision For Gratuity	89.82	67.91	6.36	3.32
Provision For Bonus	-	-	50.15	18.85
Provision on Interest on MSME	-	-	2.58	1.59
Provision on Lease Equalization	-	-	373.92	96.01
	89.82	**67.91**	**1,081.34**	**473.28**

*Provision for Income Tax is Created net of Advance tax and TDS Receivable

Note 9: Trade Payables

Particulars	As at 31st March, 2026	As at 31st March, 2025
(a) total outstanding dues of micro and small enterprises	906.36	357.00
(b) total outstanding dues of creditors other than micro and small enterprises	415.76	391.31
	1,322.12	**748.31**
Dues to micro and small enterprises		
Micro and small enterprises under the Micro, Small and Medium Enterprises Development Act, 2006 (MSMED Act, 2006) have been determined based on the information available with the Company and the required disclosures are given below:		
Particulars		
(a) amount remaining unpaid to any supplier at the end of each accounting year:-		
- the principal amount; and	906.36	357.00
- the interest due thereon	0.43	1.59
(b) the amount of interest paid by the buyer in terms of section 16 of the Micro, Small and Medium Enterprises Development Act, 2006 along with the amount of the payment made to the supplier beyond the appointed day during each accounting year, however company not paid any interest on MSMEs entities beyond period.	-	-
(c) the amount of interest due and payable for the period of delay in making payment (which has been paid but beyond the appointed day during the year) but without adding the interest specified under the Micro, Small and Medium Enterprises Development Act, 2006	0.99	-
(d) the amount of interest accrued and remaining unpaid at the end of each accounting year; and	2.58	1.59
(e) the amount of interest remaining due and payable in the succeeding years, until such date when the interest dues above are actually paid to the enterprise, for the purpose of disallowance of a deductible expenditure under section 23 of the Micro, Small and Medium Enterprises Development Act, 2006.	2.58	1.59

Trade payable ageing schedule as at 31st March, 2026

Particulars	Outstanding for the Following periods from due date of Payments				
	Less than 1 Year	1-2 Years	2-3 Years	More than 3 Years	Total
(i) Undisputed Trade Payables					
MSME*	906.36	-	-	-	906.36
Other than MSMEs	386.26	19.47	-	10.02	415.76
(ii) Disputed dues					
MSMEs	-	-	-	-	-
Other than MSMEs	-	-	-	-	-
Total	**1,292.63**	**19.47**	**-**	**10.02**	**1,322.12**

*MSME trade payables are under reconcilliations.

Trade payable ageing schedule as at 31st March, 2025

Particulars	Outstanding for the Following periods from due date of Payments				
	Less than 1 Year	1-2 Years	2-3 Years	More than 3 Years	Total
(i) Undisputed Trade Payables					
MSME*	356.85	-	0.15	-	357.00
Others than MSMEs	381.28	-	9.94	0.08	391.31
(ii) Disputed dues					
MSMEs	-	-	-	-	-
Other than MSMEs	-	-	-	-	-
Total	**738.13**	**-**	**10.09**	**0.08**	**748.31**

*MSME trade payables are under reconcilliations.

Note 10: Property, Plant & Equipments and Intangible Assets

Particulars	As at 31st March, 2026	As at 31st March, 2025
Gross Value of Assets	4,231.75	1,955.04
Less:-Accumulated Depreciation	1,073.29	431.37
Net Value of Assets	**3,158.46**	**1,523.67**

Note 10(A) :- Property, Plant and Equipment and Intangible Assets:-
i) Property, Plant and Equipment:-

Particulars	Plant and Machinery	Furniture and Fittings	End User Devices	Office Equipments	Cars	Total
Balance as at 31st March 2024	37.66	569.62	91.33	3.57	52.86	**755.04**
Additions	0.75	1,165.29	31.48	2.48	-	**1,199.99**
Disposals						-
Balance as at 31st March 2025	**38.41**	**1,734.91**	**122.81**	**6.04**	**52.86**	**1,955.04**
Additions	186.75	1,965.62	77.74	46.60	-	**2,276.71**
Disposals						-
Balance as at 31st March 2026	**225.16**	**3,700.53**	**200.55**	**52.65**	**52.86**	**4,231.75**
						-
Accumulated depreciation and amortisation						-
Balance as at 31st March 2024	14.61	159.21	65.06	1.91	9.34	**250.14**
Depreciation charge	4.22	140.19	22.12	1.10	13.59	**181.23**
Balance as at 31st March 2025	**18.83**	**299.41**	**87.18**	**3.01**	**22.93**	**431.37**
Depreciation charge	15.35	572.60	40.60	4.02	9.35	**641.92**
Balance as at 31st March 2026	**34.18**	**872.00**	**127.78**	**7.04**	**32.28**	**1,073.29**
						-
						-
Net block opening	23.04	410.41	26.27	1.65	43.52	**504.90**
Balance as at 31st March 2025	**19.58**	**1,435.50**	**35.63**	**3.03**	**29.93**	**1,523.67**
Balance as at 31st March 2026	**190.98**	**2,828.52**	**72.77**	**45.61**	**20.58**	**3,158.46**

Note 11: Loans and advances

Particulars	Non-Current		Current	
	As at 31st March, 2026	As at 31st March, 2025	As at 31st March, 2026	As at 31st March, 2025
Advance to employee	-	-	20.23	9.42
Other loans and advances	8.46	6.00		-
Total	**8.46**	**6.00**	**20.23**	**9.42**

Note 12: Other Assets

Particulars	Non-Current		Current	
	As at 31st March, 2026	As at 31st March, 2025	As at 31st March, 2026	As at 31st March, 2025
Security Deposits Assets	1,158.24	320.75	-	-
(includes lease rental)				
Amount with Government Authorities	-	-	990.21	292.01
Prepaid Expenses	-	-	89.80	10.10
Advance to Supplier	-	-	2,889.73	2,747.51
Fixed Deposit with Banks	-		1,086.00	200.74
Fixed Deposit with NBFC	125.00	-	-	-
Interest Accrued but not Due	28.09	-	-	-
TDS Receivable From Others	-	-	7.53	4.22
TDS Receivable From NBFCs	-	-	36.23	20.41
Total	**1,311.33**	**320.75**	**5,099.50**	**3,274.99**

* Fixed deposits are lien marked with bank against secured loan

**TDS receivable from NBFCs is against the TDS deposited to be reimbursed*

Note 13: Inventory

Particulars	As at 31st March, 2026	As at 31st March, 2025
Traded Goods	7,206.20	1,737.59
Goods in Transit (As taken, valued & Cerified by Management)	107.40	8.54
Total	**7,313.60**	**1,746.13**

Note 14: Trade Receivables

Particulars	As at 31st March, 2026	As at 31st March, 2025
Outstanding from the date they are due for payment		
Undisputed, considered good	5,962.71	6,049.21
Undisputed, considered doubtful	15.08	15.08
Disputed, considered Doubtful	73.46	62.42
	6,051.25	**6,126.71**
Provision for doubtful debts	88.54	77.50
Total	**5,962.71**	**6,049.21**

Trade Receivables Ageing Schedule as at 31st March, 2026

Particulars	Outstanding for the Following periods from due date of Payments					Total Receivables
	0-6 Months	6-12 Months	1-2 Years	2-3 Years	More Than 3 Years	
(i) Undisputed Trade receivables						
Undisputed considered good	5,531.57	221.05	78.15	131.94	-	5,962.71
Undisputed considered Doubtful	-	8.86	-	0.14	6.08	15.08
(ii) Disputed Trade Receivables	-	-	-	-	-	-
Disputed considered Good	-	-	-	-	-	-
Disputed considered Doubtful	-	-	2.46	23.83	47.18	73.46
Total	**5,531.57**	**229.91**	**80.61**	**155.91**	**53.26**	**6,051.25**

Trade Receivables Ageing Schedule as at 31st March, 2025

Particulars	Outstanding for the Following periods from due date of Payments					Total Receivables
	0-6 Months	6-12 Months	1-2 Years	2-3 Years	More Than 3 Years	
(i) Undisputed Trade receivables						
Considered good	5,484.83	174.13	350.71	39.55	-	6,049.21
Considered Doubtful	-	-	3.57	2.82	8.68	15.08
(ii) Disputed Trade Receivables	-	-	-	-	-	-
Considered Good	-	-	-	-	-	-
Considered Doubtful	-	2.46	15.26	24.95	19.75	62.42
Total	**5,484.83**	**176.59**	**369.54**	**67.33**	**28.43**	**6,126.71**

*Provision for bad and doubtful debts is made for amounts under dispute or outstanding for more than three years.

Note 15: Cash and bank balance

Particulars	As at 31st March, 2026	As at 31st March, 2025
Balances with banks:		
In current accounts	43.85	45.67
Cash in hand	15.62	33.25
Total	**59.47**	**78.93**

Note 16: Revenue from operations

Particulars	For the year ended 31st March, 2026	For the year ended 31st March, 2025
Gross Sale of Goods	24,529.66	12,003.31
Less:- Inter-Branch Transfer Outward	7,466.45	1,690.56
Net Revenue	**17,063.21**	**10,312.75**

Note 17: Other Income

Particulars	For the year ended 31st March, 2026	For the year ended 31st March, 2025
Interest on FDR	54.55	0.82
Other Income	35.69	-
Interest Received	-	1.94
Total	**90.24**	**2.76**

Note 18: Purchases of Stock-in-Trade

Particulars	For the year ended 31st March, 2026	For the year ended 31st March, 2025
Gross Purchases	20,577.01	7,889.46
Goods in Transit	-	8.54
Less : Inter-Branch Transfer Inward	7,466.45	1,690.56
	13,110.56	**6,207.43**
Less: Discount Received	663.98	202.35
Net Purchases	**12,446.57**	**6,005.08**

Note 19: Change in Inventory

Particulars	For the year ended 31st March, 2026	For the year ended 31st March, 2025
Opening Inventory	1,737.59	966.22
Less: Closing Inventory	7,206.20	1,737.59
Goods in Transit	107.40	8.54
Total	**(5,576.01)**	**(779.91)**

Note 20: Employee benefit expenses

Particulars	For the year ended 31st March, 2026	For the year ended 31st March, 2025
Salaries, Wages & Bonus	2,029.31	875.52
Contribution to provident and other funds	115.08	46.08
Staff Welfare Expenses	31.03	27.21
Gratuity Expenses	24.95	34.07
Total	**2,200.36**	**982.88**

Note 21: Other expenses

Particulars	For the year ended 31st March, 2026	For the year ended 31st March, 2025
Auditor's Remunerations	5.25	3.60
Provision for Bad & Doubtful Debts	11.05	14.86
Commission Expenses	798.46	304.04
Consultancy Charges	159.67	90.13
Director Sitting Fee	5.15	2.05
Diwali Expenses	10.71	6.76
Freight Charges	130.69	38.19
CSR Expenses	13.06	-
House Keeping Expenses	24.30	13.04
Insurance Expenses	16.81	3.95
Interest on MSME	0.99	1.30
IT Expenses	145.78	58.55
Legal & Professional Charges	92.62	55.16
Licensing Fees	-	109.84
Office Expenses	6.35	19.18
Online Shipping Fee	49.85	114.21
Packing Material Expenses	64.22	30.64
Postage & Courier	6.02	2.73
Power & Fuel	185.62	52.43
Printing & Stationery Expenses	25.40	13.06
Promotion & Marketing Expenses	328.08	393.72
Rate & Taxes	68.00	5.31
Rent & Lease Equalization	1,780.64	524.86
Repairs & Maintenance Expenses	239.11	67.26
Security Service Charges	4.80	5.10
Telephone & Internet Expenses	14.50	5.53
Travelling Expenses	235.42	95.68
Vehicle Running & Maintenance	1.20	3.21
Total	**4,423.74**	**2,034.38**

Note 21(a): Auditor's Remunerations

Particulars	For the year ended 31st March, 2026	For the year ended 31st March, 2025
As auditor		
Statutory Audit	3.50	2.40
Tax audit	0.90	0.60
Limited Review	0.75	0.50
Certification	0.10	0.10
Total	**5.25**	**3.60**

Note 21(b): Repair & Maintenance Expenses

Particulars	For the year ended 31st March, 2026	For the year ended 31st March, 2025
Repairs and maintenance		
Plant and machinery	2.46	6.39
Buildings	222.16	55.49
Others	14.49	5.38
Total	**239.11**	**67.26**

Note 22: Depreciation and amortization expense

Particulars	For the year ended 31st March, 2026	For the year ended 31st March, 2025
Depreciation of tangible assets	641.92	181.23
Total	**641.92**	**181.23**

Note 23: Finance costs

Particulars	For the year ended 31st March, 2026	For the year ended 31st March, 2025
Interest On Loan	738.87	370.37
Interest On Deposits	10.48	5.41
Bank Charges	28.61	5.89
Other Fees & Charges	193.78	102.31
Total	**971.74**	**483.98**

Note 24: Related parties disclosures

As required under Accounting Standard 18 "Related Party Disclosure" (AS-18), followings are the details of transactions during the year with the related parties of the company :

A. List of related parties and nature of relationship where control exists

Name of Personnel	Designation
(i) Key Managerial Personnel	
Jatinder Dev Seth	Managing Director & Promoter
Bhawna Seth	Whole-time Director & Promoter
Naresh Kumar	Chief Financial Officer
Vishnu Kumar (w.e.f May 20, 2024 Till May 21, 2025)	Company Secretary
Ayati Gupta (w.e.f. May 24, 2025)	Company Secretary
(ii) Enterprises over which Key Managerial Personnel and their relatives have the control	
InnovationM Mobile And Web Technologies Pvt Ltd	Shareholder & Promoter
Jaydee Enterprises	Proprietary Concern of Key Managerial Personnel
(ii) Independent & Non-executive Directors	
Niraj Rajpal	Non-executive Director
Pankaj Lal Gupta	Independent Director
Vishal Sharma	Independent Director
Tarun Anand	Independent Director

B. Disclosure in respect of transactions with Related Parties

Particulars	Nature of Transaction	As at 31st March, 2026	As at 31st March, 2025
Jatinder Dev Seth	Director Remuneration	69.96	60.00
	Loan Taken/(repaid)	248.46	2.50
	Interest on Loan	34.62	0.73
Bhawna Seth	Director Remuneration	69.96	60.00
	Loan Taken/(repaid)	119.07	0.99
	Interest on Loan	7.41	1.60
Naresh Kumar	Salary Paid	31.03	22.92
Vishnu Kumar	Salary Paid	0.50	6.60
Ayati Gupta	Salary Paid	10.69	-
InnovationM Mobile And Web Technologies Pvt Ltd	Loan Taken/(repaid)	26.00	13.97
	Interest on Loan	10.48	9.83
Jaydee Enterprises	Purchases	-	1.39
Niraj Rajpal	Directors Sitting Fees	1.00	0.50
Pankaj Lal Gupta	Directors Sitting Fees	1.35	0.40
Vishal Sharma	Directors Sitting Fees	1.50	0.65
Tarun Anand	Directors Sitting Fees	1.30	0.50

C. Disclosure in respect of Outstanding Balances of Related Parties

Particulars	Nature of Transaction	As at 31st March, 2026	As at 31st March, 2025
Jatinder Dev Seth	Loan Payable / (Receivable)	276.46	27.99
Bhawna Seth	Loan Payable / (Receivable)	122.45	3.38
Naresh Kumar	Salary Payable	2.87	2.07
Vishnu Kumar	Salary Payable	-	0.48
Ayati Gupta	Salary Payable	1.53	-
InnovationM Mobile And Web Technologies Pvt Ltd	Loan Payable / (Receivable)	130.94	104.87
Jatinder Dev Seth	Remuneration payable	3.67	3.50
Bhawna Seth	Remuneration payable	2.87	3.40

Note 25: Disclosure under AS-20 "Earnings per share (EPS)"

Particulars	As at 31st March, 2026	As at 31st March, 2025
Opening equity shares (Nos.)	96.10	66.33
Equity shares issued during the period (Nos.)	-	29.77
Closing equity shares (Nos.)	96.10	96.10
Weighted average number of equity shares used as denominator for Basic/ Diluted EPS (Nos.)	96.10	77.08
Net profit/(loss) after tax used as numerator for Basic/Diluted EPS	1,519.45	1,047.44
Basic earnings per Share (Amount in ₹)	15.81	13.59
Diluted earnings per Share (Amount in ₹)	15.81	13.59
Face value per share (Amount in ₹)	10	10

Note 26: Foreign currency Income/Expenditure
Foreign currency expenditure during the year

Particulars	As at 31st March, 2026	As at 31st March, 2025
Forex Expenses during the Year	7.19	-

Foreign currency Income during the year

Particulars	As at 31st March, 2026	As at 31st March, 2025
Forex income during the year	-	-

Note 27: Liabilities Relating to Employee Benefits

(i) Defined Contribution plan
The Company has classified the various benefits provided to employees as under
(a) Employee State Insurance Fund
(b) Employee Provident Fund

The Expenses recognised during the period towards defined contribution plan

Particulars	As at 31st March, 2026	As at 31st March, 2025
Employer's Contribution to Employee Provident Fund & ESI	115.08	46.08
Total	**115.08**	**46.08**

(ii) Defined benefit plan- Gratuity

The Company should provide for gratuity for employees in india as per the Payment of Gratuity Act, 1972. Employees who are in continuous service for a period of 5 years are eligible for gratuity. The amount of gratuity payable on retirement/termination is the employees last drawn basic salary per month computed proportionately for 15 days salary multiplied for the number of years of service. subject to a payment ceiling of Rs 20,00,000/-

Based on the actuarial valuation obtained from independent professional in this respect,the following table sets out the details of the emplyoee benefit obligation as at balance sheet date.

The following table shows a reconciliation from the opening balances to the closing balances for the net defined benefit (asset) liability and its components.

(a) Changes in present value of defined benefit obligations:

Particulars	As at 31st March, 2026	As at 31st March, 2025
Present value of obligation as at the begning of the period	71.24	41.41
Acquisition Adjustment	-	-
Interest cost	5.61	3.00
Current service cost	32.10	18.69
Past service cost	-	-
Benefits paid	-	-4.24
Actuarial (gains) losses recognised in other comprehensive income	12.77	12.38
Balance at the end of the year	**121.72**	**71.24**

(b) Expense recognised in profit or loss

Particulars	As at 31st March, 2026	As at 31st March, 2025
Current service cost	32.10	18.69
Past service cost	-	-
Interest cost	5.61	3.00
Net acturarial (Gain) / loss recognized in the period	12.77	12.38
Total	**50.49**	**34.07**

(c) Remeasurements recognised in other comprehensive income

Particulars	As at 31st March, 2026	As at 31st March, 2025
Actuarial (gain)/loss arising from experience adjustment	-	-
Actuarial (gain) / loss arising from change in financial assumptions	-	-
Actuarial (Gain)/Loss on arising from Change in Demographic Assumption	-	-
Total	-	-

(d) Actuarial assumptions
Principal actuarial assumptions at the reporting date (expressed as weighted averages):

Particulars	As at 31st March, 2026	As at 31st March, 2025
Economic assumptions		
Discount rate	7.42%	7.04%
Future salary growth	8.00%	5.00%
Demographic assumptions		
Retirement age (Years)	60	60
Mortality table	100% of IALM (2012 - 14)	100% of IALM (2012 - 14)
Attrition rate (Percentage)		
- Up to 30 years	5%	5%
- From 31 to 44 years	3%	3%
- Above 44 years	2%	2%

(e) Maturity profile of defined benefit obligations

Particulars	Two to five year	More than 5 year
As at 31st March 2026	-	-
As at 31st March 2025	-	-

(f) Sensitivity analysis

Particulars	As at 31st March, 2026	As at 31st March, 2025
	Increase	Decrease
Discount rate (0.5% movement)	(4.56)	(3.37)
Future salary growth (0.5% movement)	3.96	2.94

The sensitivity analysis is based on a change in above assumption while holding all other assumptions constant. The changes in some of the assumptions may be correlated. When calculating the sensitivity of the defined benefit obligation to significant actuarial assumptions, the same method (present value of the defined benefit obligation calculated with the projected unit credit method at the end of the reporting year) has been applied when calculating the provision for defined benefit plan recognised in the Balance Sheet. The method and types of assumptions used in preparing the sensitivity analysis did not change compared to the previous years.

Risk exposure:

The defined benefit plan is exposed to a number of risks, the most significant of which are detailed below:

Change in discount rates: A decrease is discount yield will increase plan liabilities, Mortality table: The gratuity plan obligations are to provide benefits for the life of the member, so increase in life expectancy will result in an increase in plan liabilities,Future salary growth: Salary growth rate impact plan liabilities.

(g) Bifurcation of defined benefit obligation at the end of the year

Particulars	As at 31st March, 2026	As at 31st March, 2025
Non-current	71.24	67.91
Current	24.95	3.33
Total	**96.18**	**71.24**

Note 28: Balance Regrouping

The balance appearing under the Trade Receivable, Trade Payables, Loan & Advances, Other Current Assets and Liabilities are subject to confirmation and reconcilation and consequent adjustments, if any, will be accounted for in the year of confirmation/reconciliation.

Note 29: Claims

Claim against the company not acknowledge as debt –NIL

Note 30: Impairment of Assets

The Company has conducted the Impairment test as of 31st March, 2026 as per AS-28 "impairment of Assets" and found that recoverable amount of the assets is not less than the carrying amount.

Note 31: Leave Encashment

Liabilities for Leave Encashment is NIL as on 31.03.2026.

Note 32: Disclosures in respect of operating leases are given as follows:

The company has taken premises on Operating cancellable Lease for period being 12 month commencing from 01-04-2025 to 31-03-2026 .Lease payments under an operating lease should be recognised as an expenses on a straight line basic over the lease term. Lease payment of Rs. 277.91 Lakhs has been recognised as an expenses in the Statement of Profit and Loss.

Future minimum lease payments payable under cancellable operating leases in aggregate for the followings periods:

Particulars	As at 31st March, 2026	As at 31st March, 2025
Not later than one year	2,376.61	776.73
Later than one year but not later than 5 years	10,008.15	3,005.73
More than 5 years	7,693.97	2,919.95
Rent expenses for the year (includes provision for lease equalisation)	1,780.64	523.60

Note 33: Segment Reporting :

The Company is engaged in the business of Trading of Lifestyle products. Its business are located and operated within India, As the Company's business activity primarily falls within a single business and geographical segment, there are no additional disclosures to be provided in terms of "Accounting Standards- 17" on "Operating Segment" issued by the "Institute of Chartered accountants of India"

Note-34: Employee Stock Option Plan

The Board of Directors in their meeting held on 27-08-2025 and members of the company at the annual general meeting held on 25-09-2025 approved Employee Stock Option Plan 2025 for granting up to 720,735 options convertible into equity shares. During the year ended 31-03-2026, no options have been granted, vested, exercised or lapsed under the said scheme. Accordingly, there is no impact on the financial statements.

Note-35: Corporate Social Responsibility

In light of Section 135 of the Companies Act, the Company has incurred expenses on Corporate Social Responsibility (CSR) aggregating to Rs. 13.06 lakhs.

(Previous Year Rs. Nil) for CSR Activities

Particulars	Year Ended 31st March, 2026	Year Ended 31st March, 2025
(a) Amount required to be spent by the Company during year	13.73	-
(b) Amount approved by the board to be spent during the year	13.73	-
(c) Amount carried forward from the previous year to be set-off during the year	-	-
(d) Net amount to be spent for the year	13.73	-
(e) Amount of expenditure incurred	-	-
(i) Construction/acquisition of any asset	-	-

(ii) On purposes other than (i) above	13.06	-
(f) Shortfall at the end of the year	**0.67**	**-**
(g) Total of previous years shortfall	-	-
(h) Reason for shortfall	-	-
(i) Details of related party transactions	-	-
(j) Liability against contractual obligations for CSR	0.67	-

Reason for Shortfall

The Company was not able to spend Rs.0.67 Lakhs out of the prescribed CSR amount during FY 2025-26 due to time constraint for identifying and executing eligible CSR initiatives before the close of the financial year. Accordingly, in compliance with the provisions of Section 135 of the Companies Act, 2013, the unspent CSR amount (not pertaining to any ongoing project) will be contributed to a Fund specified under Schedule VII of the Companies Act 2013 within the time prescribed under the Act.

Particulars	Year Ended 31st March, 2026	Year Ended 31st March, 2025
1. Eradicating hunger, poverty, malnutrition	7.06	-
2. Promotion of Education	6.00	-
Total	**13.06**	**-**

Note-36: Contingent Liabilities

Particulars	As at 31st March, 2026	As at 31st March, 2025
Capital Committed as per Agreement with Vendors	358.71	157.77

Capital commitment refers to the obligations undertaken by a company towards future capital expenditures. These are not current liabilities but represent committed spending on assets or projects.

Note 37: Financial Ratios

Ratios	As at 31st March, 2026	As at 31st March, 2025	% Change
Current ratio	1.42	2.33	(39)%
Debt-Equity Ratio	1.15	0.57	99%
Debt Service Coverage Ratio	3.77	4.28	(12)%
Return on equity	22.30%	26.90%	(17)%
Inventory turnover ratio	1.52	3.85	(61)%
Trade receivables turnover ratio	2.84	2.31	23%
Trade payables turnover ratio	12.02	12.01	0%
Net capital turnover ratio	3.13	1.62	93%
Net profit ratio	8.90%	10.16%	(12)%
Return on capital employed (ROCE)	22.52%	19.85%	13%
Return on Investment	NA	NA	NA

Note: Reasons (for variance more than 25%)

1. **Current Ratio:** The decline in the current ratio is primarily due to an increase in current liabilities and improved working capital cycle management.
2. **Debt-Equity Ratio:** The increase in the debt-equity ratio is primarily due to additional borrowings availed during the year for business expansion and working capital requirements.
3. **Inventory Turnover Ratio:** The decline in the inventory turnover ratio is primarily due to higher inventory levels maintained for new store expansion, online business growth, and seasonal stock buildup at year-end.
4. **Net capital turnover Ratio:** The improvement in the Net Capital Turnover Ratio is primarily due to higher sales growth and more efficient utilization of working capital during the year.

Note: 38: Additional Disclosure

(i) The Company does not own any benami property, nor are any proceedings pending or initiated against the Company under the Benami Transactions (Prohibition) Act, 1988 and the rules made thereunder.

(ii) The Company has not been declared a willful defaulter by any bank, financial institution, or other lender.

(iii) The Company has not entered into any transactions with companies struck off under Section 248 of the Companies Act, 2013 or Section 560 of the Companies Act, 1956.

(iv) There were no transactions involving undisclosed income during the year identified in the tax assessments under the Income Tax Act, 1961.

(v) The Company has not advanced, loaned, or invested any funds, whether from borrowed funds, share premium, or any other source or kind of funds, to or in any person or entity, including foreign entities ("Intermediaries"), with the understanding, whether recorded in writing or otherwise:-

a) directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever ("Ultimate Beneficiaries") by or on behalf of the Company.

b) provide any guarantee, security or the like to or on behalf of the Ultimate Beneficiaries.

(vi) The Company has not received any funds from any person or entity, including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall:

a) directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever ("Ultimate Beneficiaries") by or on behalf of the Funding Party.

b) provide any guarantee, security or the like from or on behalf of the Ultimate Beneficiaries.

(vii) The Company (as per the provisions of the Core Investment Companies (Reserve Bank) Directions, 2016) has no CICs as part of the Company.

(viii) The Company does not own any immovable property.

(ix) The Company has not granted any loans or advances in the nature of loans to promoters, directors, KMPs, or related parties (as defined under the Companies Act, 2013), either severally or jointly with any other person, which are repayable on demand or without specifying any terms or period of repayment.

(x) The Company has not traded or invested in Crypto currency or Virtual Currency during the financial year.

(xi) The Company does not have any layers prescribed under Companies Act, 2013.

(xii) Previous year figures have been regrouped and reclassified where necessary for the purpose of comparison.

(xiii)As per Ministry of Corporate Affairs Notification date February 16, 2015. Companies whose securities are listed on SME Platform as referred to in Chapter XB of the SEBI (Issue of Capital and Disclosure Requirements)Regulations 2009 are exempted from the compulsory requirement of adoption of Ind AS.

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

Nitin Goyal
Partner
M. No.: 517698
Place: New Delhi
Date: 9th May, 2026

For and on behalf of the Board of Directors
Purple United Sales Limited
(formerly known as Purple United Sales Private Limited)

Bhawna Seth
Whole-Time Director
DIN: 07385656
Place: Noida
Date: 9th May, 2026

Jatinder Dev Seth
Managing Director
DIN: 06944942
Place: Noida
Date: 9th May, 2026

Naresh Kumar
Chief Financial Officer
Place: Noida
Date: 9th May, 2026

Ayati Gupta
Company Secretary
M. No.: A63811
Place: Noida
Date: 9th May, 2026

PURPLE UNITED SALES LIMITED
(Formerly known as Purple United Sales Private Limited)
CIN: L51909DL2014PLC271636
Registered Office: Khasra No. 55/14 & 55/15, Near Rani Khera Road, Mundka, West Delhi, New Delhi, Delhi -110041
Corporate Office: Tower 2, Ground Floor, Candor TechSpace, Plot No. 20 & 21, Sector 135, Noida, Uttar Pradesh - 201304
Website: www.purpleunited.com; **E-mail Id:** cs@purpleunited.com
Phone: +91-9667792635/36

Notice
of the 12th Annual General Meeting

NOTICE is hereby given that the **12th Annual General Meeting** of the Members of **PURPLE UNITED SALES LIMITED** ("the Company") will be held on **Tuesday, 15th September, 2026** at **12:00 P.M.** through Video Conferencing ("VC") / Other Audio Visual Means ("OAVM"), to transact the following businesses:

ORDINARY BUSINESS:

1. To receive, consider and adopt the audited standalone financial statements of the Company for the financial year ended on 31st March, 2026 together with the Reports of the Board of Directors and the Auditors thereon.

2. To appoint a Director in place of Ms. Bhawna Seth (DIN: 07385656), who retires by rotation and being eligible, offers herself for re-appointment.

SPECIAL BUSINESS:

3. **Re-appointment of Mr. Jatinder Dev Seth (DIN: 06944942) as Managing Director of the Company**

   To consider and, if thought fit, to pass the following resolution, as a **Special Resolution:**

   "RESOLVED THAT pursuant to the provisions of Sections 196, 197, 198, 203 and other applicable provisions, if any, of the Companies Act, 2013 ("the Act"), the Rules made thereunder read with Schedule V to the Act and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), the Articles of Association of the Company and pursuant to the recommendations of Nomination and Remuneration Committee and the Board of Directors of the Company and subject to all requisite consents / approvals as may be required, the consent of the Members of the Company be and is hereby accorded to the re-appointment of Mr. Jatinder Dev Seth (DIN: 06944942) as Managing Director of the Company, liable to retire by rotation, for a period of three (3) years with effect from 01st April, 2027 to 31st March, 2030 on the terms & conditions including payment of remuneration as set out in the Statement annexed to the Notice convening this Meeting, with liberty to the Board of Directors (hereinafter referred to as "the Board" which term shall be deemed to include the Nomination and Remuneration Committee of the Board) to alter and vary the terms and conditions of the said re-appointment and remuneration within the provisions of sections 196, 197 and 198 read with Schedule V of the Companies Act, 2013 (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force) and / or any rules or regulations made thereunder as it may deem fit.

   RESOLVED FURTHER THAT in the event of loss or inadequacy of profits under Section 197 of the Act in any financial year or years, the remuneration as approved herein be paid as minimum remuneration to Mr. Jatinder Dev Seth, subject to receipt of requisite approvals under the Act.

   RESOLVED FURTHER THAT the Directors and the Company Secretary of the Company be and are hereby severally authorised to file all such necessary e-forms with the Registrar of Companies and to intimate any other authority, if required and to do all such acts, matters, deeds and things and to sign all such documents, papers and writings as may be necessary or expedient to give effect to this resolution."

4. **Re-appointment of Ms. Bhawna Seth (DIN: 07385656) as Whole-time Director of the Company**

   To consider and, if thought fit, to pass the following resolution, as a **Special Resolution:**

   "RESOLVED THAT pursuant to the provisions of Sections 196, 197,198, 203 and other applicable provisions, if any, of the Companies Act, 2013 ("the Act"), the Rules made thereunder read with Schedule V to the Act and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), the Articles of Association of the Company and pursuant to the recommendations of Nomination and Remuneration Committee and the Board of Directors of the Company and subject to all requisite consents / approvals as may be required, the consent of the Members of the Company be and is hereby accorded to the re-appointment of Ms. Bhawna Seth (DIN: 07385656) as Whole-time Director of the Company, liable to retire by rotation, for a period of three (3) years with effect from 01st April, 2027 to 31st March, 2030 on the terms & conditions including payment of remuneration as set out in the Statement annexed to the Notice convening this Meeting, with liberty to the Board of Directors (hereinafter referred to as "the Board" which term shall be deemed to include the Nomination and Remuneration Committee of the Board) to alter and vary the terms and conditions of the said re-appointment and remuneration within the provisions of sections 196, 197 and 198 read with Schedule V of the Companies Act, 2013 (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force) and / or any rules or regulations made thereunder as it may deem fit.

   RESOLVED FURTHER THAT in the event of loss or inadequacy of profits under Section 197 of the Act in any financial year or years, the remuneration as approved herein be paid as minimum remuneration to Ms. Bhawna Seth, subject to receipt of requisite approvals under the Act.

   RESOLVED FURTHER THAT the Directors and the Company Secretary of the Company be and are hereby severally authorised to file all such necessary e-forms with the Registrar of Companies and to intimate any other authority, if required and to do all such acts, matters, deeds and things and to sign all such documents, papers and writings as may be necessary or expedient to give effect to this resolution."

5. **Increase in borrowing limits of the Company under Section 180(1)(c) of the Companies Act, 2013**

   To consider and, if thought fit, to pass the following resolution, as a **Special Resolution:**

   "RESOLVED THAT in supersession of the special resolution passed by the members of the Company at the Annual General Meeting of the Company held on 08th July, 2024 and pursuant to the provisions of section 180(1)(c) of the Companies Act, 2013 and other applicable provisions of the Companies Act, 2013 (including any statutory modification(s) or re-enactment thereof, for the time being in force) and all other enabling provisions if any, and the Articles of Association of the Company, the consent of the members of the Company be and is hereby accorded to the Board of Directors (hereinafter referred to as "the Board" which term shall be deemed to include, unless the context otherwise required, any committee, which the Board may have constituted or any officer(s) authorised by the Board to exercise the powers conferred on the Board by this Resolution), to borrow any sum(s) of money, from time to time, including by way loans, advances, deposits, debt instruments or in any other forms, at their discretion from bank(s), financial institution(s), any other lending institution(s) or any other person(s) on such security and on such terms and conditions as may be considered suitable by the Board of Directors up to a limit not exceeding an aggregate of Rs. 120 Crores (Rupees One Hundred Twenty Crores Only), notwithstanding that the money to be borrowed together with the monies already borrowed by the Company (apart from temporary loans obtained from the Company's bankers in the ordinary course of business), may exceed, at any time, the aggregate of the paid-up capital of the Company and its free reserves, that is to say, reserves not set apart for any specific purpose.

   RESOLVED FURTHER THAT the Directors and the Company Secretary of the Company (including any committee/official authorized by the Board of Directors for this purpose) be and are hereby severally authorised to file all such necessary e-forms with the Registrar of Companies and to intimate any other authority, if required and to do all such acts, matters, deeds and things and to sign all such documents, papers and writings as may be necessary or expedient to give effect to this resolution."

6. **Creation of Mortgage or Charge on the Assets, Properties or Undertaking(s) of the Company under Section 180(1)(a) of the Companies Act, 2013**

   To consider and, if thought fit, to pass the following resolution, as a **Special Resolution:**

   "RESOLVED THAT in supersession of the special resolution passed by the members of the Company at the Annual General Meeting of the Company held on 08th July, 2024 and pursuant to the provisions of Section 180(1)(a) of the Companies Act, 2013 and other applicable provisions of the Companies Act, 2013 (including any statutory modification(s) or re-enactment thereof, for the time being in force) and all other enabling provisions if any, and the Articles of Association of the Company, the consent of the Members of the Company be and is hereby accorded to the Board of Directors (hereinafter referred to as "the Board" which term shall be deemed to include, unless the context otherwise required, any committee, which the Board may have constituted or any officer(s) authorised by the Board to exercise the powers conferred on the Board by this Resolution), to sell, lease or dispose of in any manner including but not limited to mortgage, hypothecate, create floating charge, or in any manner create charge on all or any part of the present and future moveable or immovable assets or properties of the Company or the whole or any part of the undertaking(s) of the Company of every nature and kind whatsoever (hereinafter referred to as the "Assets"), on such terms and conditions at such time(s) and in such form and manner, and with such ranking in terms of priority, as the Board in its absolute discretion thinks fit, to or in favour of any banks, financial institutions, bodies corporate, companies, security trustees, firms or any one or more persons, whether securities holders of the Company or not, to secure the borrowing facility together with interest, cost, charges and expenses thereon provided that the aggregate indebtedness, so secured by the assets do not at any time exceed the aggregate limits of Rs. 120 Crores (Rupees One Hundred Twenty Crores only) approved under Section 180(1)(c) of the Act.

   RESOLVED FURTHER THAT the Directors and the Company Secretary of the Company (including any committee/official authorized by the Board of Directors for this purpose) be and are hereby severally authorised to file all such necessary e-forms with the Registrar of Companies and to intimate any other authority, if required and to do all such acts, matters, deeds and things and to sign all such documents, papers and writings as may be necessary or expedient to give effect to this resolution."

7. Issue of Equity Shares of the Company on a Preferential Basis:

To consider and if thought fit to pass, the following resolution as a **Special Resolution**:

"RESOLVED THAT pursuant to the provisions of Section 23(1)(b), 42, 62(1)(c) and other applicable provisions, if any, of the Companies Act, 2013 (the 'Act'), the Companies (Prospectus and Allotment of Securities) Rules, 2014, the Companies (Share Capital and Debentures) Rules, 2014 and other applicable rules made thereunder (including any statutory modification(s) or re-enactment(s) thereof for the time being in force) and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the 'SEBI ICDR Regulations') and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the 'SEBI Listing Regulations'), the listing agreement entered into by the Company with National Stock Exchange of India Limited ('Stock Exchange') on which the Equity Shares having face value of Rs. 10/- each of the Company ('Equity Shares') are listed and traded and subject to any other rules, regulations, guidelines, notifications, circulars and clarifications issued thereunder from time to time by the Ministry of Corporate Affairs, the Securities and Exchange Board of India ('SEBI') and/ or any other competent authorities, whether in India or abroad (hereinafter referred to as 'Applicable Regulatory Authorities') from time to time to the extent applicable and the enabling provisions of the Memorandum of Association and Articles of Association of the Company, and subject to such approvals, consents, permissions and sanctions as may be necessary or required and subject to such conditions as may be imposed or prescribed while granting such approvals, consents, permissions, sanctions, which the board of Directors of the Company (hereinafter referred to as the 'Board' which term shall be deemed to mean and include one or more Committee(s) constituted/ to be constituted by the Board to exercise its powers including the powers conferred by this Resolution), is hereby authorized to accept, the consent and approval of the members of the Company ('Members') be and is hereby accorded to the Board to create, issue, offer and allot up to 8,09,750 (Eight Lakh Nine Thousand Seven Hundred Fifty Only) Equity Shares of face value of Rs. 10/- (Rupees Ten Only) each fully paid up, on a preferential basis ("Preferential Issue"), to the Proposed allottees belonging to Non-Promoters/Public, as stated herein below, at an issue price of Rs. 360.00 per equity Share (including premium of Rs. 350.00 per equity Share), being issue price determined as on the relevant date in accordance with the SEBI (ICDR) Regulations and Valuation Report of Registered Valuer or such other higher price, in such manner, in one or more tranches and upon such terms and conditions as may be deemed appropriate by the Board in accordance with the relevant provisions of SEBI (ICDR) Regulations, or other applicable laws in this regard:

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**

RESOLVED FURTHER THAT in terms of the provisions of Chapter V of the SEBI ICDR Regulations, the relevant date for determining the floor price (inclusive of premium) for the Preferential Allotment of the Equity Shares is Friday, 14th August, 2026, being the date 30 days prior to the deemed date of passing of resolution via Annual General Meeting.

RESOLVED FURTHER THAT without prejudice to the generality of the above resolution, the issue of the Equity Shares to Proposed Allottees under the Preferential Allotment shall be subject to the following terms and conditions apart from others as prescribed under applicable laws;

a) The full consideration ('Cash Consideration') in respect of Equity Shares shall be paid by the Proposed Allottees at the time of allotment of Equity Shares and the consideration must be paid from respective Proposed Allottees' bank account.

b) The Equity Shares to be allotted shall be fully paid up and rank pari-passu with the existing Equity Shares of the Company bearing ISIN: INE0P5R01014 in all respects (including with respect to dividend and voting powers) from the date of allotment thereof, be subject to the requirements of all applicable laws and shall be subject to the provisions of the Memorandum of Association and Articles of Association of the Company.

c) The Equity Shares to be allotted shall be subject to lock-in for such period as specified in the provisions of Chapter V of the SEBI ICDR Regulations and will be listed on the Stock Exchange subject to receipt of necessary permissions and approvals.

d) The Equity Shares shall be allotted in dematerialized form within a period of 15 days from the date of passing of the special resolution by the Members, provided that where the allotment of Equity Shares is subject to receipt of any approval or permission from any regulatory authority or Government of India, the allotment shall be completed within a period of 15 days from the date of receipt of last of such approvals or permissions.

e) The equity shares so offered, issued and allotted will be listed on the Emerge Platform of National Stock Exchange of India Limited, where the equity shares of the Company are listed, subject to the receipt of necessary permissions and approvals, as the case may be.

RESOLVED FURTHER THAT pursuant to the provisions of the Act, the name of the Proposed Allottees be recorded for the issuance of invitation to subscribe to the equity shares of the Company and a private placement offer letter in Form No. PAS-4 together with an application form be issued to the Proposed Allottees inviting them to subscribe to the equity shares of the Company.

RESOLVED FURTHER THAT subject to the provisions of the SEBI Regulations and other applicable laws, the Board be and is hereby authorized to decide, approve, vary, modify or alter any of the relevant terms and conditions, including size of the preferential issue to the investor, as may deem expedient.

RESOLVED FURTHER THAT the Directors and the Company Secretary of the Company, be and are hereby severally authorized, on behalf of the Company to do all such acts, deeds, matters and things as it may, in its absolute discretion, deem necessary, desirable or expedient, including without limitation, issuing clarifications, resolving all questions of doubt, effecting any modifications or changes to the foregoing (including modification to the terms of the issue), entering into contracts, arrangements, agreements, documents (including for appointment of agencies, intermediaries and advisors for the Issue) and to authorize all such persons as may be necessary, in connection therewith and incidental thereto as the Board in its absolute discretion shall deem fit without being required to seek any fresh approval of the Members and to settle all questions, difficulties or doubts that may arise in regard to the offer, issue and allotment of the Equity Shares and listing thereof with the Stock Exchange as appropriate and utilisation of proceeds of the issue, take all other steps which may be incidental, consequential, relevant or ancillary in this connection and to effect any modification to the foregoing and the decision of the Board shall be final and conclusive.

RESOLVED FURTHER THAT the Board be and is hereby authorized to accept any modification(s) in the terms of issue of Equity Shares, subject to the provisions of the Act and the SEBI ICDR Regulations and that the Board be and is hereby authorized to delegate all or any of the powers herein conferred, as it may deem fit in its absolute direction, to any Committee of the Board or any one or more Director(s)/Company Secretary/ any Officer(s) of the Company to give effect to the aforesaid resolution.**"**

8. Issue of Fully Convertible Equity Warrants of the Company on a Preferential Basis:

To consider and if thought fit to pass, the following resolution as a **Special Resolution**:

"RESOLVED THAT pursuant to the provisions of Sections 23(1)(b), 42, 62(1)(c) and other applicable provisions, if any, of the Companies Act, 2013 (the 'Act'), the Companies (Prospectus and Allotment of Securities) Rules, 2014, the Companies (Share Capital and Debentures) Rules, 2014 and other applicable rules made thereunder (including any statutory modification(s) or re-enactment(s) thereof for the time being in force) and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the 'SEBI (ICDR) Regulations') and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the 'SEBI Listing Regulations'), the listing agreements entered into by the Company with National Stock Exchange of India Limited ('Stock Exchange') on which the Equity Shares having face value of Rs. 10/- each of the Company ('Equity Shares') are listed and subject to any other rules, regulations, guidelines, notifications, circulars and clarifications issued thereunder from time to time by the Ministry of Corporate Affairs, the Securities and Exchange Board of India ('SEBI') and/ or any other competent authorities, whether in India or abroad (hereinafter referred to as 'Applicable Regulatory Authorities') from time to time to the extent applicable and the enabling provisions of the Memorandum of Association and Articles of Association of the Company, and subject to such approvals, consents, permissions and sanctions as may be necessary or required and subject to such conditions as may be imposed or prescribed while granting such approvals, consents, permissions and sanctions, which the Board of Directors of the Company (hereinafter referred to as the 'Board' which term shall be deemed to mean and include one or more Committee(s) constituted/ to be constituted by the Board to exercise its powers including the powers conferred by this Resolution), is hereby authorised to accept, the consent and approval of the members of the Company ('Members') be and is hereby accorded to the Board to create, issue, offer and allot 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/- (Rupees Ten Only) each to Promoters/Non-Promoters/Public of the company, ("Warrant Holder(s)" / "Proposed Allottee(s)") as stated herein below, consideration of which shall be payable in cash, at price of Rs. 360.00 Per Warrant ("Warrants Issue Price"), being issue price determined as on the relevant date in accordance with the SEBI (ICDR) Regulations and Valuation Report of Registered Valuer or such other higher price, in such manner, in one or more tranches and upon such terms and conditions as may be deemed appropriate by the Board in accordance with the relevant provisions of SEBI (ICDR) Regulations, or other applicable laws in this regard;

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**

RESOLVED FURTHER THAT in terms of the provisions of Chapter V of the SEBI ICDR Regulations, the relevant date for determining the minimum price for the Preferential Allotment of the Warrants shall be Friday, 14th August, 2026 ("Relevant Date"), being the day 30 days prior to the date of passing of special resolution at this Annual General Meeting;

RESOLVED FURTHER THAT without prejudice to the generality of the above Resolution, the issue of Warrants and consequent allotment of equity shares to the Proposed Allottees/warrant holders under the Preferential Issue shall be subject to the following terms and conditions apart from others as prescribed under applicable laws;

a) Each warrant is convertible into 1 (One) Equity Share and the conversion can be exercised by warrant holder at any time in one or more tranches, Within Eighteen (18) months from date of allotment of warrants (the "Warrant Exercise Period") on such other terms and conditions as applicable.

b) The warrant holder shall pay an amount equivalent to at least 25% of the price fixed per warrant in terms of the SEBI (ICDR) Regulations on or before the allotment of warrants. Upon exercise of the option of conversion of the warrants into Equity shares by the warrant holder, the price equivalent to 75% of the issue price per warrant shall be payable on exercising the right of conversion of warrants. If the option to acquire equity shares pursuant to conversion of warrants is not exercised within the prescribed time period of 18 months from the date of allotment of warrants, then such warrants shall be lapsed and the amount paid under this clause shall be forfeited by the Company.

c) The price determined above and the number of Equity Shares to be allotted on exercise of the Warrants shall be subject to appropriate adjustments as permitted under the rules, regulations and laws, as applicable from time to time;

d) The warrants by itself do not give to the warrants holder any rights of the shareholder(s) of the Company.

e) The proposed warrants shall be issued and allotted by the Company to proposed allottees within a period of fifteen (15) days from the date of passing of this resolution provided that where the issue and allotment of the proposed warrants is pending on account of pendency of any approval for such issue and allotment by any regulatory authority, the issue and allotment shall be completed within a period of fifteen (15) days from the date receipt of last of such approvals, if any.

f) The warrants proposed to be issued shall be subject to appropriate adjustment, if during the interim period, the Company makes any issue of equity shares by way of capitalization of profits or reserves, upon demerger / realignment, rights issue or undertakes consolidation/ sub-division/re-classification of equity shares or such other similar events or circumstances requiring adjustments as permitted under SEBI (ICDR) Regulations and all other applicable regulations from time to time.

g) The warrant holder(s) shall be entitled to the option of exercising any or all of the warrants in one or more tranches by way of a written notice which shall be given to the Company, specifying the number of warrants proposed to exercise along with the aggregate amount payable thereon, prior to or at the time of conversion.

h) The Company shall accordingly, without any further approval from the Members of the Company, issue and allot the corresponding number of Equity Shares and perform such actions as required to credit the Equity Shares to the depository account and entering the name of allottees in the records of the Company as the registered owner of such Equity Shares;

i) The allotment of the Equity Shares pursuant to exercise of Warrants shall be completed within a period of 15 (Fifteen) days from the date of such exercise by the respective allottees;

j) The Equity Shares to be so allotted on exercise of option of conversion of warrants shall be in dematerialized form and shall be subject to the provisions of the Memorandum and Articles of Association of the Company and shall rank pari-passu in all respects including dividend, with the existing equity shares of the Company;

k) The Company shall procure the listing and trading approvals for the Equity Shares to be issued and allotted to the Warrant holders upon exercise of the Warrants from the Stock Exchange in accordance with the Listing Regulations and all other applicable laws, rules and regulations;

l) The warrants being allotted shall be subject to a lock-in for such period as specified under applicable provisions of SEBI (ICDR) Regulations from time to time.

RESOLVED FURTHER THAT pursuant to the provisions of the Act, the name of the Proposed Allottees be recorded for the issuance of invitation to subscribe to the Warrants of the Company and a private placement offer letter in Form No. PAS-4 together with an application form be issued to the Proposed Allottees inviting them to subscribe to the Warrants of the Company.

RESOLVED FURTHER THAT subject to the provisions of the SEBI Regulations and other applicable laws, the Board be and is hereby authorized to decide, approve, vary, modify or alter any of the relevant terms and conditions, including size of the preferential issue to the investor, as may deem expedient.

RESOLVED FURTHER THAT the Directors and the Company Secretary of the Company be and are hereby severally authorised to do all such acts, deeds, matters and things as it may, in its absolute discretion, deem necessary, desirable or expedient, including but without limitation to, issuing clarifications, resolving all questions or doubt, effecting any modifications or changes to the foregoing (including modification to the terms of the issue), entering into contracts, arrangements, agreements, documents (including for appointment of agencies, intermediaries and advisors for the Issue) and to authorize all such persons as may be necessary, in connection therewith and incidental thereto as the Board in its absolute discretion shall deem fit without being required to seek any fresh approval of the Members and to settle all questions, difficulties or doubts that may arise with regard to the offer, issue and allotment of the Warrants and/or Equity Shares and on conversion of such Warrants and listing thereof with the Stock Exchange as appropriate including admission of such Warrants and/or Equity Shares to be allotted on exercise of option attached to such Warrants with the depositories and corporate actions thereof and utilisation of proceeds of the preferential issue, take all other steps which may be incidental, consequential, relevant or ancillary in this connection and to effect any modification to the foregoing and the decision of the Board shall be final and conclusive.

RESOLVED FURTHER THAT the Board be and is hereby authorized to do all such acts, deeds, matters and things and also to execute such documents, writings, etc. as may be necessary to give effect to the aforesaid resolution and delegate all or any of the powers herein conferred by above resolution to any Director or to any Committee of Directors or any other executive(s) / officer(s) of the Company or any other person."

By order of the Board
For **Purple United Sales Limited**

Place: Noida
Date: 21st August, 2026

Ayati Gupta
Company Secretary
Membership No. A63811

Notes:

1. The Explanatory Statement pursuant to the provisions of Section 102 of the Companies Act, 2013 (the "Act") setting out all material facts concerning Special Businesses to be transacted at the Annual General Meeting ("AGM" / "Meeting") is annexed hereto and forms part of this Notice.

2. In accordance with the provisions of the Act read with the Rules made thereunder and General Circular No. 03/2025 dated 22nd September 2025, other Circulars issued by the Ministry of Corporate Affairs ("MCA") from time to time, and the Circular issued by SEBI ("the Circular"), companies are allowed to hold AGM through video conferencing / other audio visual means ("VC / OAVM"), without the physical presence of members at a common venue. The detailed procedure for participating in the 12th AGM through VC / OAVM Facility is mentioned hereunder in this Notice. The deemed venue for the AGM shall be the Registered Office of the Company viz. Khasra No. 55/14 & 55/15, Near Rani Khera Road, Mundka, West Delhi, New Delhi, Delhi, India, 110041.

3. Pursuant to the provision of the Act, a member entitled to attend and vote at the meeting is entitled to appoint a proxy to attend and vote on a poll instead of himself and the proxy need not be a member of the Company. Since this AGM is being held through VC / OAVM pursuant to the MCA Circulars, physical attendance of members has been dispensed with. Accordingly, the facility for appointment of proxies by the members under Section 105 of the Act will not be available for the AGM. However, in pursuance of Section 112 and 113 of the Act, the Body Corporates are entitled to appoint authorised representatives to attend the AGM through VC / OAVM on their behalf and participate there at and cast their votes through remote e-voting or e-voting.

4. Since the AGM will be held through VC / OAVM facility, the Proxy Form, Attendance Slip and Route Map are not annexed hereto.

5. The details of directors retiring by rotation / seeking re-appointment in the ensuing AGM as required pursuant to the provisions of SEBI Listing Regulations and Secretarial Standard on General Meetings ("Secretarial Standard - 2"), as applicable, are provided in the Annexure - I to the Explanatory Statement to the Notice.

6. **Dispatch of Notice of AGM and Annual Report through Electronic Mode:**

   i) Pursuant to the aforesaid MCA Circulars and SEBI Circulars, the Notice of AGM and the Annual Report for the financial year 2025-26 are being sent only through electronic mode to those Members whose email addresses are registered with the Company /RTA or the Depositories. Members whose email address is not registered may contact and update their email address with their respective Depository Participant(s). Members may note that the Notice and Annual Report 2025-26 will also be available on the Company's website at www.purpleunited.com, website of the Stock Exchange i.e. National Stock Exchange of India Limited at www.nseindia.com and also on the website of the RTA i.e. KFin Technologies Limited ("RTA"/ "Kfin") at www.kfintech.com. A letter providing the web-link, including the exact path, where complete details of the Annual Report is available will be sent to those Members who have not registered their email address.

   ii) The Notice of AGM will be sent to those Members / Beneficial Owners electronically, whose name will appear in the Register of Members / List of Beneficiaries received from the depositories as on Friday, 21st August, 2026.

   iii) Any person who has acquired shares and become member of the Company after the dispatch of this Notice and holding shares as on the cut-off date i.e. Tuesday, 08th September, 2026, may obtain electronic copy of Notice of AGM and the Annual Report by sending a request to the Company or Company's RTA.

7. The cut-off date to determine the eligibility for the purpose of voting through electronic means in the AGM is Tuesday, 08th September, 2026.

8. Attendance of the Members of the Company, participating in the AGM through VC / OAVM Facility will be counted for the purpose of reckoning the quorum under Section 103 of the Act.

9. **Procedure for Voting through Electronic Means (Remote e-Voting):**

   Pursuant to Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 (as amended), Secretarial Standard on General Meetings (SS-2) issued by the Institute of Company Secretaries of India ("ICSI") and Regulation 44 of SEBI Listing Regulations read with MCA Circulars and SEBI Circular, the Company is providing remote e-Voting facility to its Members in respect of the businesses to be transacted at the AGM and facility for those Members participating in the AGM to cast vote through e-Voting system during the AGM of the Company to be held on Tuesday, 15th September, 2026. The Company has appointed Mr. Mohit Singh Kharayat (COP No. 16922) of M/s. Mohit Singh Kharayat & Co., Practicing Company Secretary, as the Scrutinizer to scrutinize the remote e-voting and e-voting during the AGM in a fair and transparent manner. The list of shareholders / beneficial owners shall be reckoned on the equity shares as on 08th

September, 2026. The remote e-voting period will commence on 12th September, 2026 at 09:00 a.m. (IST) and will end on 14th September, 2026 at 05:00 p.m. (IST). During this period, shareholder of the Company, holding shares either in physical form or in dematerialized form, as on the cut-off date i.e. 08th September, 2026, may cast their vote electronically. The remote e-voting module shall be disabled by KFin Technologies Limited ("Kfintech") for voting thereafter. Once the vote on a resolution is cast by a Member, whether partially or otherwise, it shall not be allowed to change subsequently. Voting has to be done for each item of the Notice separately. In case you do not desire to cast your vote on any specific item, it will be treated as "ABSTAINED". Shareholders who have already voted prior to the meeting date would not be entitled to vote during the meeting.

Pursuant to SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30.01.2026 and under Regulation 44 of the SEBI Listing Regulations, listed entities are required to provide remote e-voting facility to its shareholders, in respect of all shareholders' resolutions.

Currently, there are multiple e-voting service providers (ESPs) providing e-voting facility to listed entities in India. This necessitates registration on various ESPs and maintenance of multiple user IDs and passwords by the shareholders.

In order to increase the efficiency of the voting process, pursuant to a public consultation, it has been decided to enable e-voting to all the demat account holders, by way of a single login credential, through their demat accounts / websites of Depositories / Depository Participants. Demat account holders would be able to cast their vote without having to register again with the ESPs, thereby, not only facilitating seamless authentication but also enhancing ease and convenience of participating in e-voting process.

Login method for Individual shareholders holding securities in demat mode is given below:

(I) In terms of SEBI Master circular no. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30.01.2026 on e-Voting facility provided by Listed Companies, Individual shareholders holding securities in demat mode are allowed to vote through their demat account maintained with Depositories and Depository Participants. Shareholders are advised to update their mobile number and email id in their demat accounts in order to access e-Voting facility.

Pursuant to abovesaid SEBI Circular, Login method for e-Voting and joining virtual meetings for Individual shareholders holding securities in Demat mode CDSL / NSDL is given below:

Type of Shareholders	Login Method
Individual Shareholders holding securities in Demat mode with **CDSL Depository**	**1. User already registered for Easi / Easiest facility of CDSL may follow the following procedure:** i. Type in the browser / Click on any of the following links: https://web.cdslindia.com/myeasitoken/home/login or www.cdslindia.com and click on New System Myeasi / Login to My Easi option under Quick Login (best operational in Internet Explorer 10 or above and Mozilla Firefox). ii. Enter your User ID and Password for accessing Easi / Easiest. iii. You will see Company Name: "Purple United Sales Limited" on the next screen. Click on the e-Voting link available against Purple United Sales Limited or select e-Voting service provider "KFinTech" and you will be re-directed to the e-Voting page of KFinTech to cast your vote without any further authentication. **2. User not registered for Easi / Easiest facility of CDSL may follow the following procedure:** i. To register, type in the browser / Click on the following link: https://web.cdslindia.com/myeasitoken/home/ login ii. Provide Demat Account Number and PAN. iii. System will authenticate user by sending OTP on registered Mobile & E-mail as recorded in the Demat Account. iv. On successful authentication, you will enter the e-voting module of CDSL. Click on the e-Voting link available against Purple United Sales Limited or select e-Voting service provider "KFinTech" and you will be redirected to the e-Voting page of KFinTech to cast your vote without any further authentication. **3. User may directly access the e-Voting module of CDSL as per the following procedure:** i. Type in the browser / Click on the following link: www.cdslindia.com ii. Click on e-Voting tab and provide your demat Account Number and PAN. iii. System will authenticate user by sending OTP on registered Mobile & Email as recorded in the demat Account. iv. On successful authentication, You will be able to see Company Name: "Purple United Sales Limited" on the next screen. **Click on the e-Voting link available against Purple United Sales Limited or select e-Voting service provider "KFinTech"** and you will be re-directed to the e-Voting page of KFinTech to cast your vote without any further authentication.
Individual Shareholders holding securities in demat mode with **NSDL Depository**	**1. User already registered for IDeAS e-Services facility of NSDL may follow the following procedure:** i. Type in the browser / Click on the following e-Services link: https://eservices.nsdl.com ii. Click on the button **"Beneficial Owner"** available for login under **'IDeAS'** section. iii. A new page will open. Enter your User ID and Password for accessing IDeAS. iv. On successful authentication, you will enter your IDeAS service login. Click on **"Access to e-Voting"** under **Value Added Services** on the panel available on the left hand side. v. You will be able to see Company Name: "Purple United Sales Limited" on the next screen. **Click on the e-Voting link available against Purple United Sales Limited or select e-Voting service provider "KFinTech"** and you will be re-directed to the e-Voting page of KFinTech to cast your vote without any further authentication. **2. User not registered for IDeAS e-Services facility of NSDL may follow the following procedure:** i. To register, type in the browser / Click on the following e-Services link: https://eservices.nsdl.com ii. Select option "Register Online for IDeAS" available on the left hand side of the page iii. Proceed to complete registration using your DP ID, Client ID, Mobile Number etc. iv. After successful registration, please follow steps given under Sr. No. 1 above to cast your vote **3. User may directly access the e-Voting module of NSDL as per the following procedure:** i. Type in the browser / Click on the following link: https://www.evoting.nsdl.com/ ii. Click on the button "Login" available under "Shareholder/Member" section. iii. On the login page, enter User ID (i.e., 16-character demat account number held with NSDL, starting with IN), Login Type, i.e., through typing Password (in case you are registered on NSDL's e-voting platform) / through generation of OTP (in case your mobile / e-mail address is registered in your demat account) and Verification Code as shown on the screen. iv. You will be able to see Company Name: "Purple United Sales Limited" on the next screen. **Click on the e-Voting link available against Purple United Sales Limited or select e-Voting service provider "KFinTech"** and you will be re-directed to the e-Voting page of KFinTech to cast your vote without any further authentication.

Individual Shareholders (holding securities in demat mode) login through their **Depository Participants (DPs)**	i. You can also login using the login credentials of your demat account through your Depository Participant registered with NSDL/CDSL for e-Voting facility. ii. After Successful login, you will be able to see e-Voting option. iii. Once you click on e-Voting option, you will be redirected to NSDL/CDSL Depository site after successful authentication, wherein you can see e-Voting feature. iv. Click on company name or e-Voting service provider name and you will be redirected to e-Voting service provider website for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting.

Important note: Members who are unable to retrieve User ID/ Password are advised to use Forget User ID and Forget Password option available at abovementioned website.

Helpdesk for Individual Shareholders holding securities in demat mode for any technical issues related to login through Depository i.e. CDSL and NSDL

Login type	Helpdesk details
Individual Shareholders holding securities in Demat mode with **CDSL**	Members facing any technical issue in login can contact CDSL helpdesk by sending a request at helpdesk.evoting@cdslindia.com or contact at toll free no. 1800 22 55 33
Individual Shareholders holding securities in Demat mode with **NSDL**	Members facing any technical issue in login can contact NSDL helpdesk by sending a request at evoting@nsdl.co.in or call at 022 - 4886 7000 and 022 - 2499 7000

Login method for e-Voting for shareholders other than Individual's shareholders holding securities in demat mode and shareholders holding securities in physical mode is given below :

(II) **In case a member receives an e-mail from Kfin [for members whose e-mail address are registered with the Company / Depository Participant(s)] which includes details of e-Voting Event Number ("EVEN"), user id and password:**

(a) Launch internet browser by typing the URL: https://evoting. kfintech.com.

(b) Enter the login credentials **(User ID and password provided in the e-mail)**. The E-Voting Event Number+Folio No. or DP ID Client ID will be your User ID. If you are already registered with KFinTech for e-voting, you can use the existing password for logging-in. If required, please visit https://evoting.kfintech.com or contact toll-free number 1800 309 4001 (from 9:00 a.m. (IST) to 6:00 p.m. (IST) on all working days) for assistance on your existing password.

(c) After entering these details appropriately, click on "LOGIN"

(d) You will now reach Password Change Menu wherein you are required to mandatorily change your password upon logging-in for the first time. The new password shall comprise minimum 8 characters with at least one upper case (A-Z), one lower case (a-z), one numeric (0-9) and a special character (@,#,$,etc.). The system will prompt you to change your password and update your contact details like mobile number, e-mail address, etc. on first login. You may also enter a secret question and answer of your choice to retrieve your password in case you forget it. It is strongly recommended that you do not share your password with any other person and that you take utmost care to keep your password confidential.

(e) You need to login again with the new credentials.

(f) On successful login, the system will prompt you to select the E-Voting Event Number (EVEN) for Purple United Sales Limited.

(g) On the voting page, enter the number of shares as on the Cutoff Date under either "FOR" or "AGAINST" or alternatively, you may partially enter any number under "FOR" / "AGAINST", but the total number under "FOR" / "AGAINST" taken together should not exceed your total shareholding as on the Cut-off Date. You may also choose to "ABSTAIN" and vote will not be counted under either head.

(h) Members holding shares under multiple folios / demat accounts shall choose the voting process separately for each of the folios / demat accounts.

(i) Voting has to be done for each item of this Notice separately. In case you do not desire to cast your vote on any specific item, it will be treated as "ABSTAINED".

(j) You may then cast your vote by selecting an appropriate option and click on "SUBMIT".

(k) A confirmation box will be displayed. Click "OK" to confirm, else "CANCEL" to modify.

(l) Once you confirm, you will not be allowed to modify your vote. During the voting period, Members can login any number of times till they have voted on the Resolution(s).

(m) Institutional / corporate members (i.e., other than Individuals, HUFs, NRIs, etc.) are also required to send legible scanned certified true copy (in PDF Format) of the Board Resolution / Power of Attorney / Authority Letter, etc., together with attested specimen signature(s) of the duly authorised representative(s), to the Scrutiniser at e-mail id: pcs.mohitsingh@gmail.com with a copy marked to evoting@kfintech.com and to the Company at cs@purpleunited.in. Such authorisation shall contain necessary authority for voting by its authorised representative(s). It is also requested to upload the same in the e-voting module in their login. The naming format of the aforesaid legible scanned document shall be "Purple United Sales Limited _EVEN".

(III) **In case of a member whose e-mail address is not registered / updated with the Company / KFin / Depository Participant(s), please follow the following steps to generate your login credentials:**

(a) Members holding shares in physical mode, who have not registered / updated their e-mail address with the Company, are requested to temporarily get their email address and mobile number provided with KFintech, by sending an e-mail to evoting@kfintech.com or by writing to the Company with details of folio number and attaching a self-attested copy of PAN card at cs@purpleunited.com.

(b) Members holding shares in dematerialised mode who have not registered their e-mail address with their Depository Participant(s) are requested to register / update their e-mail address with the Depository Participant(s) with which they maintain their demat accounts.

(c) After due verification, the Company / KFinTech will forward your login credentials to your registered e-mail address.

(d) Follow the instructions at II.(a) to (m) to cast your vote.

(e) Members can also update their mobile number and e-mail address in the "user profile details" in their e-voting login on https://evoting.kfintech.com.

(f) Any person who has forgotten the User ID and Password, may obtain / generate / retrieve the same from KFinTech in the manner as mentioned below:

(a) If the mobile number of the member is registered against his / her / its Folio No./ DP ID Client ID:

In case the shares are held in dematerialised mode: The member may send SMS: **MYEPWD DP ID Client ID to 9212993399**

Example for NSDL: MYEPWD IN12345612345678 Example for CDSL: MYEPWD 1402345612345678

In case the shares are held in physical mode: The member may send SMS **MYEPWD E-Voting Event Number + Folio No. to 9212993399**

Example for Physical: MYEPWD XXXX123456789

(b) If e-mail address or mobile number of the member is registered against Folio No. / DP ID Client ID, then on the home page of https://evoting.kfintech.com, the member may click "Forgot Password" and enter Folio No. or DP ID Client ID and PAN to generate password.

(c) Member may call on KFinTech's tollfree number 1800 309 4001 (from 9:00 a.m. (IST) to 6:00 p.m. (IST) on all working days).

(d) Member may send an e-mail request to evoting@kfintech.com. After due verification of the request, User ID and password will be sent to the member.

(e) If the member is already registered with KFinTech's e-voting platform, then he / she / it can use his / her / its existing password for logging-in.

(f) In case of any query on e-voting, members may refer to the "Help" and "FAQs" sections / E-voting user manual available through a dropdown menu in the "Downloads" section of KFinTech's website for e-voting: https://evoting.kfintech.com or Mr. Anandan, Assistant Vice President (AVP), at evoting@kfintech.com or call KFintech's toll free No. 1-800-309-4001 for any further clarifications.

(IV) **CONTACT DETAILS FOR ASSITANCE ON E-VOTING AND ATTENDING AGM:**

Members are requested to note the following contact details for addressing e-voting related grievances:

Mr. Anandan, Assistant Vice President (AVP),

KFin Technologies Limited

Selenium Tower B, Plot 31 & 32, Gachibowli, Financial District, Nanakramguda, Hyderabad 500 032

Toll-free No.: 1800 309 4001 (from 9:00 a.m. (IST) to 6:00 p.m. (IST) on all working days)

E-mail: evoting@kfintech.com

(V) **E-VOTING RESULT:**

The Scrutiniser will, after the conclusion of e-voting at the Meeting, scrutinise the votes cast at the Meeting (Insta Poll) and votes cast through remote e-voting, make a consolidated Scrutiniser's Report and submit the same to the Chairman and Managing Director of the Company or any person authorized by him. The results of e-voting will be announced on or before Thursday, 17th September, 2026 and the same, along with the consolidated Scrutiniser's Report, will be placed on the website of the Company: www.purpleunited.com and on the website of KFinTech: https://evoting.kfintech.com. The result will simultaneously be communicated to the Stock Exchange and will also be displayed at the registered office of the Company.

Subject to receipt of requisite number of votes, the Resolutions proposed in this Notice shall be deemed to have been passed on the date of the Meeting, i.e., Tuesday, 15th September, 2026.

INSTRUCTIONS FOR ALL SHAREHOLDERS ATTENDING THE AGM THROUGH VC / OAVM & E-VOTING DURING MEETING ARE AS UNDER:

1. Members will be provided with a facility to attend the AGM through VC / OAVM platform provided by KFintech. Members may access the same at https://emeetings.kfintech.com/ by using the e-voting login credentials provided in the email received from the Company/KFintech. After logging in, click on the "Video Conference" tab and select the EVEN of the Company. Click on the video symbol and accept the meeting etiquettes to join the meeting. Please note that the members who do not have the User ID and Password for e-Voting or have forgotten the User ID and Password may retrieve the same by following the remote e-Voting instructions mentioned above.

2. Facility for joining AGM though VC/ OAVM shall open atleast 30 minutes before the commencement of the Meeting.

3. Members are encouraged to join the Meeting through Laptops/ Desktops with Google Chrome (preferred browser), Safari, Internet Explorer, Microsoft Edge, Mozilla Firefox 22.

4. Members will be required to grant access to the webcam to enable VC / OAVM. Further, Members connecting from Mobile Devices or Tablets or through Laptop connecting via Mobile Hotspot may experience Audio/Video loss due to fluctuation in their respective network. It is therefore recommended to use Stable Wi-Fi or LAN Connection to mitigate any kind of aforesaid glitches.

5. The Members who wish to speak during the meeting may register themselves as speakers for the AGM to express their views. They can visit https://emeetings.kfintech.com and login through the user id and password provided in the mail received from Kfintech. On successful login, select 'Speaker Registration' which will be open from 10th September, 2026 to 11th September, 2026. Members shall be provided a 'queue number' before the meeting. Those Members who have registered themselves as a speaker will only be allowed to speak/express their views/ask questions during the AGM provided they hold shares as on the cut-off date i.e. Tuesday, 08th September, 2026. The Company reserves the right to restrict the speakers at the AGM to only those Members who have registered themselves, depending on the availability of time for the AGM.

6. The Members who wish to post their questions prior to the meeting can do the same by visiting https://emeetings.kfintech.com. Please login through the user id and password provided in the mail received from Kfintech. On successful login, select 'Post Your Question' option which will opened from 10th September, 2026 to 11th September, 2026.

7. The Members who have not cast their vote through remote e-voting shall be eligible to cast their vote through e-voting system available during the AGM. E-voting during the AGM is integrated with the VC / OAVM platform. The Members may click on the voting icon displayed on the screen to cast their votes.

8. A Member can opt for only single mode of voting i.e., through Remote e-voting or voting at the AGM. If a Member casts votes by both modes, then voting done through Remote e-voting shall prevail and vote at the AGM shall be treated as invalid.

9. Institutional Members are encouraged to attend and vote at the AGM through VC / OAVM.

10. Equity Shares of the Company are under Compulsory Demat segment. Those members who have not yet got their Equity Shares dematerialised are requested to contact any of the Depository Participants ("DPs") in their vicinity for getting their shares dematerialised.

11. SEBI has mandated the submission of Permanent Account Number (PAN) by every participant in securities market. Members holding shares in electronic mode are, therefore, requested to submit their PAN to their DPs with whom they are maintaining their demat accounts. Members holding shares in physical mode can submit a self-attested copy of their PAN Card to the Company / RTA.

12. Members are requested to immediately notify to the Registrar any change in their address, in respect of equity shares held in physical mode and to their depository participants (DPs) in respect of equity shares held in dematerialised form.

13. As per the provisions of Section 72 of the Act, the facility for making the nomination is available for the members in respect of the shares held by them. Members who have not yet registered their nomination are requested to register the same by submitting Form No. SH-13. Members are requested to submit the said form to their Depository Participant (DP) in case the shares are held in electronic form and to Kfin Technologies Limited (Kfin) in case the shares are held in physical form.

14. Non-Resident Members are requested to inform the Company's RTA immediately:

    a) the particulars of their Bank Account maintained in India with complete name, branch, account type, account number and address of the Bank with pincode number, if not furnished earlier.

    b) any change in their residential status on return to India for permanent settlement.

15. To prevent fraudulent transactions, Members are advised to exercise due diligence and notify the Company of any change in address or demise of any Member as soon as possible. Members are also advised to not leave their demat account(s) dormant for long. Periodic statement of holdings should be obtained from the concerned Depository Participant and holdings should be verified from time to time.

16. Members should quote their Folio No. / DP Id-Client Id, email addresses, telephone / fax numbers to get a prompt reply to their communications.

    SEBI vide its Master Circular dated 28th December, 2023 has established a common Online Dispute Resolution Portal ("ODR Portal") for resolution of disputes arising in the Indian Securities Market. In accordance with the said circular, Members, after exhausting the option to resolve their grievances with the RTA / Company directly and through the existing SCORES platform, can initiate dispute resolution through the ODR Portal.

17. The voting rights of the members for remote e-voting and e-voting at the AGM shall be in proportion to the paid-up value of their shares in the total paid-up share capital of the Company carrying voting rights, as on the cut-off date, being 08th September, 2026. A person who is not a Member as on the cut-off date should treat this Notice for information purpose only.

18. The register of directors and key managerial personnel (KMP) and their shareholding, maintained under Section 170 of the Act, and the register of contracts or arrangements in which the directors are interested, maintained under Section 189 of the Act, will be available electronically for inspection by the members during the AGM. All documents referred to in the Notice will also be available for electronic inspection without any fee from the date of circulation of this Notice up to the date of AGM, i.e. 15th September, 2026. Members seeking to inspect such documents can send an email to cs@purpleunited.com.

19. In case of joint holders attending the Meeting, only the Member whose name appears first will be entitled to vote.

20. The Board of Directors has appointed Mr. Mohit Singh Kharayat, Partner (COP No. 16922) of M/s. Mohit Singh Kharayat & Co., Practicing Company Secretary, as the Scrutinizer to scrutinize the remote e-voting and e-voting during the AGM in a fair and transparent manner.

21. The Scrutinizer shall after the conclusion of voting at the general meeting, count the votes cast at the meeting through e-voting and votes cast through remote e-voting and shall make, within 2 working days from the conclusion of the AGM, a consolidated scrutinizer's report of the total votes cast in favour or against, if any, and shall submit the same to the Chairman or a person authorized by him in writing, who shall counter sign the same and declare the result of the voting forthwith.

22. The results declared along with the report of the scrutinizer shall be placed on the Company's website at www.purpleunited.com and on the website of RTA immediately after the declaration of the results and simultaneously communicated to the Stock Exchanges. Further, the results of the voting shall also be displayed on the notice board of the Company at its Registered Office.

Summarised information at glance

Particulars	Details
Time and Date of AGM	Tuesday, 15th September, 2026 at 12:00 p.m. (IST)
Venue/Mode	Through video conference at below link:https://emeetings.kfintech.com/

Cut-off date for e-voting	Tuesday, 08th September, 2026
E-voting Start time and date	Saturday, 12th September, 2026 (9:00 a.m. IST)
E-voting end time and date	Monday,14th September, 2026 (5:00 p.m. IST)
E-voting website links (Please use as applicable to you)	https://evoting.kfintech.com/ https://eservices.nsdl.com https://web.cdslindia.com/myeasitoken/home/login

EXPLANATORY STATEMENT

(Pursuant to Section 102 of the Companies Act, 2013 and Secretarial Standard - 2 issued by The Institute of Company Secretaries of India)

The following Statement sets out all material facts relating to the businesses mentioned under Item Nos. 3,4,5,6,7 and 8, of the accompanying Notice dated 21st August, 2026 and shall be taken as forming part of the Notice.

Item No. 3

Mr. Jatinder Dev Seth (DIN: 06944942) was appointed as Managing Director of the Company, for a period of three (3) years w.e.f. 01st April, 2024 to 31st March, 2027. The said appointment and terms of remuneration was approved by the shareholders by passing requisite resolution in the Extraordinary General Meeting.

As recommended by the Nomination and Remuneration Committee ("NRC"), in recognition of the excellent services being rendered by Mr. Jatinder Dev Seth, the Board of Directors in its meeting held on 21st August, 2026, had re-appointed Mr. Jatinder Dev Seth as Managing Director (under the category of Key Managerial Personnel), of the Company for a further period of three (3) years w.e.f. 01st April, 2027 to 31st March, 2030 under the provisions of Sections 196, 197, 198, 203 and other applicable provisions, if any, of the Companies Act, 2013 ("the Act") read with Schedule V of the Act and SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2015 ("Listing Regulations"), as amended from time to time and subject to such consent(s), approval(s) and permission(s) from any authority as may be required (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force) on the terms & conditions including payment of remuneration by way of salary, perquisites and allowances as set out hereunder and as recommended by the Nomination & Remuneration Committee and approved from time to time by the Board of Directors of the Company:

Remuneration:

a. Salary: Remuneration (CTC) of Rs. 1.50 crores per annum comprising salary, allowances, retirals, (including contribution to provident fund & superannuation fund and gratuity as per Company rules) bonus, performance reward, perquisites, benefits etc. payable on monthly basis [with liberty to the Board of Directors / Nomination and Remuneration Committee to review and set the level from time to time subject to an overall CTC ceiling of Rs. 2 crores per annum.

b. Variable Pay: Performance Linked Variable Pay to be paid as per the applicable policies and rules of the Company or such sums as may be determined by the Board of Directors / Nomination and Remuneration Committee from time to time, subject to a maximum of 100% of Salary.

c. Perquisites: In addition to the above salary Mr. Jatinder Dev Seth shall be entitled to the following:

- Telephone Reimbursement on actual
- Entitlement for Company's Car, fuel and maintenance
- Benefits under Company's Mediclaim and accident insurance Policy.
- Premium paid for Directors' & Officers' Liability Insurance in terms of Section 197(13) of the Act.
- Entertainment and Travel expenses on actual as per the company policy
- Uniform Maintenance allowance
- Driver, Helper and Personal attendant allowance

d. He shall be entitled to reimbursement of all expenses incurred by him while performing his duties and such reimbursement will not form part of his remuneration.

e. Mr. Jatinder Dev Seth shall not be paid any sitting fees for attending the meetings of the Board of Directors or Committees thereof.

Mr. Jatinder Dev Seth is not disqualified from being appointed as Managing Director in terms of Section 196 of the Companies Act, 2013 ("the Act") and he has given his consent to act as Managing Director. Mr. Seth is also not debarred from holding the office of a Director by virtue of any SEBI order or any other authority.

In the event of loss or inadequacy of profits in any financial year(s), during the currency of tenure of Mr. Jatinder Dev Seth as Managing Director of the Company, the remuneration as set out in the explanatory statement mentioned at Item No. 3 of the Notice, shall be paid to him, as minimum remuneration.

The Board of Directors or a Committee thereof may alter or vary the remuneration within the provisions of sections 197 and 198 read with Schedule V of the Act (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force) and / or any rules or regulations made thereunder.

The above may be treated as a written memorandum setting out the terms of re-appointment of the above said Director under Section 190 of the Act.

As on date, the Company is not in default in payment of dues to any bank or public financial institution or any other secured creditors.

The details of the above said Director as required under provisions of Section II of Part II of Schedule

V to the Act, Regulation 36 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") and Secretarial Standard - 2, as applicable, are provided in Annexure - I and Annexure - II appended to this statement.

Save and except Mr. Jatinder Dev Seth to whom the resolution relates, and his spouse Ms. Bhawna Seth, Whole-time Director (to the extent of their shareholding in the Company, if any), none of the other Directors/Key Managerial Personnel of the Company/their relatives are in any way, concerned or interested, financially or otherwise, in the resolution set out at Item no. 3 of this Notice. This statement may also be regarded as an appropriate disclosure under Regulation 36 of the SEBI Listing Regulations, Secretarial Standard-2 and Schedule V to the Act.

The Board considers that his continued association along with vast knowledge and experience would be of immense benefit to the Company and it will be desirable to continue to avail his services as a Director.

Accordingly, the Board of Directors recommends the resolution as set out at Item no. 3 of this notice for the approval of the members of the Company by way of Special Resolution.

Item No. 4

Ms. Bhawna Seth (DIN: 07385656) was appointed as Whole-time Director of the Company, for a period of three (3) years w.e.f. 01st April, 2024 to 31st March, 2027. The said appointment and terms of remuneration was approved by the shareholders by passing requisite resolution in the Extraordinary General Meeting.

As recommended by the Nomination and Remuneration Committee ("NRC"), in recognition of the excellent services being rendered by Ms. Bhawna Seth, the Board of Directors in its meeting held on 21st August, 2026, had re-appointed Ms. Bhawna Seth as Whole-time Director (under the category of Key Managerial Personnel), of the Company for a further period of three (3) years w.e.f. 01st April, 2027 to 31st March, 2030 under the provisions of Sections 196, 197, 198, 203 and other applicable provisions, if any, of the Companies Act, 2013 ("the Act") read with Schedule V of the Act and SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2015 ("Listing Regulations"), as amended from time to time and subject to such consent(s), approval(s) and permission(s) from any authority as may be required (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force) on the terms & conditions including payment of remuneration by way of salary, perquisites and allowances as set out hereunder and as recommended by the Nomination & Remuneration Committee and approved from time to time by the Board of Directors of the Company:

Remuneration:

a. Salary: Remuneration (CTC) of Rs. 1.50 crores per annum comprising salary, allowances, retirals, (including contribution to provident fund & superannuation fund and gratuity as per Company rules) bonus, performance reward, perquisites, benefits etc. payable on monthly basis [with liberty to the Board of Directors / Nomination and Remuneration Committee to review and set the level from time to time subject to an overall CTC ceiling of Rs. 2 crores per annum.

b. Variable Pay: Performance Linked Variable Pay to be paid as per the applicable policies and rules of the Company or such sums as may be determined by the Board of Directors / Nomination and Remuneration Committee from time to time, subject to a maximum of 100% of Salary.

c. Perquisites: In addition to the above salary Ms. Bhawna Seth shall be entitled to the following:

- Telephone Reimbursement on actual
- Entitlement for Company's Car, fuel and maintenance
- Benefits under Company's Mediclaim and accident insurance Policy
- Premium paid for Directors' & Officers' Liability Insurance in terms of Section 197(13) of the Act
- Entertainment and Travel expenses on actual as per the company policy
- Uniform Maintenance allowance
- Driver, Helper and Personal attendant allowance

d. She shall be entitled to reimbursement of all expenses incurred by her while performing her duties and such reimbursement will not form part of her remuneration.

e. Ms. Bhawna Seth shall not be paid any sitting fees for attending the meetings of the Board of Directors or Committees thereof.

Ms. Bhawna Seth is not disqualified from being appointed as Whole- time Director in terms of Section 196 of the Companies Act, 2013 ("the Act") and she has given her consent to act as Whole-time Director. Ms. Bhawna Seth is also not debarred from holding the office of a Director by virtue of any SEBI order or any other authority.

In the event of loss or inadequacy of profits in any financial year(s), during the currency of tenure of Ms. Bhawna Seth as Whole- time Director of the Company, the remuneration as set out in the explanatory statement at Item No. 4 of the Notice, shall be paid to her, as minimum remuneration.

The Board of Directors or a Committee thereof may alter or vary the remuneration within the provisions of sections 197 and 198 read with Schedule V of the Act (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force) and / or any rules or regulations made thereunder.

The above may be treated as a written memorandum setting out the terms of re-appointment of the above said Director under Section 190 of the Act.

As on date, the Company is not in default in payment of dues to any bank or public financial institution or any other secured creditors.

The details of the above said Director as required under provisions of Section II of Part II of Schedule V to the Act, Regulation 36 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") and Secretarial Standard - 2, as applicable, are provided in Annexure - I and Annexure - II appended to this statement.

Save and except Ms. Bhawna Seth to whom the resolution relates, and her spouse Mr. Jatinder Dev Seth, Managing Director (to the extent of their shareholding in the Company, if any), none of the other Directors/Key Managerial Personnel of the Company/their relatives are in any way, concerned or interested, financially or otherwise, in the resolution set out at Item no. 4 of this Notice. This statement may also be regarded as an appropriate disclosure under Regulation 36 of the SEBI Listing Regulations, Secretarial Standard-2 and Schedule V to the Act.

The Board considers that her continued association along with vast knowledge and experience would be of immense benefit to the Company and it will be desirable to continue to avail her services as a Director.

Accordingly, the Board of Directors recommends the resolution as set out at Item no. 4 of this notice for the approval of the members of the Company by way of Special Resolution.

Item No. 5 & 6

Pursuant to the provisions of Section 180(1)(c) of Companies Act, 2013 (the Act") and other applicable provisions of the Act , the Board of Directors of the Company have the powers to borrow money, where the money to be borrowed, together with the money already borrowed by the company could exceed aggregate of its paid-up share capital, free reserves and securities premium, apart from temporary loans obtained from the Company's bankers in the ordinary course of business provided a consent by way of Special Resolution by the Members of the Company has been obtained.

Further, pursuant to the provisions of Section 180(1)(a) of the Act and the Rules, the Board of Directors have the powers to sell, lease or otherwise dispose of the whole or substantially the whole of the undertaking of the company or where the company owns more than one undertaking, of the whole or substantially the whole of any of such undertakings, provided a consent by way of Special Resolution by the Members of the Company has been obtained.

The Members of the Company at their Annual General Meeting held on 08th July, 2024, had delegated the authority to the Board of Directors of the Company for borrowing, from time to time, by way of loans, advances, deposit, debt instruments or any other forms, any such sum or sums of money (either Indian or foreign currency) from banks, financial institutions, bodies corporate, companies, firms or any one or more persons on such terms and conditions and with or without security as the Board may think fit, for the purpose of business of the Company, any sum or sums of monies which together with the monies already borrowed by the Company (apart from temporary loans obtained or to be obtained from the Company's bankers in the ordinary course of business), which may exceed the aggregate of the paid up capital of the Company, its free reserves and securities premium, provided that the total amount so borrowed by the Board shall not at any time exceed the aggregate of the paid up capital, free reserves and securities premium of the Company or Rs. 60 Crores (Rupees Sixty Crores only), whichever is higher.

In line with the expanding business activities, its future plans, and to support its long-term strategic and operational objectives, the Company may require to borrow additional funds together with the monies already borrowed by the Company within the meaning of Section 180(1)(c) and in order to secure such borrowings, the Company may be required to create security by way of mortgage/ charge/ hypothecation on its assets and properties both present and future. Further, the terms of such security may include a right to take over control of the said assets and properties of the Company, in case of events of default and such transaction may be consider as sale/ lease/ disposal of the Company's undertaking within the meaning of Section 180(1)(a) of the Act.

Therefore, the Board at their meeting held on 21st August, 2026 recommended a proposal for approval of the Members of the Company for revision in limits under Section 180(1)(c) & 180(1)(a) upto the aggregate of the paid-up capital, free reserves and securities premium of the Company or Rs. 120 Crores (Rupees One Hundred Twenty Crore Only), whichever is higher.

None of the Directors / Key Managerial Personnel of the Company / their relatives are, in any way, concerned or interested, financially or otherwise, in the resolution as set out at Item no. 5 & 6 of the Notice.

The Board of Directors recommends the resolution as set out at Item No. 5 & 6 of this Notice for approval by the members by way of Special Resolution.

Item No. 7

In terms of Sections 23, 42, 62(1)(c) and other applicable provisions, if any, of the Companies Act, 2013 (the 'Act'), the Companies (Prospectus and Allotment of Securities) Rules, 2014, the Companies (Share Capital and Debentures) Rules, 2014 and other applicable rules made thereunder (including any statutory modification(s) or re-enactment(s) thereof for the time being in force) and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the 'SEBI ICDR Regulations') and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the 'SEBI Listing Regulations'), the listing agreement entered into by the Company with National Stock Exchange of India Limited ('Stock Exchange') on which the Equity Shares having face value of Rs. 10.00 each of the Company ('Equity Shares') are listed, the Board of Directors of the Company, in their meeting held on 21st August, 2026, subject to approval of shareholders of the Company by way of special resolution, approved the issue of up to 8,09,750 (Eight Lakh Nine Thousand Seven Hundred Fifty Only) Equity Shares of face value of Rs. 10/- (Rupees Ten Only) each to the proposed allottees as mentioned in the resolution. The Board seeks approval of the Members of the Company, by way of Special Resolution, for issue and allotment of Equity Shares on preferential basis to the Proposed Allottees.

It may be noted that;

1. All equity shares of the Company are already made fully paid up as on date. Further, all equity shares to be allotted by way of preferential issue shall be made fully paid up at the time of the allotment;
2. All equity shares of the Company held by the Proposed Allottees, if any, are in dematerialised form;
3. The Company is in compliance with the conditions for continuous listing of equity shares as specified in the listing agreement with the stock exchange where the equity shares of the Company are listed and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), 2015, as amended, and any circular or notification issued by the SEBI thereunder;
4. The Company has obtained the Permanent Account Numbers of the proposed allottees.
5. The Proposed Allottees have represented and declared to the Company that they have not sold or transferred any equity Shares of the Company during the 90 trading days preceding the relevant date, being Friday, 14th August, 2026.
6. None of the Promoters and Directors of the Company are fugitive economic offender;
7. The Company do not have any outstanding dues to the Board, the Stock Exchanges or the Depositories.
8. The Proposed Allottees have further confirmed that the Proposed Allottees shall be an entity eligible under SEBI (ICDR) Regulations to undertake the preferential issue.
9. The Company will make the application for in-principle approval to the Stock Exchange, where its equity shares are listed, on the same day when the notice will be sent in respect of the AGM seeking shareholders' approval by way of Special Resolution.

In terms of Section 102 of the Companies Act, 2013 ("Act"), this Explanatory Statement sets out all the material facts in respect of aforementioned business. As required under Section 23, 42 and 62(1)(c) of the Act read with Rule 14(1) of the Companies (Prospectus and Allotment of Securities) Rules, 2014 and Rule 13(2)(d) of the Companies (Share Capital and Debentures) Rules, 2014 of Companies Act, 2013 and Chapter V of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 SEBI ICDR Regulations, necessary information or details in respect of the proposed Preferential Issue of Equity Shares are as under:

A. Particulars of the Preferential Issue including date of passing of Board resolution.

The Board of Directors at its meeting held on 21st August, 2026 had, subject to the approval of the Members and such other approvals as may be required, approved the issuance of up to 8,09,750 (Eight Lakh Nine Thousand Seven Hundred Fifty Only) Equity Shares of face value of Rs. 10/- (Rupees Ten Only) each at an issue price of Rs. 360.00 per equity Shares (including premium of Rs. 350.00 per equity Shares) aggregating up to Rs. 29,15,10,000 (Rupees Twenty-Nine Crore Fifteen Lakh Ten Thousand only) for cash consideration, on a preferential basis.

B. Number of Shares, Kinds of securities offered and the price at which security is being offered.

To create, issue, offer and allot up to 8,09,750 (Eight Lakh Nine Thousand Seven Hundred Fifty Only) Equity Shares of face value of Rs. 10/- (Rupees Ten Only) each, on a preferential basis ("Preferential Issue"), to the Proposed Allottees at an issue price of Rs. 360.00 per equity Share (including premium of Rs. 350.00 per equity Shares) per Equity Share, being the price higher than the price determined in accordance with Chapter V (Preferential Issue) of the SEBI ICDR Regulations and upon such terms and conditions as may be deemed appropriate by the Board in accordance with the relevant provisions of SEBI ICDR Regulations, or other applicable laws in this regard.

C. Basis or justification for the price (including premium, if any) at which the offer or invitation is being made along with report of the registered valuer & Pricing of the preferential issue:

The Equity Shares of the Company have been listed on the National Stock Exchange of India Limited ("NSE") for a period of more than 90 trading days as on the Relevant Date, i.e. Friday, 14th August, 2026, and are frequently traded within the meaning of the SEBI ICDR Regulations.

The Price of the Equity Shares to be allotted to the Proposed Allottees of the Company shall not be less than the price determined in accordance with the SEBI ICDR Regulations. Currently, SEBI ICDR Regulations provides that the pricing for the issue of securities on preferential basis by a listed Company is to be based on the following parameters:

a) In case of "frequently traded shares (Regulation 164(1) of the SEBI ICDR Regulations:

If the equity shares of the Company have been listed on a recognised stock exchanges for a period of 90 trading days or more as on the relevant date, the price of the equity shares to be allotted pursuant to the preferential issue shall be not less than higher of the following;

i. The 90 trading days' volume weighted average price of the related equity shares quoted on the recognised stock exchange preceding the relevant date; or

ii. The 10 trading days' volume weighted average prices of the related equity shares quoted on the recognised stock exchange preceding the relevant date.

Provided that if the Articles of Association of the issuer provide for a method of determination which results in a floor price higher than that determined under these regulations, then the same shall be considered as the floor price for equity shares to be allotted pursuant to the preferential issue.

b) In case of Change in Control or allotment of more than five per cent. (Regulation 166A(1) of the SEBI ICDR Regulations:

Article of Association do not provide for method of determination which result in floor price higher than that determine under ICDR Regulation.

Although the proposed Preferential Issue is not expected to result in the allotment of more than 5% (five per cent) of the post-issue fully diluted share capital of the Company to an allottee or to allottees acting in concert, the Company has, on a voluntary basis, obtained a valuation report from an independent registered valuer and has considered the valuation determined therein for determining the issue price, with the objective of ensuring enhanced governance standards, transparency and fairness to all stakeholders. Further, in accordance with the provisions of Regulation 166A of the SEBI ICDR Regulations, the price of the Equity Shares to be allotted pursuant to the Preferential Issue shall be the higher of the following parameters:

i. Price determined as per provisions of the Regulation 164(1) of the SEBI ICDR Regulations (in case of frequently traded shares: or

ii. Price determined as per provisions of the Regulation 166A (1) of the SEBI ICDR Regulations.

In this regard, the Company has obtained a Valuation Report dated 21st August, 2026 from Mr. Abhishek Chhajed, Independent Registered Valuer, having his office at B/1115, Sun West Bank, Opp. City Gold Cinema, Ashram Road, Ahmedabad – 380009, bearing Registration No. IBBI/RV/03/2020/13674. A copy of the Valuation Report has been hosted on the website of the Company and may be accessed at https://purpleunited.com/pages/investors under the "Investor Relations" section.

As per the Valuation Report, the minimum price determined for the Equity Shares proposed to be issued pursuant to the Preferential Issue is ₹359.08 (Rupees Three Hundred Fifty-Nine and Eight Paise only) per Equity Share.

Accordingly, the issue price for the Preferential Issue has been determined at ₹360/- (Rupees Three Hundred Sixty only) per Equity Share, including a Securities Premium of ₹350/- (Rupees Three Hundred Fifty only) per Equity Share, which is higher than the applicable floor price of ₹359.08 per Equity Share determined in accordance with the applicable provisions of the SEBI ICDR Regulations.

D. The justification for the allotment proposed to be made for consideration other than cash together with valuation report of the registered valuer:

The allotment is proposed to be made for cash only.

E. The price or price band at/within which the allotment is proposed:

There shall be no price band. All the equity shares under this preferential issue shall be made at an issue price of Rs. 360.00 (Rupees Three Hundred Sixty only) Per

Equity Share including Security Premium of Rs. 350.00 (Rupees Three Hundred Fifty only) Per Equity Share, being the price higher than the price determined in accordance with Chapter V (Preferential Issue) of the SEBI ICDR Regulations.

F. Amount which the company intends to raise by way of such Equity Shares:

Rs. 29,15,10,000 (Rupees Twenty-Nine Crore Fifteen Lakh Ten Thousand only).

G. The Objects of the issue through preferential offer:

The proceeds of the Preferential Issue will be utilized for meeting working capital requirements; To meet Capital expenditure towards expansion of the Company's retail presence including establishment of new retail outlets, and general corporate purposes of the Company.

H. The Total Number of securities to be issued:

The total number of Equity Shares proposed to be issued is Up to 8,09,750 (Eight Lakh Nine Thousand Seven Hundred Fifty Only) Equity Shares of face value of Rs. 10/- (Rupees Ten Only) each.

I. The intention of Promoter(s)/Director(s)/Key Managerial Personnel to subscribe to the offer.

Mr. Jatinder Dev Seth (Promoter, Chairman & Managing Director) intends to subscribe to 83,250 Equity Warrants and Ms. Bhawna Seth (Promoter, Whole Time Director) intends to subscribe to 83,250 Equity Warrants pursuant to the proposed preferential issue. Except for the aforesaid proposed subscription to Equity Warrants, none of the other Promoter(s), Director(s), Key Managerial Personnel or Senior Management Personnel of the Company intend to subscribe to the Equity Share/warrants proposed to be issued under the present Preferential Issue.

J. The class or classes of persons to whom the allotment is proposed to be made:

The allotment of Equity Shares is proposed to be made to the:-

a) Public - Non-Institutional – Individuals

b) Public - Non-Institutional - NRI

c) Public - Non-Institutional - HUF

d) Public - Non-Institutional –LLP

e) Public - Non-Institutional –Partnership Firm

f) Public - Institutional-AIF Category III

g) Public - Institutional-AIF Category I

K. Shareholding Pattern of the Company before and after the Preferential Issue:

The shareholding pattern before and after the Preferential Issue of Equity Shares and Fully Convertible Equity Warrants would be as under:

Category of Shareholder	Pre-Issue(1)		Post Issue – Equity (2)		Post-warrants (3)	
	No. of Equity Shares	%	No. of Equity Shares	%	No. of Equity Shares	%
A. Promoter & Promoter Group						
1. Indian						
Individuals/ Hindu Undivided Family	5000000	52.03	5000000	47.99	5166500	47.18
Any other	1133000	11.79	1133000	10.87	1133000	10.35
Sub Total (A)(1)	**6133000**	**63.82**	**6133000**	**58.86**	**6299500**	**57.53**
2. Foreign						
Individuals (Non-Resident Individuals/ Foreign Individuals)	-	-	-	-	-	-
Any other	-	-	-	-	-	-
Sub Total (A)(2)	**-**	-	-	-	-	-
Sub Total Shareholding of Promoter and Promoter Group (A)= (A)(1)+(A)(2)	**6133000**	**63.82**	**6133000**	**58.86**	**6299500**	**57.53**
B. Non-promoters' holding (Public shareholding)						
1.Institutions (Foreign)						
Foreign Portfolio Investors Category I	0	0.00	0.00	0.00	0	0.00
Foreign Portfolio Investors category II	0	0.00	0.00	0.00	0	0.00
Institutions (Domestic)						0.00
Banks	0	0.00	0.00	0.00	0	0.00
Alternate Investment Funds Category I	0	0.00	13750	0.13	13750	0.13
Alternate Investment Funds Category III	0	0.00	69250	0.66	69250	0.63
Sub-Total (B) (1)	**0**	**0.00**	**83000**	**0.80**	**83000**	**0.76**
2. Central Government/State Government(s) /President of India	0	0.00	0.00	0.00	**0**	0.00
Sub-Total (B) (2)	**0**	**0.00**	**0.00**	**0.00**	**0**	**0.00**
3. Non-institutions						
a) Individuals -						
Resident Individuals holding nominal share capital up to Rs. 2 lakhs	1872650	19.49	2012400	19.31	2038900	18.62
Resident Individuals holding nominal share capital in excess of Rs. 2 lakhs	997400	10.38	1509400	14.49	1779400	16.25
Directors and their relatives (excluding independent directors and nominee directors)	0	0.00	0.00	0.00	0	0.00
Bodies Corporate	390250	4.06	418000	4.01	473500	4.32
Non-Resident Indians (NRIs)	109000	1.13	136750	1.31	136750	1.25
Any Other (HUF)	107500	1.12	114500	1.10	114500	1.05
Any Other (Partnership Firm)	0	0.00	12500	0.12	25250	0.23
Sub-Total (B) (3)	**3476800**	**36.18**	**4203550**	**40.34**	**4568300**	**41.72**
Sub Total Public Shareholding (B)=(B)(1)+(B)(2)+(B)(3)	**3476800**	**36.18**	**4286550**	**41.14**	**4651300**	**42.47**
C.Shares held by Custodians and against which Depository	0	0.00	0.00	0.00	0	0.00
Sub Total (C)	0	0.00	0.00	0.00	0	0.00
GRAND TOTAL (A)+(B)+(C)	**9609800**	**100.00**	**10419550**	**100.00**	**10950800**	**100.00**

Note:

1) *The Pre-Issue Shareholding Pattern is based on shareholding as on 21st August, 2026.*

2) *The post issue shareholding pattern in the above table has been prepared on the basis that the proposed allottee(s) will subscribe to all Equity Shares which they are intent to do so. 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 they intent to do so, the shareholding pattern in the above table would undergo corresponding changes.*

3) *The post issue shareholding pattern in the above table has been prepared on the basis that the proposed allottee(s) of Warrants will subscribe to all the Warrants and resultant equity shares which they are intent to do so. In the event for any reason, the proposed allottee(s) do not or are unable to subscribe to and/or are not allotted the Warrants or not get allotted equal no. of Equity Shares, the shareholding pattern in the above table would undergo corresponding changes.*

4) *It is further assumed that shareholding of the Company in all other categories will remain unchanged.*

5) *The Company will ensure compliance with all applicable laws and regulations including the SEBI ICDR Regulations at the time of allotment of equity shares of the Company.*

L. The time within which the preferential issue shall be completed:

As required under SEBI ICDR Regulations, the Company shall complete the allotment of equity shares as aforesaid on or before the expiry of 15 days from the date of passing of special resolution by the shareholders according consent for preferential issue or in the event of allotment of equity shares would require any other approvals or permissions from any regulatory authorities including stock exchange where the shares of the Company are listed or the Central Government, within 15 days from the date of receipt of last of such approvals or permissions as the case may be.

M. Details of Proposed Allottees and the identity of the Natural Persons who are the ultimate beneficial owners of the shares proposed to be allotted and/or who ultimately control the proposed allottees.

Sr. No.	Name of Proposed Allottees	Current Status of the Allottees	Proposed Status of the Allottees	Ultimate Beneficial Owner
1.	KADAYAM RAMANATHAN BHARAT	Public	Public	Self
2.	KIRTI SETHIA	Public	Public	Self
3.	PRINCY AGARWAL	Public	Public	Self
4.	ANAND KUMAR MITTAL	Public	Public	Self
5.	MANISH SHANTILAL ZINZUVADIA HUF	Public	Public	MANISH SHANTILAL ZINZUVADIA
6.	ZINZUVADIA HARDIK GIRISHBHAI	Public	Public	Self
7.	SURESHBHAI MANSUKHBHAI KATRODIYA	Public	Public	Self
8.	DAYABEN RAJNIBHAI VAGHASIYA	Public	Public	Self
9.	VADANAGARA BHARATBHAI M	Public	Public	Self
10.	KEDAR LELE	Public	Public	Self
11.	SUBHASHINI	Public	Public	Self
12.	SHORYA VENTURES LLP	Public	Public	ANKIT ABHILASH AGRAWAL ANKUSH ASHOK AGRAWAL NIKHIL ABHILASH AGRAWAL KAUTUK ASHOK AGRAWAL
13.	VINEET GUPTA	Public	Public	Self
14.	SANDEEP SINGH	Public	Public	Self
15.	CHANDA PAWAN PODDAR	Public	Public	Self
16.	BIJAY KUMAR KEDIA	Public	Public	Self
17.	GARIMA JAIN	Public	Public	Self
18.	KHUSHBOO SIDDHARTH NAHAR	Public	Public	Self
19.	GOPAL SHARMA	Public	Public	Self
20.	ANISHA MITTAL	Public	Public	Self
21.	BHAVNA RAJGARHIA	Public	Public	Self
22.	RAJESH KUMAR SINGLA	Public	Public	Self
23.	VAIBHAV DUSAD	Public	Public	Self
24.	SANGITHAA GUPTA	Public	Public	Self
25.	GOVIND AGARWAL	Public	Public	Self
26.	HITESH K JAIN	Public	Public	Self
27.	GROBIZ SME OPPORTUNITY FUND	Public	Public	AMIT KUMAR
28.	SUSHANT SACHDEVA	Public	Public	Self
29.	STREET SMART OPPORTUNITIES FUND	Public	Public	KUSH BANSAL LOVE BANSAL VIVEK GARG VIKAS GARG
30.	AMARJIT SINGH	Public	Public	Self
31.	AJIT KUMAR GUPTA	Public	Public	Self
32.	ASHISH NAGINDAS MEHTA	Public	Public	Self
33.	PRAFULL RAI	Public	Public	Self
34.	REKHA HURA	Public	Public	Self
35.	NIKUNJ DALMIA	Public	Public	Self
36.	SAKET AGARWAL	Public	Public	Self
37.	APS INVESTMENTS	Public	Public	RISHAB AGRAWAL, SUSHIL KUMAR AGRAWAL, PRADIP KUMAR AGRAWAL, PRIYA AGRAWAL, NAINA AGARWAL
38.	SIDDHARTH TRIPATHI	Public	Public	Self

None of the Proposed Allottees have been allotted any securities of the Company during the financial year 2026-27 (till the date of this notice).

N. The percentage of post Preferential Issue capital that may be held by them:

Sr. No.	Name of Proposed Allottees	Category	Post Issue – Equity		Post Issue – Conversion of warrants into Equity*	
			No. of Shares	%	No. of Shares	%
1.	KADAYAM RAMANATHAN BHARAT	Public	111250	1.07	139250	1.27
2.	KIRTI SETHIA	Public	11000	0.11	13750	0.13
3.	PRINCY AGARWAL	Public	7000	0.07	7000	0.06
4.	ANAND KUMAR MITTAL	Public	7000	0.07	7000	0.06
5.	MANISH SHANTILAL ZINZUVADIA HUF	Public	7500	0.07	7500	0.07
6.	ZINZUVADIA HARDIK GIRISHBHAI	Public	9750	0.09	9750	0.09
7.	SURESHBHAI MANSUKHBHAI KATRODIYA	Public	7250	0.07	7250	0.07
8.	DAYABEN RAJNIBHAI VAGHASIYA	Public	7000	0.07	7000	0.06
9.	VADANAGARA BHARATBHAI M	Public	7000	0.07	7000	0.06
10.	KEDAR LELE	Public	43500	0.42	49000	0.45
11.	SUBHASHINI	Public	23000	0.22	25750	0.24
12.	SHORYA VENTURES LLP	Public	29750	0.29	29750	0.27
13.	VINEET GUPTA	Public	7000	0.07	7000	0.06
14.	SANDEEP SINGH	Public	83750	0.80	139250	1.27
15.	CHANDA PAWAN PODDAR	Public	2750	0.03	2750	0.03
16.	BIJAY KUMAR KEDIA	Public	7000	0.07	7000	0.06
17.	GARIMA JAIN	Public	7000	0.07	7000	0.06
18.	KHUSHBOO SIDDHARTH NAHAR	Public	94250	0.90	138750	1.27
19.	GOPAL SHARMA	Public	27750	0.27	27750	0.25
20.	ANISHA MITTAL	Public	7000	0.07	7000	0.06
21.	BHAVNA RAJGARHIA	Public	7000	0.07	7000	0.06
22.	RAJESH KUMAR SINGLA	Public	27750	0.27	27750	0.25
23.	VAIBHAV DUSAD	Public	7000	0.07	7000	0.06
24.	SANGITHAA GUPTA	Public	7000	0.07	7000	0.06
25.	GOVIND AGARWAL	Public	7000	0.07	7000	0.06
26.	HITESH K JAIN	Public	25000	0.24	25000	0.23
27.	GROBIZ SME OPPORTUNITY FUND	Public	69250	0.66	69250	0.63
28.	SUSHANT SACHDEVA	Public	6750	0.06	6750	0.06
29.	STREET SMART OPPORTUNITIES FUND	Public	13750	0.13	13750	0.13
30.	AMARJIT SINGH	Public	11000	0.11	13750	0.13
31.	AJIT KUMAR GUPTA	Public	7000	0.07	7000	0.06
32.	ASHISH NAGINDAS MEHTA	Public	27750	0.27	27750	0.25
33.	PRAFULL RAI	Public	41500	0.40	41500	0.38
34.	REKHA HURA	Public	10000	0.10	10000	0.09
35.	NIKUNJ DALMIA	Public	13750	0.13	13750	0.13
36.	SAKET AGARWAL	Public	55500	0.53	111000	1.01
37.	APS INVESTMENTS	Public	12500	0.12	12500	0.11
38.	SIDDHARTH TRIPATHI	Public	6750	0.06	6750	0.06
39.	WHITEBRIDGE CAPITAL PRIVATE LIMITED	Public	2000	0.02	57500	0.53
40.	JATINDER DEV SETH	Promoter	4000000	38.39	4083250	37.29
41.	BHAWNA SETH	Promoter	1000000	9.60	1083250	9.89
42.	DEEPAK GUGNANI	Public	--	--	7000	0.06
43.	MANISH KUMAR	Public	--	--	25250	0.23
44.	AKESH CHAND JAIN	Public	--	--	25250	0.23

Sr. No.	Name of Proposed Allottees	Category	Post Issue – Equity		Post Issue – Conversion of warrants into Equity*	
			No. of Shares	%	No. of Shares	%
45.	LAKHDATAR FINVEST	Public	--	--	12750	0.12
46.	ISHWAR CHAND	Public	--	--	14000	0.13
47.	NIVEDITA ROY	Public	--	--	27750	0.25

O. Relevant Date:

The relevant date for the purpose of determination of minimum price of Equity Shares to be issued is fixed as Friday, 14th August, 2026, being the date thirty day prior to the deemed date of passing of Special Resolution through Annual General Meeting, in accordance with the SEBI ICDR Regulations.

P. Principle terms of assets charged as securities

Not Applicable

Q. Valuation and justification for the allotment proposed to be made for consideration other than cash.

Not Applicable

R. Change in Control, if any, in the Company consequent to the preferential issue:

There shall be no change in the management or control of the Company pursuant to the aforesaid issue and allotment of equity shares.

S. Undertaking regarding re-computation of price:

Since the Equity Shares of the Company are listed on recognized stock exchange for more than 90 (Ninety) trading days, the price computation and lock-in extensions, required pursuant to Regulations 164(3) and 167(5) of the SEBI (ICDR) Regulations and the disclosures and undertakings required pursuant to Regulation 163(1) (g) and (h) of the SEBI (ICDR) Regulations are not applicable.

The Company undertakes to re-compute the price of the Equity Shares in terms of provision of SEBI ICDR Regulations, where it is required to do so, If the amount payable on account of the re-computation of price is not paid within the time stipulated in these regulations, the Equity Shares shall continue to be locked- in till the time such amount is paid by the Proposed Allottees.

T. Certificate of Practicing Company Secretary:

The Company has obtained the Certificate from M/s. SCS and Co. LLP, Practising Company Secretaries, certifying that the preferential issue is being made in accordance with the requirements of Chapter V of the SEBI ICDR Regulations. A copy of said Certificate has been hosted on the website of the Company at https://purpleunited.com/pages/investors under Investors Tab.

U. Lock in Period:

The Equity Shares to be allotted shall be subject to 'lock-in' as per chapter V of the SEBI ICDR Regulations.

Further, the entire pre-preferential allotment shareholding of the allottees, if any, shall be locked-in from the relevant date up to a period of 90 trading days from the date of trading approval.

V. The number of persons to whom allotment on preferential basis have already been made during the year, in terms of number of securities as well as price:

The Company has not made any allotment on preferential basis during the current financial year 2026-27. (till the date of this notice).

W. Listing:

The Company will make an application to National Stock Exchange of India Limited, at which the existing equity shares of the Company are listed, for listing of the Equity Shares allotted under this Preferential Issue. All the Equity Shares, once allotted, shall rank pari-passu with the existing equity shares of the Company in all respects, including dividend and voting rights.

X. Material terms of raising such securities

All material terms have been set out above.

Y. Disclosures specified in Schedule VI, if the issuer or any of its promoters or directors is a wilful defaulter:

The Company, it's Promoters and its Directors have not been declared as wilful defaulters or a fraudulent borrower or fugitive economic offender as defined under SEBI ICDR Regulations.

Pursuant to Section 62(1)(c) of the Companies Act, 2013, further equity shares may be issued to persons other than the existing members of the Company as specified in Section 62(1)(a) of the Companies Act,

2013, provided that the members of the Company approve the issue of such equity shares by means of a special resolution.

In terms of Rule 14(2) of the Companies (Prospectus and Allotment of Securities) Rules, 2014, a company can make a private placement of its securities under the Companies Act, 2013 only after the approval of its shareholders by way of a special resolution has been obtained. Further in terms of Regulations 160 of SEBI ICDR Regulations, a special resolution needs to be passed by shareholders of a listed company prior to issue of specified securities on preferential basis.

The resolution and the terms stated therein and in the explanatory statement herein above shall be subject to the guidelines/ regulations issued/ to be issued by the Government of India or the Securities and Exchange Board of India or the Ministry of Corporate Affairs or any other regulatory/ statutory authorities in that behalf and the Board shall have the absolute authority to modify the terms contained herein or in the said resolution, if required by the aforesaid regulatory/ statutory authorities or in case they do not conform with the SEBI ICDR Regulations including any amendment, modification, variation or re-enactment thereof.

The approval of the members is being sought to enable the Board to issue and allot the equity shares on a preferential/ private placement basis, to the extent and in the manner as set out in the resolution and the explanatory statement.

None of the Directors and/or Key Managerial Personnel of the Company and/ or their relatives is deemed to be concerned or interested, financially or otherwise in the said resolution except to the extent of their shareholding in the Company, if any.

The Board accordingly recommends the resolution set forth at Item no. 7 for approval of the members as a Special Resolution.

Item No. 8

The Board of Directors at its meeting dated August 21, 2026 have proposed to create, offer, issue and allot Up to 5,31,250 (Five Lakh Thirty-One Thousand Two Hundred Fifty only) Fully Convertible Equity Warrants ("Warrants"), each convertible into, or exchangeable for, 1 (one) fully paid- up equity share of the Company having face value of Rs. 10/- (Rupees Ten Only) ("Equity Share") each at a price (including the Warrant Subscription Price and the Warrant Exercise Price) of Rs. 360.00 per warrants each to be payable in cash ("Warrant Issue Price"), aggregating Up to Rs. 19,12,50,000 (Rupees Ninteen Crore Twelve Lakh Fifty Thousand only) ("Total Issue Size") on a preferential basis to Promoters/ Non-Promoters/Public Category Shareholder ("Warrant Holder(s)"/"Proposed Allottees"), on preferential basis.

In terms of Sections 23(1)(b), 42, 62(1)(c) and other applicable provisions, if any, of the Companies Act, 2013 (the 'Act'), the Companies (Prospectus and Allotment of Securities) Rules, 2014, the Companies (Share Capital and Debentures) Rules, 2014 and other applicable rules made thereunder (including any statutory modification(s) or re-enactment(s) thereof for the time being in force) and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the 'SEBI (ICDR) Regulations') and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the 'SEBI Listing Regulations'), the listing agreement entered into by the Company with National Stock Exchange of India Limited, ('Stock Exchange') on which the Equity Shares having face value of Rs. 10/- each of the Company ('Equity Shares') are listed, approval of shareholders of the Company by way of special resolution is required for allotment of Warrants on preferential basis to the Proposed Allotees of the Company.

It may be noted that;

1. All equity shares of the Company are already made fully paid up as on date. Further, all equity shares to be allotted up on conversion of Warrants shall be made fully paid up at the time of the allotment;
2. All equity shares of the Company held by the Proposed Allotees are in dematerialised form;
3. The Company is in compliance with the conditions for continuous listing of equity shares as specified in the listing agreement with the stock exchange where the equity shares of the Company are listed and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), 2015, as amended, and any circular or notification issued by the SEBI thereunder;
4. The Company has obtained the Permanent Account Numbers of the proposed allottees.
5. None of the Promoters and Directors of the Company are fugitive economic offender.
6. The Company does not have any outstanding dues to the SEBI, the Stock Exchanges or the Depositories.
7. The Proposed Allottees have represented and declared to the Company that they haven't sold any equity Shares of the Company during the 90 (Ninety) trading days preceding the relevant date, being Friday, 14th August 2026.
8. The Proposed Allottees have further confirmed that the Proposed Allottees shall be an entity eligible under SEBI (ICDR) Regulations to undertake the preferential issue.

The issue and allotment of Warrants including resultant equity shares arising out of exercise of option attached to Warrants shall be on the terms and conditions, as mentioned below:

a) Pursuant to Regulation 160(c) of ICDR Regulations, the allotment of the Warrants (including the Equity Shares to be allotted on conversion of such Warrants) shall be made only in dematerialised form;

b) In accordance with the provisions of Regulation 161 of SEBI (ICDR) Regulations, the 'Relevant Date' for the Warrant issue is determined to be Friday, August 14, 2026.

c) In accordance with the applicable provisions of the SEBI (ICDR) Regulations an amount of Rs. 90 (Rupees Ninety Only) which is equivalent to 25% (Twenty-Five per cent) of the Warrant Issue Price shall be paid by the Warrant Holders to the Company as upfront payment ("Warrant Subscription Price");

d) The Warrant Holders shall be, subject to the SEBI (ICDR) Regulations and other applicable rules, regulations and laws, entitled to exercise the conversion rights attached to the Warrants in one or more tranches within a period of 18 (Eighteen) months from the date of allotment of the Warrants by issuing a written notice to the Company specifying the number of Warrants proposed exchanged or converted with / into the Equity Shares of the Company and making payment at the rate of Rs. 270 (Rupees Two hundred seventy Only) being 75% (Seventy-Five per cent) of the Warrant Issue Price ("Warrant Exercise Price") in respect of each Warrant proposed to be converted by the Warrant Holder;

e) On receipt of such application from a Warrant Holder, the Company shall without any further approval from the Shareholders of the Company take necessary steps to issue and allot the corresponding number of Equity Shares to the Warrant Holders;

f) If the entitlement against the Warrants to apply for the Equity Shares of the Company is not exercised within end of 18 (eighteen) months, the entitlement of the Warrant Holders to apply for Equity Shares of the Company along with the rights attached thereto shall expire and any amount paid by the Warrant Holders on such Warrants shall stand forfeited;

g) The pre-preferential allotment shareholding of the Warrant Holders, if any, in the Company and Warrants allotted in terms of this resolution and the resultant Equity Shares arising on exercise of rights attached to such Warrants shall be subject to lock-in as per the provisions of the SEBI (ICDR) Regulations;

h) The Equity Shares allotted on exercise of the Warrants shall only be in dematerialized form before an application seeking Listing approval is made by the Company to the stock exchange(s) where its Equity Shares are listed and shall rank pari passu with the then existing Equity Shares of the Company in all respects including entitlement to voting powers and dividend;

i) The proposed issue and allotment of the Warrants and the exercise of option thereof will be governed by the Memorandum and Articles of Association of the Company, the Act, SEBI (ICDR) Regulations, Listing Regulations, applicable rules, notifications and circulars issued by the SEBI, Reserve Bank of India and such other acts / rules / regulations as maybe applicable and subject to necessary approvals / consents, if any, from the statutory and / or regulatory authorities;

j) The allotment of the Warrants is subject to the Proposed Allottees not having sold any Equity Shares of the Company during 90 trading days preceding the Relevant Date i.e., Friday, August 14, 2026. The Proposed Allottees has represented that they have not sold any Equity Shares of the Company during 90 trading days preceding the Relevant Date;

In terms of Section 102 of the Companies Act, 2013 ("Act"), this Explanatory Statement sets out all the material facts in respect of aforementioned business. As required under Section 42 and 62(1)(c) of the Act read with Rule 14(1) of the Companies (Prospectus and Allotment of Securities) Rules, 2014 and Rule 13(2)(d) of the Companies (Share Capital and Debentures) Rules, 2014 of Companies Act, 2013 and Chapter V of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 (SEBI (ICDR) Regulations), necessary information or details in respect of the proposed Preferential Issue of Warrants are as under:

A. The objects of the Preferential Issue:

The proceeds of the Preferential Issue will be utilized for meeting working capital requirements; To meet Capital expenditure towards expansion of the Company's retail presence including establishment of new retail outlets, and general corporate purposes of the Company.

B. The price or price band at/within which the allotment is proposed

There shall be no price band. All the warrants under this preferential issue shall be made at an issue price of Rs. 360.00 (Rupees Three Hundred Sixty only) per warrant including Security Premium of Rs. 350.00 (Rupees Three Hundred Fifty only) per warrant, being the price higher than the price determined in accordance with Chapter V (Preferential Issue) of the SEBI ICDR Regulations.

C. Name of the proposed allottees and the no. of warrants proposed to be allotted to them:

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**

D. Particulars of offer including the date of Board Meeting, kind of securities offered, maximum number of securities to be issued and the issue price:

The Board of Directors of the Company at their meeting held on 21st August, 2026 proposed to issue and allot up to 5,31,250 (Five Lakh Thirty-One Thousand Two Hundred Fifty only) Fully Convertible warrants at a price of Rs. 360/-(Rupees Three Hundred Sixty only) per warrant each convertible into 1 (One) Equity shares of face value of Rs. 10.00/- each at a premium of Rs. 350/- (Rupees Three Hundred Fifty only) per warrants aggregating to not more than Rs. 19,12,50,000 (Rupees Ninteen Crore Twelve Lakh Fifty Thousand only) to the proposed allottees.

E. Basis or justification of the price (including premium, if any) at which the offer or invitation sis being made along with report of the registered valuer & pricing of the preferential issue;

The Equity Shares of the Company have been listed on the National Stock Exchange of India Limited ("NSE") for a period of more than 90 trading days as on the Relevant Date, i.e. Friday, August 14, 2026, and are frequently traded within the meaning of the SEBI ICDR Regulations.

The Price of the Equity Shares to be allotted to the Proposed Allottees of the Company shall not be less than the price determined in accordance with the SEBI ICDR Regulations. Currently, SEBI ICDR Regulations provides that the pricing for the issue of securities on preferential basis by a listed Company is to be based on the following parameters:

a. In case of "frequently traded shares (Regulation 164(1) of the SEBI ICDR Regulations:

If the equity shares of the Company have been listed on a recognised stock exchanges for a period of 90 trading days or more as on the relevant date, the price of the equity shares to be allotted pursuant to the preferential issue shall be not less than higher of the following;

i. The 90 trading days' volume weighted average price of the related equity shares quoted on the recognised stock exchange preceding the relevant date; or

ii. The 10 trading days' volume weighted average prices of the related equity shares quoted on the recognised stock exchange preceding the relevant date.

Provided that if the Articles of Association of the issuer provide for a method of determination which results in a floor price higher than that determined under these regulations, then the same shall be considered as the floor price for equity shares to be allotted pursuant to the preferential issue.

b. In case of Change in Control or allotment of more than five per cent. (Regulation 166A(1) of the SEBI ICDR Regulations:

Article of Association do not provide for method of determination which result in floor price higher than that determine under ICDR Regulation.

Although the proposed Preferential Issue is not expected to result in the allotment of more than 5% (five per cent) of the post-issue fully diluted share capital of the Company, the Company has, on a voluntary basis, obtained a valuation report from an independent registered valuer and has considered the valuation determined therein for determining the issue price, with the objective of ensuring enhanced governance standards, transparency and fairness to all stakeholders. Further, in accordance with the provisions of Regulation 166A of the SEBI ICDR Regulations, the price of the Equity Shares to be allotted pursuant to the Preferential Issue shall be the higher of the following parameters:

i. Price determined as per provisions of the Regulation 164(1) of the SEBI ICDR Regulations (in case of frequently traded shares:

OR

ii. Price determined as per provisions of the Regulation 166A (1) of the SEBI ICDR Regulations.

In this regard, the Company has obtained a Valuation Report dated 21st August, 2026 from Mr. Abhishek Chhajed, Independent Registered Valuer, having his office at B/1115, Sun West Bank, Opp. City Gold Cinema, Ashram Road, Ahmedabad – 380009, bearing Registration No. IBBI/RV/03/2020/13674. A copy of the Valuation Report has been hosted on the website of the Company and may be accessed at https://purpleunited.com/pages/investors under the "Investor Relations" section.

As per the Valuation Report, the minimum price determined for the Equity Shares proposed to be issued pursuant to the Preferential Issue is ₹359.08 (Rupees Three Hundred Fifty-Nine and Eight Paise only) per Equity Share.

Accordingly, the issue price for the Preferential Issue has been determined at ₹360/- (Rupees Three Hundred Sixty only) per Equity Share, including a Securities Premium of ₹350/- (Rupees Three Hundred Fifty only) per Equity Share, which is higher than the applicable floor price of ₹359.08 per Equity Share determined in accordance with the applicable provisions of the SEBI ICDR Regulations.

F. Name and address of valuer who performed valuation;

Pursuant to the provision of SEBI (Issue of Capital and Disclosure Requirements) (Amendment) Regulations, 2022, the Company has obtained a Valuation Report dated August 21, 2026 issued by a Registered Valuer namely CS Abhishek Chhajed, RV registration no. IBBI/RV/03/2020/13674 having office situated at B/1115 Sun West Bank, Opp. City Gold Cinema, Ashram Road, Ahmedabad-380009.

G. Relevant date:

The relevant date for the purpose of determination of minimum price of Equity Shares to be issued is fixed as Friday, August 14, 2026, being the date thirty day prior to the deemed date of passing of Special Resolution through Annual General Meeting, in accordance with the SEBI ICDR Regulations.

H. Amount which the company intends to raise by way of such securities;

Rs. 19,12,50,000 (Rupees Ninteen Crore Twelve Lakh Fifty Thousand only)

I. The intention of Promoter(s)/Director(s)/Key Managerial Personnel/Senior Management to subscribe to the offer and contribution being made by the promoters or directors either as part of the offer or separately in furtherance of objects:

Mr. Jatinder Dev Seth (Promoter, Chairman & Managing Director) intends to subscribe to 83,250 Equity Warrants and Ms. Bhawna Seth (Promoter, Whole Time Director) intends to subscribe to 83,250 Equity Warrants pursuant to the proposed preferential issue Except for the aforesaid proposed subscription to Equity Warrants, none of the other Promoter(s), Director(s), Key Managerial Personnel or Senior Management Personnel of the Company intend to subscribe to the Equity Shares/warrants proposed to be issued under the present Preferential Issue.

J. Proposed time within which the proposed preferential issue shall be completed:

The allotment of convertible warrants shall be completed within a period of 15 days from the date of passing of this resolution by the shareholders, provided that where the allotment is pending on account of pendency of any approval from any regulatory authority / body, the allotment shall be completed by the Company within a period of 15 days from the date of receipt of such last approvals or permissions.

Warrant Holders has an option to convert warrants, at any time, in one or more tranches, Within Eighteen (18) months from date of allotment of warrants on payment of 75% balance amount due on warrants, into equivalent number of fully paid-up Equity Shares of face value of Rs. 10/- each.

K. Confirmations regarding wilful defaulter or a fraudulent borrower/ fugitive, if any:

Neither the Company nor its promoters nor its directors have been identified as wilful defaulter or a fraudulent borrower by any bank or financial institution (as defined under the Companies Act, 2013) or consortium thereof, in accordance with the guidelines on willful defaulters issued by the Reserve Bank of India. None of the promoters and directors of the Company have been identified as fugitive economic offenders as per the Fugitive Economic Offenders Act, 2018.

L. Requirements as to re-computation of price:

Since the Equity Shares of the Company are listed on recognized stock exchange for more than 90 (Ninety) trading days, the price computation and lock-in extensions, required pursuant to Regulations 164(3) and 167(5) of the SEBI (ICDR) Regulations and the disclosures and undertakings required pursuant to Regulation 163(1) (g) and (h) of the SEBI (ICDR) Regulations are not applicable.

However, the Company undertakes to re-compute the price of the warrants issued in terms of the preferential allotment under this resolution as per the provision of the SEBI (ICDR) Regulations, 2018 where it is required to do so. The Company undertakes that if the amount payable on account of re-computation of price is not paid within the time stipulated in the SEBI (ICDR) Regulations, 2018, the specified warrants shall continue to be locked-in till the time such amount is paid by the allottees.

M. No. of persons to whom allotment on preferential basis have already been made during the year, in terms of number of securities as well as price:

The Company has not made any allotment on preferential basis during the financial year 2026-27 till the date of this Notice.

N. The current and proposed status of the allottee(s) post Preferential Issue namely, promoter or non-promoter:

Sr. No.	Name of Proposed Allottees	Current Status of the Proposed Allottees	Proposed Status of the Proposed Allottees post the preferential issue
1.	JATINDER DEV SETH	Promoter	Promoter
2.	BHAWNA SETH	Promoter	Promoter
3.	KEDAR LELE	Public	Public
4.	SUBHASHINI	Public	Public
5.	SANDEEP SINGH	Public	Public
6.	WHITEBRIDGE CAPITAL PRIVATE LIMITED	Public	Public
7.	KHUSHBOO SIDDHARTH NAHAR	Public	Public
8.	DEEPAK GUGNANI	Public	Public
9.	AMARJIT SINGH	Public	Public
10.	MANISH KUMAR	Public	Public
11.	AKESH CHAND JAIN	Public	Public
12.	SAKET AGARWAL	Public	Public
13.	LAKHDATAR FINVEST	Public	Public
14.	ISHWAR CHAND	Public	Public
15.	KADAYAM RAMANATHAN BHARAT	Public	Public
16.	KIRTI SETHIA	Public	Public
17.	NIVEDITA ROY	Public	Public

O. Valuation for consideration other than cash:

As the proposed preferential allotment is to be made for cash, the said provision will not be applicable.

P. Lock-in:

The Equity shares to be allotted upon exercise of option of conversion by the warrant holder shall be subject to lock-in for such period as specified under the provisions of relevant Regulation(s) of SEBI (ICDR) Regulations.

The entire pre-preferential allotment shareholding of the allottees shall be locked-in from the relevant date up to a period of 90 (Ninety) trading days from the date of the allotment of Warrants as specified under Regulation 167(6) of the SEBI (ICDR) Regulations.

Q. Listing:

The Company will make an application to the Stock Exchange at which the existing shares are already listed, for listing of the equity shares which will be issued on conversion of Warrants. Such Equity Shares, once allotted, shall rank pari passu with the existing equity shares of the Company in all respects, including dividend.

R. The class or classes of persons to whom the allotment is proposed to be made:

The allotment of Convertible warrants is proposed to be made to the:

a) Promoters - Non-Institutional – Individuals

b) Non-Promoter/Public - Non-Institutional – Individuals

c) Non-Promoter/Public - Non-Institutional – Body Corporate

d) Non-Promoter/Public - Non-Institutional – Partnership Firm

S. Details of Proposed Allottees and the identity of the Natural Persons who are the ultimate beneficial owners of the shares proposed to be allotted and/or who ultimately control the proposed allottees:

Sr. No.	Name of Proposed Allotees	Category of Allottees	Ultimate Beneficial Owner
1.	JATINDER DEV SETH	Promoter	Self
2.	BHAWNA SETH	Promoter	Self
3.	KEDAR LELE	Public	Self
4.	SUBHASHINI	Public	Self
5.	SANDEEP SINGH	Public	Self
6.	WHITEBRIDGE CAPITAL PRIVATE LIMITED	Public	LALIT RAI, TEJASWINI LALIT RAI
7.	KHUSHBOO SIDDHARTH NAHAR	Public	Self
8.	DEEPAK GUGNANI	Public	Self
9.	AMARJIT SINGH	Public	Self
10.	MANISH KUMAR	Public	Self
11.	AKESH CHAND JAIN	Public	Self
12.	SAKET AGARWAL	Public	Self
13.	LAKHDATAR FINVEST	Public	AKANKSHA AGRAWAL, ANKITA AGRAWAL
14.	ISHWAR CHAND	Public	Self
15.	KADAYAM RAMANATHAN BHARAT	Public	Self
16.	KIRTI SETHIA	Public	Self
17.	NIVEDITA ROY	Public	Self

T. The percentage (%) of Post Preferential Issue Capital that may be held by allottees and Change in Control, if any, consequent to the Preferential Issue:

Sr. No.	Name of Proposed Allottees	Category	Post Issue – Equity		Post Issue – Conversion of warrants into Equity*	
			No. of Shares	%	No. of Shares	%
1.	KADAYAM RAMANATHAN BHARAT	Public	111250	1.07	139250	1.27
2.	KIRTI SETHIA	Public	11000	0.11	13750	0.13
3.	KEDAR LELE	Public	43500	0.42	49000	0.45
4.	SUBHASHINI	Public	23000	0.22	25750	0.24
5.	SANDEEP SINGH	Public	83750	0.80	139250	1.27
6.	KHUSHBOO SIDDHARTH NAHAR	Public	94250	0.90	138750	1.27
7.	AMARJIT SINGH	Public	11000	0.11	13750	0.13
8.	SAKET AGARWAL	Public	55500	0.53	111000	1.01
9.	WHITEBRIDGE CAPITAL PRIVATE LIMITED	Public	2000	0.02	57500	0.53
10.	JATINDER DEV SETH	Promoter	4000000	38.39	4083250	37.29
11.	BHAWNA SETH	Promoter	1000000	9.60	1083250	9.89
12.	DEEPAK GUGNANI	Public	--	--	7000	0.06
13.	MANISH KUMAR	Public	--	--	25250	0.23
14.	AKESH CHAND JAIN	Public	--	--	25250	0.23
15.	LAKHDATAR FINVEST	Public	--	--	12750	0.12
16.	ISHWAR CHAND	Public	--	--	14000	0.13
17.	NIVEDITA ROY	Public	--	--	27750	0.25

There shall be no change in the management or control of the Company pursuant to the proposed issueand allotment of convertible warrants including conversion thereof into equity.

U. Shareholding pattern of the issuer before and after the preferential issue:

The shareholding pattern before and after the Preferential Issue of Equity Shares and Fully Convertible Equity Warrants would be as under:

Category of Shareholder	Pre-Issue[1]		Post Issue – Equity [2]		Post-warrants [3]	
	No. of Equity Shares	%	No. of Equity Shares	%	No. of Equity Shares	%
A. Promoter & Promoter Group						
1. Indian						
Individuals/ Hindu Undivided Family	5000000	52.03	5000000	47.99	5166500	47.18
Any other	1133000	11.79	1133000	10.87	1133000	10.35
Sub Total (A)(1)	**6133000**	**63.82**	**6133000**	**58.86**	**6299500**	**57.53**
2. Foreign						
Individuals (Non-Resident Individuals/ Foreign Individuals)	-	-	-	-	-	-
Any other	-	-	-	-	-	-
Sub Total (A)(2)	-	-	-	-	-	-
Sub Total Shareholding of Promoter and Promoter Group (A)= (A)(1)+(A)(2)	**6133000**	**63.82**	**6133000**	**58.86**	**6299500**	**57.53**
B. Non-promoters'holding (Publicshareholding)						
1.Institutions (Foreign)						
Foreign Portfolio Investors Category I	0	0.00	0.00	0.00	0	0.00
Foreign Portfolio Investors category II	0	0.00	0.00	0.00	0	0.00
Institutions (Domestic)						0.00
Banks	0	0.00	0.00	0.00	0	0.00
Alternate Investment Funds Category I	0	0.00	13750	0.13	13750	0.13
Alternate Investment Funds Category III	0	0.00	69250	0.66	69250	0.63
Sub-Total (B) (1)	**0**	0.00	**83000**	**0.80**	**83000**	**0.76**

Category of Shareholder	Pre-Issue[1]		Post Issue – Equity[2]		Post-warrants[3]	
	No. of Equity Shares	%	No. of Equity Shares	%	No. of Equity Shares	%
2. Central Government/State Government(s)/ President of India	**0**	0.00	0.00	0.00	**0**	0.00
Sub-Total (B) (2)	**0**	0.00	0.00	0.00	**0**	0.00
3. Non-institutions						
a) Individuals -						
Resident Individuals holding nominal share capital up to Rs. 2 lakhs	1872650	19.49	2012400	19.31	2038900	18.62
Resident Individuals holding nominal share capital in excess of Rs. 2 lakhs	997400	10.38	1509400	14.49	1779400	16.25
Directors and their relatives (excluding independent directors and nominee directors)	0	0.00	0.00	0.00	0	0.00
Bodies Corporate	390250	4.06	418000	4.01	473500	4.32
Non-Resident Indians (NRIs)	109000	1.13	136750	1.31	136750	1.25
Any Other (HUF)	107500	1.12	114500	1.10	114500	1.05
Any Other (Partnership Firm)	0	0.00	12500	0.12	25250	0.23
Sub-Total (B) (3)	**3476800**	**36.18**	**4203550**	**40.34**	**4568300**	**41.72**
Sub Total Public Shareholding (B)=(B)(1)+(B)(2)+(B)(3)	**3476800**	**36.18**	**4286550**	**41.14**	**4651300**	**42.47**
C.Shares held by Custodians and against which Depository	0	0.00	0.00	0.00	0	0.00
Sub Total (C)	0	0.00	0.00	0.00	0	0.00
GRAND TOTAL (A)+(B)+(C)	**9609800**	**100.00**	**10419550**	**100.00**	**10950800**	**100.00**

Note:

1) *The Pre-Issue Shareholding Pattern is based on shareholding as on 21st August, 2026.*

2) *The post issue shareholding pattern in the above table has been prepared on the basis that the proposed allottee(s) will subscribe to all Equity Shares which they are intent to do so. 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 they intent to do so, the shareholding pattern in the above table would undergo corresponding changes.*

3) *The post issue shareholding pattern in the above table has been prepared on the basis that the proposed allottee(s) of Warrants will subscribe to all the Warrants and resultant equity shares which they are intent to do so. In the event for any reason, the proposed allottee(s) do not or are unable to subscribe to and/or are not allotted the Warrants or not get allotted equal no. of Equity Shares, the shareholding pattern in the above table would undergo corresponding changes*

4) *It is further assumed that shareholding of the Company in all other categories will remain unchanged.*

5) *The Company will ensure compliance with all applicable laws and regulations including the SEBI ICDR Regulations at the time of allotment of equity shares of the Company.*

V. Certificate of Practicing Company Secretary:

The Company has obtained the Certificate from M/s. SCS and Co. LLP, Practising Company Secretaries, certifying that the preferential issue is being made in accordance with the requirements of Chapter V of the SEBI ICDR Regulations. A copy of said Certificate has been hosted on the website of the Company at https://purpleunited.com/pages/investors under Investors Tab.

W. Principle terms of assets charged as securities:

Not applicable.

X. Other disclosures:

The Company, it's Promoters and its Directors have not been declared as wilful defaulters or a fraudulent borrower or fugitive economic offender as defined under SEBI ICDR Regulations.

Pursuant to Section 62(1)(c) of the Companies Act, 2013, further equity shares may be issued to persons other than the existing members of the Company as

specified in Section 62(1)(a) of the Companies Act, 2013, provided that the members of the Company approve the issue of such equity shares by means of a special resolution.

In terms of Rule 14(2) of the Companies (Prospectus and Allotment of Securities) Rules, 2014, a company can make a private placement of its securities under the Companies Act, 2013 only after the approval of its shareholders by way of a special resolution has been obtained. Further in terms of Regulations 160 of SEBI ICDR Regulations, a special resolution needs to be passed by shareholders of a listed company prior to issue of specified securities on preferential basis.

The resolution and the terms stated therein and in the explanatory statement hereinabove shall be subject to the guidelines/ regulations issued/ to be issued by the Government of India or the Securities and Exchange Board of India or the Ministry of Corporate Affairs or any other regulatory/ statutory authorities in that behalf and the Board shall have the absolute authority to modify the terms contained herein or in the said resolution, if required by the aforesaid regulatory/ statutory authorities or in case they do not confirm with the SEBI ICDR Regulations including any amendment, modification, variation or re-enactment thereof.

The approval of the members is being sought to enable the Board to issue and allot the equity shares on a preferential/ private placement basis, to the extent and in the manner as set out in the resolution and the explanatory statement.

None of the Directors and/or Key Managerial Personnel of the Company and/ or their relatives is deemed to be concerned or interested, financially or otherwise in the said resolution except to the extent of their shareholding in the Company, if any and their respective subscription to the preferential issue.

The Board accordingly recommends the resolution set forth at Item no. 8 for approval of the members as a Special Resolution.

By order of the Board
For **Purple United Sales Limited**

Place: Noida
Date: 21st August, 2026

Ayati Gupta
Company Secretary
Membership No. A63811

Annexure - I to the Explanatory Statement of the Notice

ADDITIONAL INFORMATION

Information as required in terms of Regulation 36(3) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and Secretarial Standard - 2 issued by the Institute of Company Secretaries of India for Item Nos. 2,3 & 4

Details of Directors seeking re-appointment/ retire by rotation:

Name of Director	Mr. Jatinder Dev Seth	Ms. Bhawna Seth
Director Identification Number (DIN)	06944942	07385656
Brief Resume	• 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.).
Date of Birth (Age in years)	27th August, 1972 (53 Years)	13th May, 1975 (51 Years)
Qualification	Bachelor's degree in Engineering and Masters in Business Administration (MBA) in Finance.	Master of Arts in English
Experience and expertise in specific functional area	Entrepreneurial experience in Finance, Sales, Distribution, Retail and e-Commerce of various international brands.	Creative and Merchandising field
Terms and conditions of appointment/ re-appointment and remuneration to be paid	As detailed in Item No. 3 of the Notice read with the Explanatory Statement thereto.	The present resolution seeks approval of the Members for re-appointment of Ms. Bhawna Seth, Whole-time Director as a Director liable to retire by rotation. The terms and conditions shall be same as approved by the members at the Extra Ordinary General Meeting held on 01st March, 2024. Further, for re-appointment as detailed in Item No. 4 of the Notice read with the Explanatory Statement thereto.
Details of remuneration last drawn (Financial Year 2025-26)	During financial year 2025-26, remuneration of Rs. 69.96 lakhs p.a. was paid to Mr. Jatinder Dev Seth.	During financial year 2025-26, remuneration of Rs. 69.96 lakhs p.a. was paid to Ms. Bhawna Seth.
Date on which first appointed on the Board	16th September, 2014	14th December, 2015
Details of shareholding in the Company including shareholding as a beneficial owner as on date of Notice	40,00,000 equity shares of face value of Rs. 10/- each	10,00,000 equity shares of face value of Rs. 10/- each
Relationship with other Directors/ Key Managerial Personnel ("KMP") (if any)	Ms. Bhawna Seth, Whole Time Director-Spouse	Mr. Jatinder Dev Seth, Managing Director - Spouse
Number of Board Meetings attended during the year 2025-26	Held and Attended - Four (4)	Held and Attended - Four (4)

Details of Directorships / Committee Chairmanship and Memberships in other companies as on date of Notice	**Directorships:** Nil **Committee Chairmanships/Memberships**: Nil	**Directorships:** Nil **Committee Chairmanships/Memberships**: Nil
Name of the listed entities from which the director has resigned during the past three years	Nil	Nil
The skills and capabilities required for the role and the manner in which the proposed person meets such requirement	Not Applicable	Not Applicable
Performance evaluation report or summary thereof	Not Applicable	Not Applicable

Annexure - II to the Explanatory Statement of the Notice

Statement pursuant to the provisions of Section II of Part II of Schedule V to The Companies Act, 2013 with respect to Item No. 3 & 4 of the Notice:

S. No.	Description	Remarks
I	**General Information**	
1.	**Nature of Industry**	Your Company is engaged in trading business of Lifestyle Products
2.	**Date or expected date of commencement of commercial production**	Not Applicable
3.	**In case of new companies, expected date of commencement of activities as per project approved by financial institutions appearing in the prospectus**	Not Applicable
4.	**Financial performance based on given indicators**	See table below
5.	**Foreign investments or collaborators, if any.**	There are no foreign collaborators in your Company. Total shareholding of NRIs, foreign institutional investors, non-resident Indians etc. as on 30th June, 2026, stands at approx. 1.03%.
II	**Information about the Appointee**	
1.	**Background details, Recognition or awards**	Please refer to Annexure - 1 above
2.	**Past remuneration & Recognition or awards**	See table below
3.	**Job Profile and his/her suitability**	Please refer to the Annexure-I above.
4.	**Remuneration proposed**	The details of remuneration to be paid to Mr. Jatinder Dev Seth and Ms. Bhawna Seth have been mentioned in the resolution provided at item no. 3 & 4 of this Notice.
5.	**Comparative remuneration profile with respect to industry, size of the company, profile of the position and person (in case of expatriates the relevant details would be with respect to the country of his origin)**	Mr. Jatinder Dev Seth and Ms. Bhawna Seth are Promoters of the Company. They have led the Company from its initial stage and have propelled its growth. They have streamlined the business processes and operations of the Company and have been its strategic management personnel. Their skill-sets and their experience place them in a correspondingly equal position to major e-commerce and trading of Apparels, Footwear and Accessories companies in India. Considering the general industry and the specific company profile, the proposed remuneration is in line with the industry levels and that of comparatively placed companies in India.
6.	**Pecuniary relationship directly or indirectly with the Company**	Besides remuneration as stated hereinbefore, the said directors do not have any pecuniary relationship with the Company. Their relatives, to the extent of their shareholding, if any, in the Company may deemed to be interested in the proposed resolutions. Further, the said directors are not related to each other or the managerial personnel or other KMP of the Company.
7	**Relationship with the managerial personnel, if any.**	Mr. Jatinder Dev Seth and Ms. Bhawna Seth are spouse other than this is not related to any Director or Key Managerial Personnel of the Company.
III	**Other Information**	
1.	**Reasons for loss or inadequate profits**	Not applicable, as the Company has posted a net profit after tax of Rs. 1,519.45 Lakhs for the financial year 2025-26.
2.	**Steps taken or proposed to be taken for Improvement**	Not Applicable

Item I.4 – Financial performance based on given indicators:

Financial Parameters	Financial Year ended (Rs. in Lakhs) 31st March, 2026	31st March, 2025	31st March, 2024
Total Income	17,153.45	10,315.51	4,343.86
Profit / (Loss) before Tax	2,045.15	1,407.87	504.02
Profit / (Loss) after Tax	1,519.45	1,047.44	422.98

Item II.2 – Past remuneration & Recognition or awards:

Particulars	Jatinder Dev Seth	Bhawna Seth
Salary	69.96 Lakhs	69.96 Lakhs

3.	**Expected increase in productivity and profit in measurable terms**	The Company is seeking approval in terms of Part II of Schedule V as a matter of abundant caution so that the remuneration as per the details provided in the Explanatory statement can be paid to the Managing Director and Whole-time Director as minimum remuneration.
Parameters for consideration of remuneration		
1.	**The financial and operating performance of the company during the three preceding financial years**	The detailed balance sheet, profit & loss account and other financial statements formed part of the Annual Reports for the respective financial years which are available on the website of the Company at www.purpleunited.com.
2.	**The relationship between remuneration and performance**	Please refer the details provided in Point 4 as mentioned below.
3.	**Whether remuneration policy for director differs from remuneration policy for other employees and if so, an explanation for the difference.**	The Company has a separate Remuneration Policy for Board of Directors, Key Managerial Personnel and Senior Management. The Board on the recommendation of the Nomination and Remuneration Committee reviews and approves the remuneration payable to the Directors within the overall limits approved by the shareholders of the Company.
4.	**The principle of proportionality of remuneration within the company, ideally by a rating methodology which compares the remuneration of directors to that of other directors on the board who receives remuneration and employees or executives of the company**	During his and her tenure in the leadership role as the Directors of the Company, the Company has made improvement which is evident both in operational and financial success of the Company. Please note that the proposed remuneration paid to Mr. Jatinder Dev Seth and Ms. Bhawna Seth is in line with the Nomination and Remuneration Policy of the Company and has been approved by the Nomination and Remuneration Committee considering the fact that they are highly experienced and manages the affairs of the Company under the direction of the Board of Directors of the Company.
5.	**The securities held by the director, including options and details of the shares pledged, if any**	Mr. Jatinder Dev Seth holds 40,00,000 unencumbered equity shares of the Company as on 30th June, 2026. Ms. Bhawna Seth holds 10,00,000 unencumbered equity shares of the Company as on 30th June, 2026.
IV.	**Disclosures**	Please refer to the Explanatory Statement above, given pursuant to the provisions of Section 102 of the Companies Act, 2013 (as amended) for the details of proposed remuneration.

By order of the Board
For Purple United Sales Limited

Place: Noida
Date: 21st August, 2026

Ayati Gupta
Company Secretary & Compliance Officer
Membership No. A63811

PURPLE UNITED KIDS
PREMIUM FASHION

PURPLE UNITED SALES LIMITED

(Formerly known as Purple United Sales Private Limited)

Registered Office : Khasra No. 55/14 & 55/15, Near Rani Khera Road, Mundka, West Delhi, New Delhi, Delhi –110041

Corporate Office:

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