

# Purple United Sales Limited

(Formerly known as Purple United Sales Private Limited)

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

Date: 27<sup>th</sup> August, 2025

## The Manager

National Stock Exchange of India Ltd.

Exchange Plaza, C-1, Block-G,

Bandra Kurla Complex, Bandra (E),

Mumbai – 400051

SYMBOL: PURPLEUTED

ISIN: INE0P5R01014

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

We would like to inform you that pursuant to the applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), the Board of Directors (the "Board") of the Company at its meeting held on 27<sup>th</sup> August, 2025, inter alia, considered and approved the following:

- a. 'Purple United Sales Limited Employee Stock Option Scheme 2025' pursuant to the provisions of Section 62(1)(b) and other applicable provisions, if any, of the Companies Act, 2013 read with rules framed thereunder, and the relevant provisions of Regulation 6 of the SEBI (Share Based Employee Benefits & Sweat Equity) Regulations, 2021 ("Applicable Laws"), subject to the approval of shareholders of the Company.

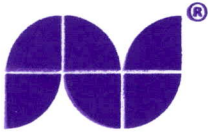
The relevant details pertaining to the above as required under Regulation 30 of the SEBI Listing Regulations read with SEBI Circular are enclosed herewith as **Annexure - 1**.

- b. Alteration in Memorandum of Association ("MOA") subject to approval of shareholders of the Company as per Companies Act, 2013 in below mentioned clauses:
  - Amend Clause III A. THE MAIN OBJECTS TO BE PURSUED BY THE COMPANY ON ITS INCORPORATION; and Clause III B. THE OBJECTS INCIDENTAL OR ANCILLARY TO THE ATTAINMENT OF THE MAIN OBJECTS of the Memorandum of Association of the Company by inserting following new sub-clauses III(A)(1A) and III(B) (15A & 15B):

**III(A) 1A** To carry on the business of providing, establishing, maintaining, developing, running, operating, and managing facilities for the manufacturing, trading (wholesale and retail), distribution, import, export, buying, and selling (including through internet, e-commerce platforms, retail shops, and franchisees) of all types of readymade garments, footwear, shoe care products, sports goods, bags, luggage, cosmetics, watches, sunglasses, perfumes, hosiery goods, accessories, headgear, baby care products, toys, educational toys, electronic toys (toys of all kind), books, diapers, strollers, car seats, kids furniture, fashion accessories, jewellery products, baby baths, musical instruments, games, board games, electronic games (games of all kind), sports equipment, and all related products for infants, toddlers, and children in India and/ or abroad; and to own, develop, and operate websites, undertake logistics and allied activities, and provide all services necessary to enable the sale and delivery of such goods and services to customers.

**III(B) 15A** To borrow or raise money, in such manner as the Company may think fit, including (but not limited to) the issuance of debentures, bonds or other instruments, and to secure the repayment of any money borrowed, raised or owing by mortgage, charge or lien on all or any of the property or assets of the Company (both present and future) including its uncalled capital, and also by a similar mortgage, charge or lien, to secure and guarantee the performance by the Company or any other person or company of any obligation undertaken by the Company or any other person or company as the case may be.

**15B** To borrow money from banks, financial institutions, non-banking financial companies (NBFCs), body corporates and other agencies, whether in India or abroad, on such terms as may be decided by the Board of Directors from time to time, for furtherance of objects of the Company.



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- Increase in the Authorised Share Capital of the Company from Rs. 11,00,00,000/- (Rupees Eleven Crores Only) divided into 1,10,00,000 (One Crore Ten Lakhs) Equity Shares of Rs. 10/- (Rupee Ten) each to Rs. 15,00,00,000 /- (Rupees Fifteen Crores Only) divided into 1,50,00,000 (One Crore Fifty Lakhs Only) Equity Shares of Rs. 10/- (Rupee Ten) each and consequent amendment to clause V of the Memorandum of Association of the Company.
- c. Alteration in Articles of Association ("AOA") subject to approval of shareholders of the Company as per Companies Act, 2013 by inserting following new clause 92 with the heading "Further issue of capital "after clause 91:

## 92. Further issue of capital

- The Board or the Company, as the case may be, may, in accordance with the Act and the Rules, issue further shares to –
    - (a) persons who, at the date of offer, are holders of equity shares of the Company; such offer shall be deemed to include a right exercisable by the person concerned to renounce the shares offered to him; or any of them in favour of any other person; or
    - (b) employees under any scheme of employees' stock option; or
    - (c) any persons, whether or not those persons include the persons referred to in clause (a) or clause (b) above.
  - A further issue of shares may be made in any manner whatsoever as the Board may determine including but not limiting to issue by way of preferential offer or private placement, subject to and in accordance with the Act and the Rules and other applicable laws.
  - The Company may from time to time issue sweat equity shares in compliance with Section 54 of the Act and other applicable laws.
- d. Appointment of M/s. Mohit Singh Kharayat & Co., Practicing Company Secretaries (COP No: 16922), as the Secretarial Auditor of the Company for the Financial Year 2025-26.

The relevant details pertaining to the above as required under Regulation 30 of the SEBI Listing Regulations read with SEBI Circular are enclosed herewith as **Annexure - 2**.

The meeting of the Board of Directors commenced at 6:00 p.m. and concluded at 6:40 p.m.

This disclosure will also be hosted on the Company's website viz. [www.purpleunited.in](http://www.purpleunited.in).

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

Thanking you,

Yours faithfully,

For **Purple United Sales Limited**  
(Formerly known as Purple United Sales Private Limited)

**Ayani Gupta**  
Company Secretary and Compliance Officer

Encl.: As above





**Annexure - 1**

Disclosure as required under Regulation 30 of the SEBI Listing Regulations read with SEBI Circular in relation to 'Purple United Sales Limited Employee Stock Option Scheme 2025':

S. No.	Particulars	Disclosures
1.	Brief details of Options granted	A pool of 7,20,735 (Seven Lakh Twenty Thousand Seven Hundred Thirty-Five) employee stock options ("Options") to be granted to the eligible employees as determined by the Nomination and Remuneration Committee ("Committee") from time to time in one or more tranches.
2.	Whether the Scheme is in terms of SEBI (Share Based Employee Benefits and Sweat Equity) Regulations, 2021 (if applicable)	Yes, the Scheme is in compliance with SEBI (Share Based Employee Benefits and Sweat Equity) Regulations, 2021
3.	Total number of shares covered by these Options	7,20,735 equity shares of face value of Rs. 10/- (Rupee Ten Only) each fully paid-up.
4.	Pricing Formula	The Exercise Price per Option shall be such as may be determined by the Committee which shall not be less than the face value and not more than the closing market price as on the previous day of the date of Grant.
5.	Options Vested	Not applicable
6.	Time within which Options may be exercised	The vested Options shall be exercisable within a maximum period of 1 (One) year from the date of Vesting of Options.
7.	Options exercised	Not applicable
8.	Money realized by exercise of Options	Not applicable
9.	The total number of Shares arising as a result of exercise of Option	Not applicable
10.	Options lapsed	Not applicable
11.	Variation in terms of Options	Not Applicable
12.	Brief details of significant terms	All the Options granted on any date shall not vest earlier than the minimum period of 1 (One) year and not later than a maximum period of 4 (Four) years from the date of grant of respective options.
13.	Subsequent changes or cancellation or exercise of such Options	Not Applicable
14.	Diluted earnings per share pursuant to issue of equity shares on exercise of Options	Not applicable



**Annexure - 2**

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

S. No.	Particulars	Details of M/s. Mohit Singh Kharayat & Co. (Secretarial Auditor)
1.	Reason for change viz. appointment, reappointment, resignation, removal, death or otherwise	Appointment of M/s. Mohit Singh Kharayat & Co. as Secretarial Auditor of the Company
2.	Date of appointment/ re-appointment / cessation (as applicable) & term of appointment / re-appointment	Date of Appointment - 27 <sup>th</sup> August, 2025 Term of appointment – Financial Year 2025 - 26
3.	Brief profile (in case of appointment)	M/s. Mohit Singh Kharayat & Co., Company Secretaries, is a reputed firm of Practicing Company Secretaries, registered with the Institute of Company Secretaries of India. The firm has significant experience in secretarial audit, compliance management, and due diligence under Indian corporate laws and SEBI regulations. It is Peer Reviewed/Quality Reviewed by ICSI and serves in the domains of Corporate Laws, Secretarial Audits, Foreign Exchange Laws, Securities Laws, Intellectual Property, Labour Laws, and direct as well as indirect taxation.
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable