



Purple United Sales Limited

(Formerly known as Purple United Sales Private 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: 31st March, 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: Disclosure under Regulation 30 read with Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Updates regarding new Retail Stores of the Company

Dear Sir/Madam,

In terms of Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that, Company has opened Three more Retail Stores/ Exclusive Brand Outlets (EBOs) in the Month of March 2026 under our Brand name “**PURPLE UNITED KIDS**”.

New stores will help us in reaching new markets and expanding our customer base for Kids Fashion.

The details of new stores opened in the month of March 2026 are as under:

1. Seasons Mall, Pune
2. Dibrugarh, Assam
3. Naharlagun, Arunachal Pradesh

We have achieved the milestone of “**109**” Retail Stores/ EBOs of Purple United Kids.

You are requested to take the same on record.

For Purple United Sales Limited

Ayati Gupta

Company Secretary & Compliance Officer

Encl.: As above



PURPLE UNITED KIDS

100 STORES STRONG

PREMIUM FASHION
FOR GROWING INDIA



EBO STATISTICS TILL 31 MARCH 2026



COMPANY OVERVIEW

- First-of-its-kind premium fashion for kids
- Versatile apparel and footwear for kids
- Meticulous design driving the #SHOPHAPPINESS experience
- Vibrant retail representation of confidence and strength



VISION

To be the most admired Premium Fashion Brand in Kids' Wear



MISSION

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





PURPLE UNITED KIDS

PREMIUM FASHION FOR GROWING INDIA



- ***Redefining kids' wear as kids' fashion***
- ***Functional design meeting high fashion standards***
- ***Meticulous attention to every minor detail***





PURPLE UNITED KIDS

WE ARE EXPANDING ACROSS INDIA





PURPLE UNITED **KIDS**

PREMIUM FASHION

100 STORES STRONG

PREMIUM FASHION
FOR GROWING INDIA

100

STORES STRONG

A Landmark in India's Premium Kidswear Journey

PAN-INDIA RETAIL PRESENCE



100+ Stores
Across key
retail markets



**Disciplined
Expansion**

Growth anchored in
disciplined execution



**Consistent
Brand Experience**

Design-led, child-first
premium positioning





Seasons Mall, Pune



PURPLE UNITED KIDS



Dibrugarh, Assam





Naharlagun, Arunachal Pradesh



PURPLE UNITED KIDS



Seasons Mall, Pune



Seasons Mall, Pune



Seasons Mall, Pune



Seasons Mall, Pune





First Floor, Dibrugarh, Assam



Dibrugarh, Assam





Dibrugarh, Assam



Dibrugarh, Assam



Dibrugarh, Assam





Naharlagun, Arunachal Pradesh

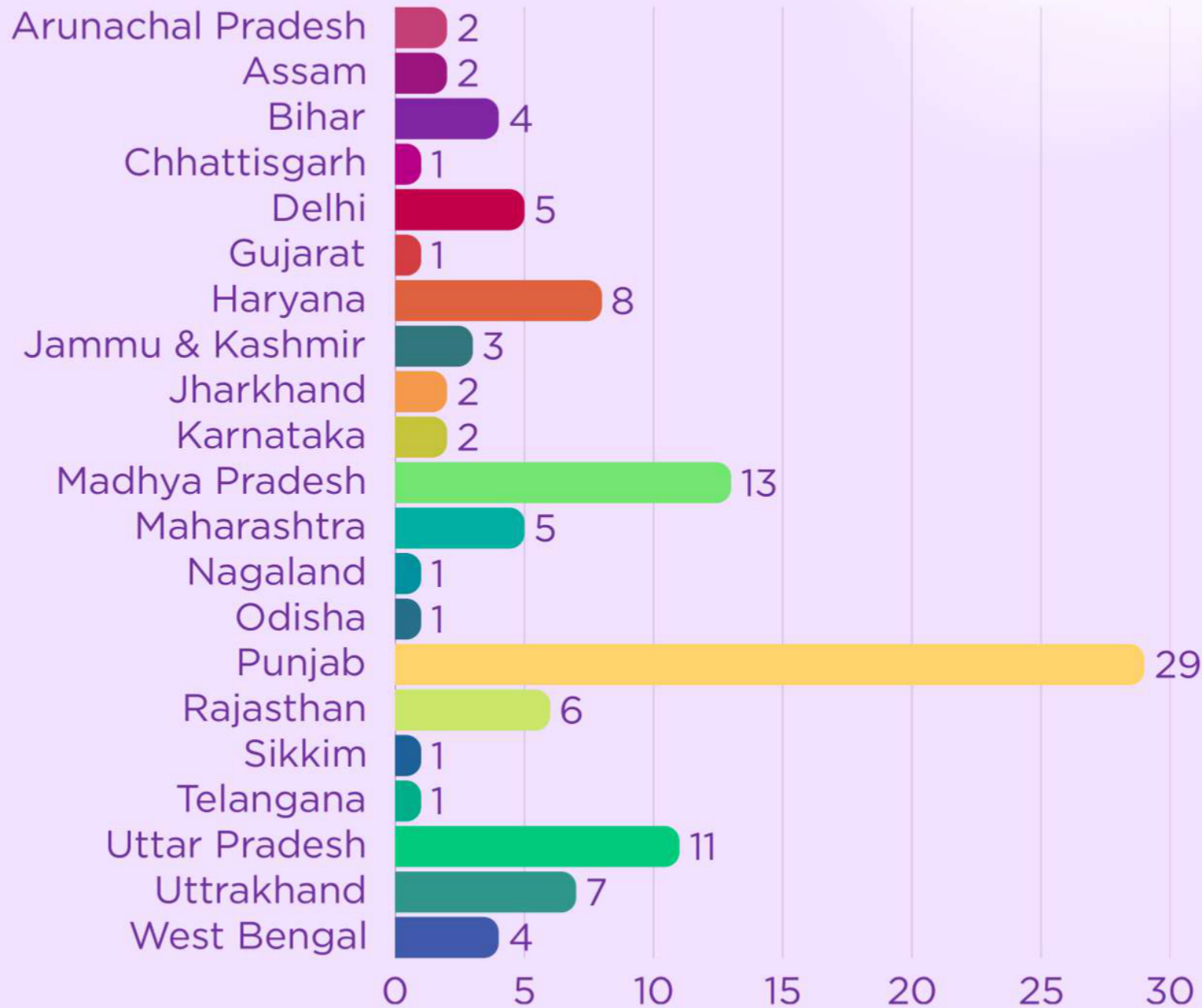


Naharlagun, Arunachal Pradesh



Naharlagun, Arunachal Pradesh

EBO STATISTICS TILL 31 MARCH 2026



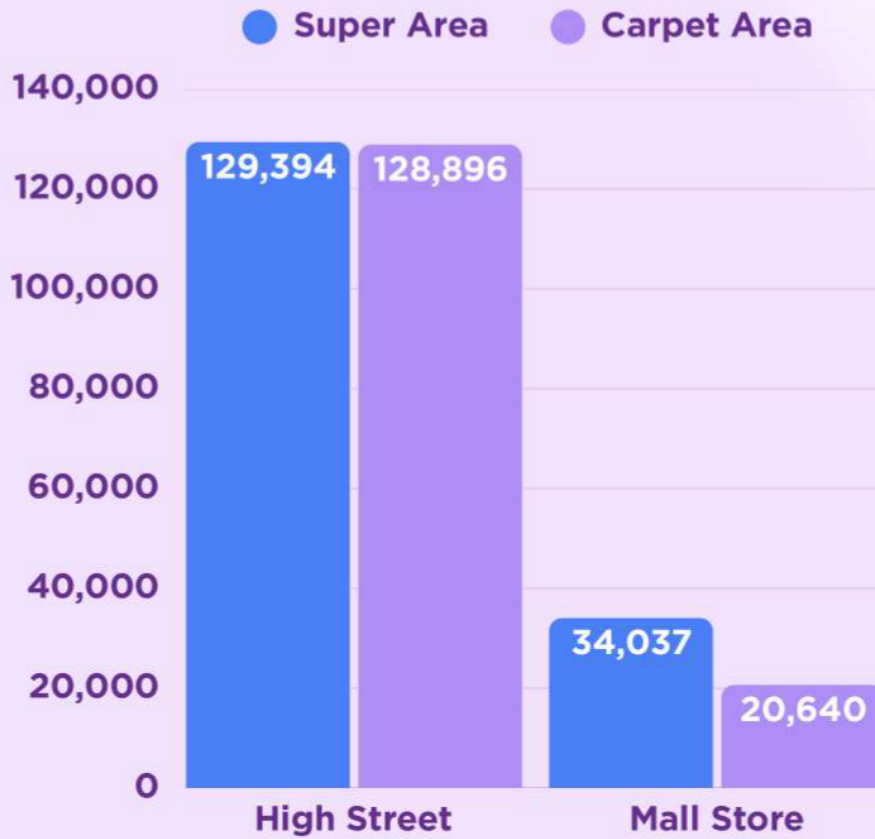
Total number of EBO stores: 109





EBO STATISTICS TILL 31 MARCH 2026

EBO Market Categories



Distribution Of EBO Market Categories





EBO STATISTICS TILL 31 MARCH 2026

New addition of EBOs

S. No.	State	City	Location	Market Category	Per sq. ft. Area (Super Area)	Per sq. ft. Area (Carpet Area)
1	Maharashtra	Pune	Seasons Mall, Pune	Mall Store	1,347	898
2	Assam	Dibrugarh	Dibrugarh, Assam	High Street	1,000	1,000
3	Arunachal Pradesh	Naharlagun	Naharlagun, Arunachal Pradesh	High Street	1,800	1,800
Total No. of Stores: 3					4,147	3,698



EBO STATISTICS TILL 31 MARCH 2026

New addition of EBOs

ZONE	No. of EBO as of 28 February 2026	Addition of No. of EBO till 31 March 2026	Total No. of EBO till 31 March 2026
EAST	16	1	17
WEST	23	1	24
NORTH	64	-	64
SOUTH	3	1	4
TOTAL	106	3	109





PURPLE UNITED KIDS

*Thank
you!*