

Purple United Sales Limited

(Formerly known as Purple United Sales Private Limited)

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

Date: July 31, 2025

The Manager - Listing Department

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G,
Bandra-Kurla Complex, Bandra(E),
Mumbai- 400051

NSE SYMBOL: PURPLEUTED

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 Five more Retail Stores/ Exclusive Brand Outlets (EBOs) in the Month of July 2025 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 July 2025 are as under:

1. West Point Mall, Gangtok
2. The Outlet Walk, Patiala
3. Raghunath Bazar, Jammu
4. Najafgarh, New Delhi
5. Z Square Mall, Kanpur

We have achieved the milestone of “**63**” Retail Stores/ EBOs of Purple United Kids.

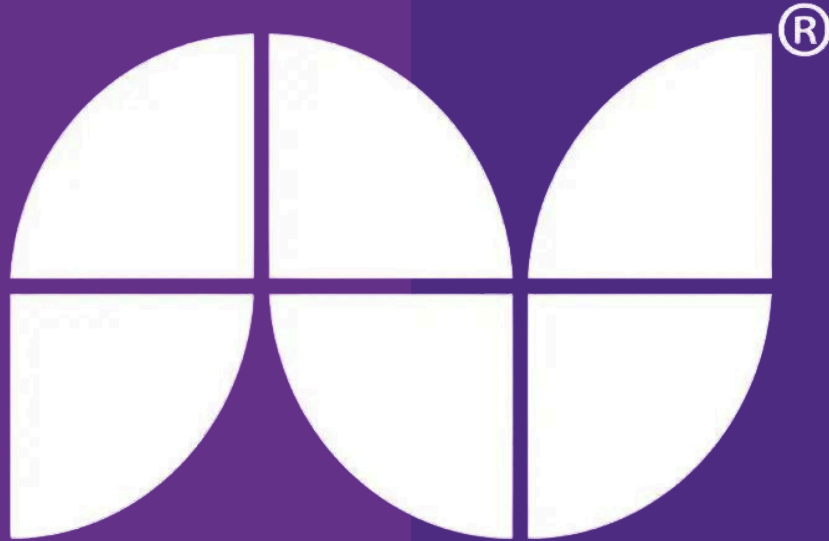
You are requested to take the same on record.

For Purple United Sales Limited

Ayati Gupta

Company Secretary & Compliance Officer

Encl.: As above



PURPLE UNITED **KIDS**

PREMIUM FASHION

EBO UPDATE TILL 31 JULY 2025



PURPLE UNITED KIDS

COMPANY OVERVIEW

First-of-its-kind premium fashion brand providing versatile apparel & footwear choices for kids of all age groups.

The ever-so-undeniable styles, with in-depth attention to each and every minor detail, ensure the **#shophappiness** experience.

Vibrant product range, a retail representation of confidence, strength, and all things fashionable.



Trendy and fashionable clothing



Premium Fashion products



Lab tested products



VISION

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



MISSION

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

THE 3F EXPERIENCE

FUN

Products designed to celebrate the joy and vibrancy of childhood. Bright, playful colors and patterns that inspire creativity and self-expression.

Trendy, premium-quality apparel and accessories that stand out. Collections tailored for all occasions, from casual outings to festive events. Cutting-edge designs that align with global kids' fashion trends.

FASHION

FUNCTIONALITY

Practical, durable products that cater to parents' needs. Lab-tested materials ensuring safety and comfort for delicate skin.

Easy-to-wear, low-maintenance designs ideal for active kids and busy parents.





PURPLE UNITED KIDS



The Plaza Hotel, Jammu



Najafgarh, New Delhi









Najafgarh, New Delhi



Z Square Mall, Kanpur



Z Square Mall, Kanpur

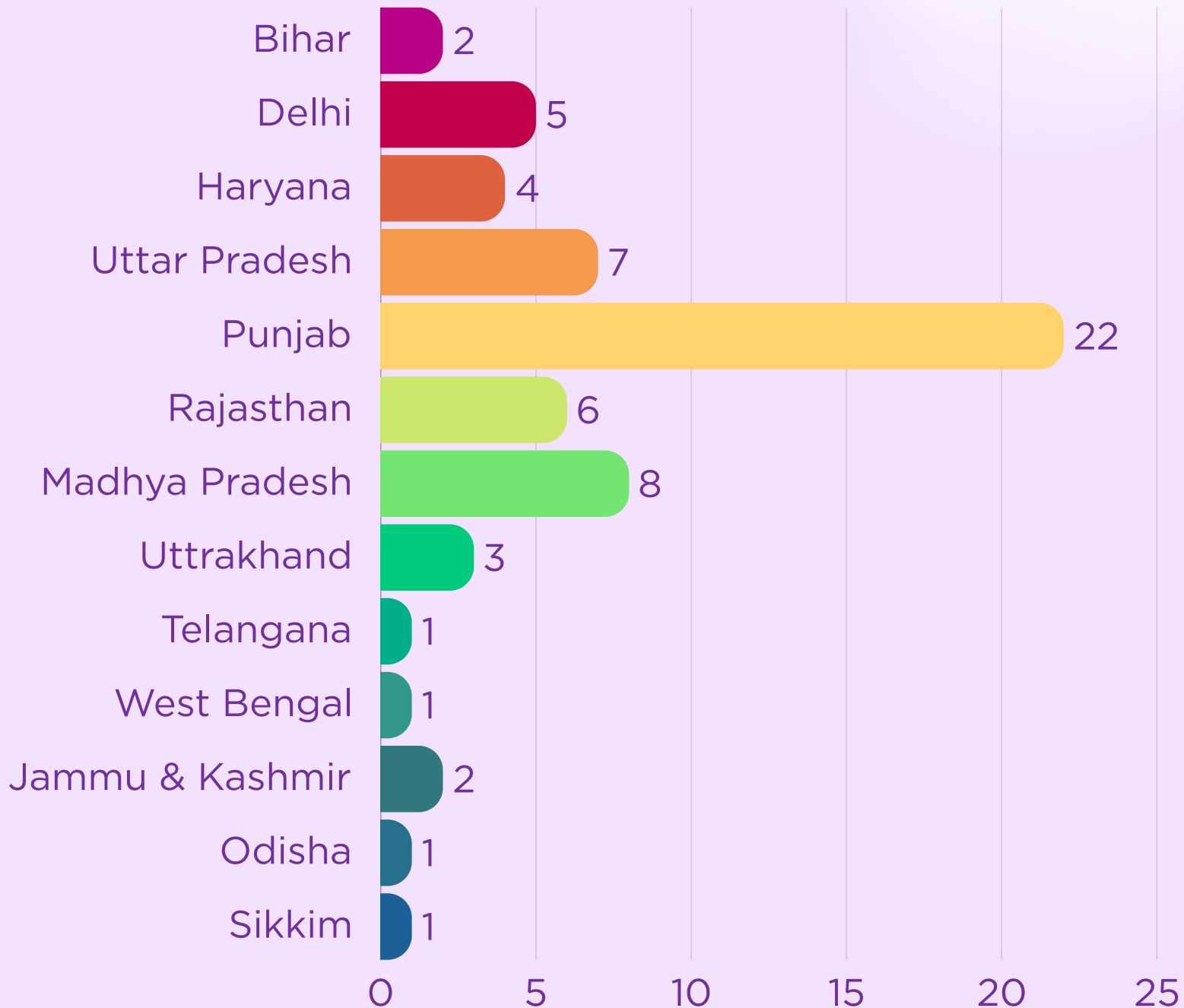


Z Square Mall, Kanpur



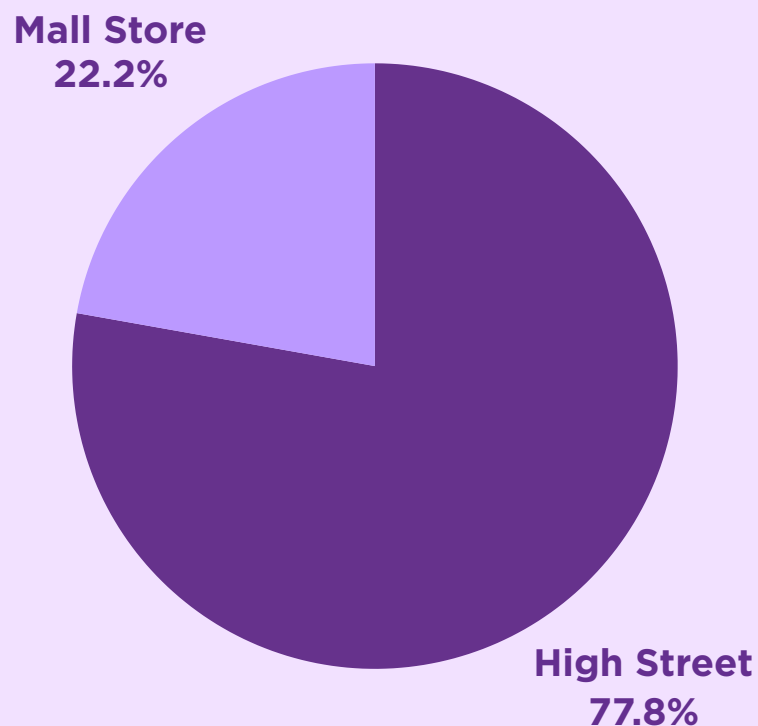
Z Square Mall, Kanpur

EBO STATISTICS TILL 31 JULY 2025



Total number of EBO stores: 63

EBO STATISTICS TILL 31 JULY 2025



Distribution Of EBO Market Categories

OPERATIONAL EBOs TILL 31 JULY 2025

New addition of EBOs

S. No.	State	City	Location	Market Category	Per sq. ft. Area (Super Area)	Per sq. ft. Area (Carpet Area)
1	Sikkim	Gangtok	West Point Mall, Gangtok	Mall Store	700	450
2	Punjab	Patiala	The Outlet Walk, Patiala	High Street	810	810
3	Jammu & Kashmir	Jammu	Raghunath Bazar, Jammu	High Store	2,521	2,521
4	Delhi	Najafgarh	Najafgarh, New Delhi	High Street	4,000	4,000
5	Uttar Pradesh	Kanpur	Z Square Mall, Kanpur	Mall Store	2,000	1,200
Total No. of Stores: 5					10,031	8,981

OPERATIONAL EBOs TILL 31 JULY 2025

New addition of EBOs

ZONE	No. of EBO as of 30 June 2025	Addition of No. of EBO till 31 July 2025	Total No. of EBO till 31 July 2025
EAST	4	1	5
WEST	13	-	13
NORTH	40	4	44
SOUTH	1	-	1
TOTAL	58	5	63

OPERATIONAL EBOs TILL 31 JULY 2025

S. No.	State	Market Category	No. of Stores	Per sq. ft. Area (Super Area)	Per sq. ft. Area (Carpet Area)
01	Bihar	High Street	2	1,622	1,622
	<u>Bihar Total</u>		<u>2</u>	<u>1,622</u>	<u>1,622</u>
02	Delhi	High Street	5	9,495	9,495
	<u>Delhi Total</u>		<u>5</u>	<u>9,495</u>	<u>9,495</u>
03	Haryana	Mall Store	2	1,376	1,054
	Haryana	High Street	2	1,820	1,820
	<u>Haryana Total</u>		<u>4</u>	<u>3,196</u>	<u>2,874</u>
4	Madhya Pradesh	High Street	7	14,750	13,700
	Madhya Pradesh	Mall Store	1	1,804	1,080
	<u>Madhya Pradesh Total</u>		<u>8</u>	<u>16,554</u>	<u>14,780</u>
5	Punjab	High Street	20	28,516	26,285
	Punjab	Mall Store	2	2,427	1,712
	<u>Punjab Total</u>		<u>22</u>	<u>30,943</u>	<u>27,997</u>
6	Rajasthan	High Street	5	7,090	7,090
	Rajasthan	Mall Store	1	1,307	807
	<u>Rajasthan Total</u>		<u>6</u>	<u>8,397</u>	<u>7,897</u>
7	Uttar Pradesh	High Street	4	4,135	3,983
	Uttar Pradesh	Mall Store	3	5,720	3,060
	<u>Uttar Pradesh Total</u>		<u>7</u>	<u>9,855</u>	<u>7,195</u>
8	Uttrakhand	High Street	1	1,100	1,100
	Uttrakhand	Mall Store	2	2,848	1,707
	<u>Uttrakhand Total</u>		<u>3</u>	<u>3,948</u>	<u>2,807</u>
9	Telangana	Mall	1	809	711
	<u>Telangana Total</u>		<u>1</u>	<u>1,300</u>	<u>809</u>
10	Jammu & Kashmir	High Street	2	3,271	3,271
	<u>Jammu & Kashmir Total</u>		<u>2</u>	<u>3,271</u>	<u>3,271</u>
11	West Bengal	High Street	2	2,460	1,590
	<u>West Bengal Total</u>		<u>2</u>	<u>2,460</u>	<u>1,590</u>
12	Odisha	Mall Store	1	1,510	905
	<u>Odisha Total</u>		<u>1</u>	<u>1,510</u>	<u>905</u>
<u>Total Stores till 31 July 2025</u>			<u>63</u>	<u>92,551</u>	<u>81,242</u>



PURPLE UNITED KIDS

THANK
YOU