



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 December, 2025

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

1. Sevoke Road, Siliguri, West Bengal
2. 10 Number Market, Bhopal, Madhya Pradesh
3. Nanak Nagar, Jammu
4. Itanagar, Arunachal Pradesh
5. Belapur, Mumbai, Maharashtra

We have achieved the milestone of **“91”** Retail Stores/ EBOs of Purple United Kids.

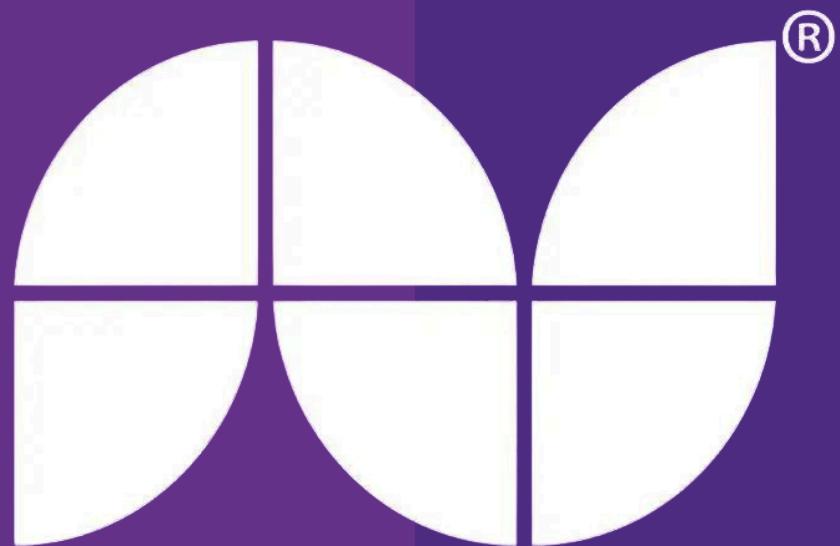
You are requested to take the same on record.

For Purple United Sales Limited

Ayati Gupta

Company Secretary & Compliance Officer

Encl.: As above



PURPLE UNITED **KIDS**

PREMIUM FASHION

EBO STATISTICS TILL 31 DECEMBER 2025

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.

FASHION

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.

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.



**WE ARE
EXPANDING
ACROSS INDIA**



Continued Expansion
IN MUMBAI



PURPLE UNITED KIDS



*Sevoke Road, Siliguri,
West Bengal*



10 Number Market, Bhopal,
Madhya Pradesh



Nanak Nagar, Jammu



PURPLE UNITED KIDS



*Itanagar, Arunachal
Pradesh*



*Belapur, Mumbai,
Maharashtra*



Sevoke Road, Silliguri, West Bengal



Sevoke Road, Silliguri, West Bengal



Sevoke Road, Silliguri, West Bengal



Sevoke Road, Silliguri, West Bengal



Sevoke Road, Silliguri, West Bengal



10 Number Market, Bhopal,
Madhya Pradesh



10 Number Market,
Bhopal, Madhya Pradesh



10 Number Market,
Bhopal, Madhya Pradesh



Nanak Nagar, Jammu



Nanak Nagar, Jammu



Nanak Nagar, Jammu



Nanak Nagar, Jammu



Nanak Nagar, Jammu



Itanagar, Arunachal
Pradesh



Itanagar, Arunachal
Pradesh



Itanagar, Arunachal
Pradesh



Itanagar, Arunachal
Pradesh



*Belapur, Mumbai,
Maharashtra*



*Belapur, Mumbai,
Maharashtra*

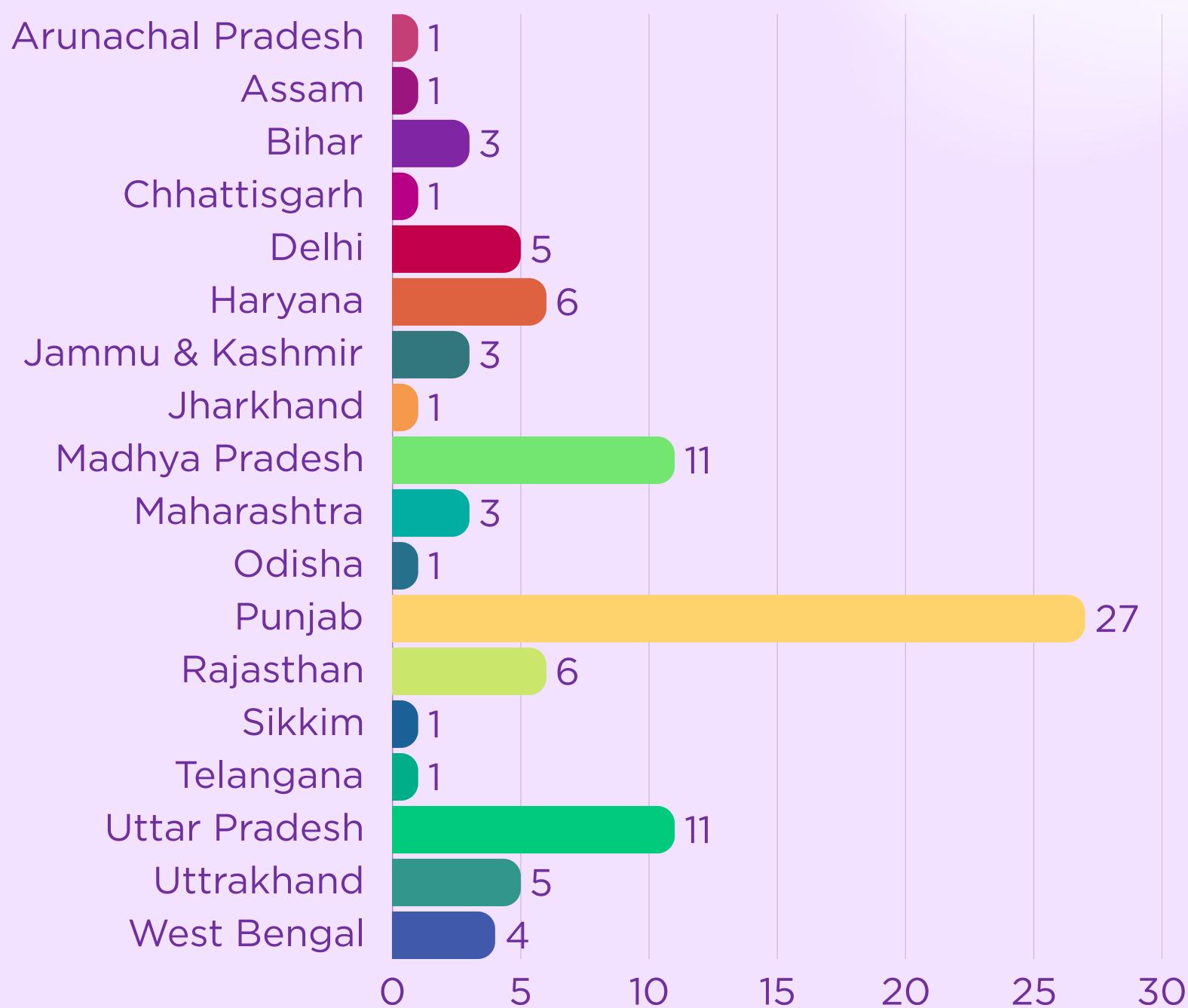


*Belapur, Mumbai,
Maharashtra*



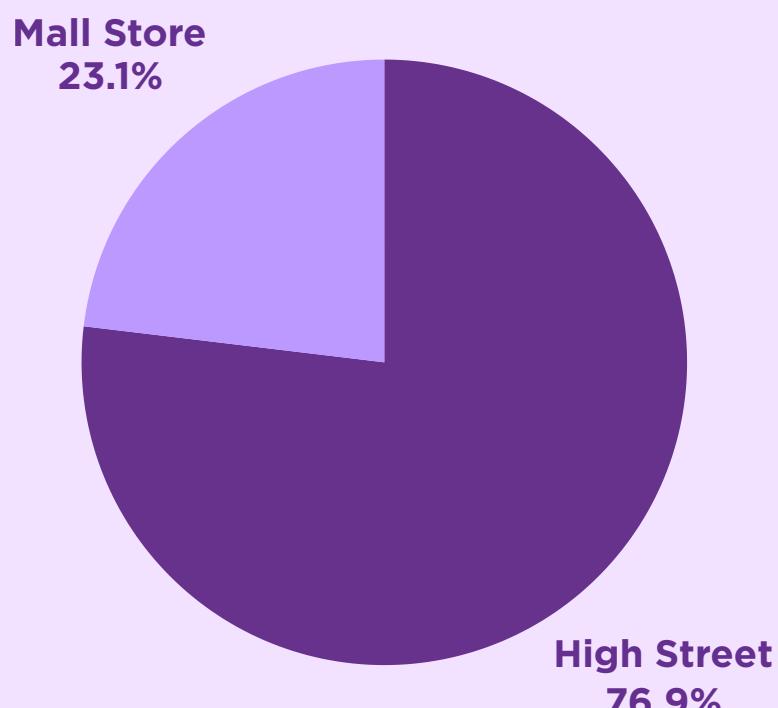
*Belapur, Mumbai,
Maharashtra*

EBO STATISTICS TILL 31 DECEMBER 2025



Total number of EBO stores: 91

EBO STATISTICS TILL 31 DECEMBER 2025



Distribution Of EBO Market Categories

EBO STATISTICS TILL 31 DECEMBER 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	<i>West Bengal</i>	<i>Siliguri</i>	<i>Sevoke Road, Siliguri, West Bengal</i>	<i>High Street</i>	<i>2,300</i>	<i>2,300</i>
2	<i>Madhya Pradesh</i>	<i>Bhopal</i>	<i>10 Number Market, Bhopal, Madhya Pradesh</i>	<i>High Street</i>	<i>1,100</i>	<i>1,100</i>
3	<i>Jammu & Kashmir</i>	<i>Jammu</i>	<i>Nanak Nagar, Jammu</i>	<i>High Street</i>	<i>1,292</i>	<i>1,292</i>
4	<i>Arunachal Pradesh</i>	<i>Itanagar</i>	<i>Itanagar, Arunachal Pradesh</i>	<i>High Street</i>	<i>1,020</i>	<i>1,020</i>
5	<i>Maharashtra</i>	<i>Mumbai</i>	<i>Belapur, Mumbai, Maharashtra</i>	<i>High Street</i>	<i>1,280</i>	<i>1,280</i>
Total No. of Stores: 5					6,992	6,992

EBO STATISTICS TILL 31 DECEMBER 2025

New addition of EBOs

ZONE	No. of EBO as of 30 November 2025	Addition of No. of EBO till 31 December 2025	Total No. of EBO till 31 December 2025
EAST	11	2	13
WEST	17	2	19
NORTH	57	1	58
SOUTH	1	-	1
TOTAL	86	5	91

EBO STATISTICS TILL 31 DECEMBER 2025

S. No.	State	Market Category	No. of Stores	Per sq. ft. Area (Super Area)	Per sq. ft. Area (Carpet Area)
1	Arunachal Pradesh	High Street	1	1,020	1,020
	<i>Arunachal Pradesh Total</i>		<u>1</u>	<u>1,020</u>	<u>1,020</u>
2	Assam	High Street	1	1,164	1,164
	<i>Assam Total</i>		<u>1</u>	<u>1,164</u>	<u>1,164</u>
3	Bihar	High Street	3	5,222	5,222
	<i>Bihar Total</i>		<u>3</u>	<u>5,222</u>	<u>5,222</u>
4	Chhattisgarh	Mall Store	1	1,761	1,054
	<i>Chhattisgarh Total</i>		<u>1</u>	<u>1,761</u>	<u>1,054</u>
5	Delhi	High Street	5	9,007	9,007
	<i>Delhi Total</i>		<u>5</u>	<u>9,007</u>	<u>9,007</u>
6	Haryana	High Street	4	8,070	7,420
		Mall Store	2	1,376	1,054
	<i>Haryana Total</i>		<u>6</u>	<u>7,446</u>	<u>6,474</u>
7	Jammu & Kashmir	High Street	3	3,203	3,203
	<i>Jammu & Kashmir Total</i>		<u>3</u>	<u>3,203</u>	<u>3,203</u>
8	Jharkhand	Mall Store	1	1,326	663
	<i>Jharkhand Total</i>		<u>1</u>	<u>1,326</u>	<u>663</u>
9	Madhya Pradesh	High Street	10	19,914	18,864
		Mall Store	1	1,804	1,080
	<i>Madhya Pradesh Total</i>		<u>11</u>	<u>21,718</u>	<u>19,944</u>
10	Maharashtra	High Street	2	2,030	2,030
		Mall Store	1	1,220	732
	<i>Maharashtra Total</i>		<u>3</u>	<u>3,250</u>	<u>2,762</u>
11	Odisha	Mall Store	1	1,510	905
	<i>Odisha Total</i>		<u>1</u>	<u>1,510</u>	<u>905</u>
12	Punjab	High Street	25	35,794	33,010
		Mall Store	2	3,769	2,880
	<i>Punjab Total</i>		<u>27</u>	<u>39,563</u>	<u>35,890</u>
13	Rajasthan	High Street	5	7,090	7,090
		Mall Store	1	1,307	807
	<i>Rajasthan Total</i>		<u>6</u>	<u>8,397</u>	<u>7,897</u>
14	Sikkim	Mall Store	1	700	450
	<i>Sikkim Total</i>		<u>1</u>	<u>700</u>	<u>450</u>
15	Telangana	Mall Store	1	1,300	809
	<i>Telangana Total</i>		<u>1</u>	<u>1,300</u>	<u>809</u>
16	Uttar Pradesh	High Street	7	8,114	8,114
		Mall Store	4	7,037	3,863
	<i>Uttar Pradesh Total</i>		<u>11</u>	<u>15,151</u>	<u>11,977</u>
17	Uttrakhand	High Street	3	4,200	4,200
		Mall Store	2	2,848	1,707
	<i>Uttrakhand Total</i>		<u>5</u>	<u>7,048</u>	<u>5,907</u>
18	West Bengal	High Street	1	2,300	2,300
		Mall Store	3	4,424	2,670
	<i>West Bengal Total</i>		<u>4</u>	<u>6,724</u>	<u>4,970</u>
<i>Total Stores till 31 December 2025</i>			<u>91</u>	<u>138,671</u>	<u>122,479</u>

Thank
you!