



# Purple United Sales Limited

(Formerly known as Purple United Sales Private Limited)

Corporate Office: Tower 2, Ground Floor, Candor TechSpace, Plot No. 20 & 21, Sector135, Noida, Uttar Pradesh  
- 201304 Ph: +91-9667792635/ 36, Email: info@purpleunited.com

**Date: 31<sup>st</sup> 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.

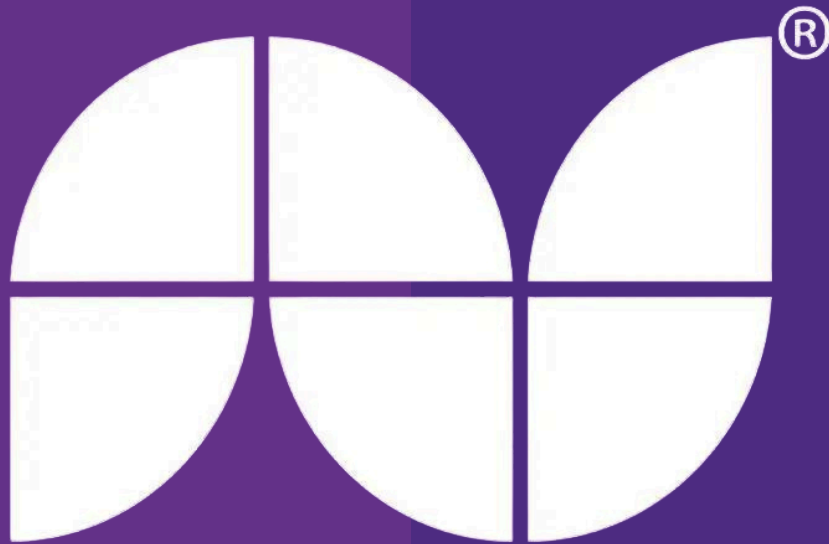
You are requested to take the same on record.

**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





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



**WE ARE  
EXPANDING  
ACROSS INDIA**





PURPLE UNITED KIDS



Continued Expansion  
**IN MUMBAI**





Sevoke Road, Siliguri,  
West Bengal



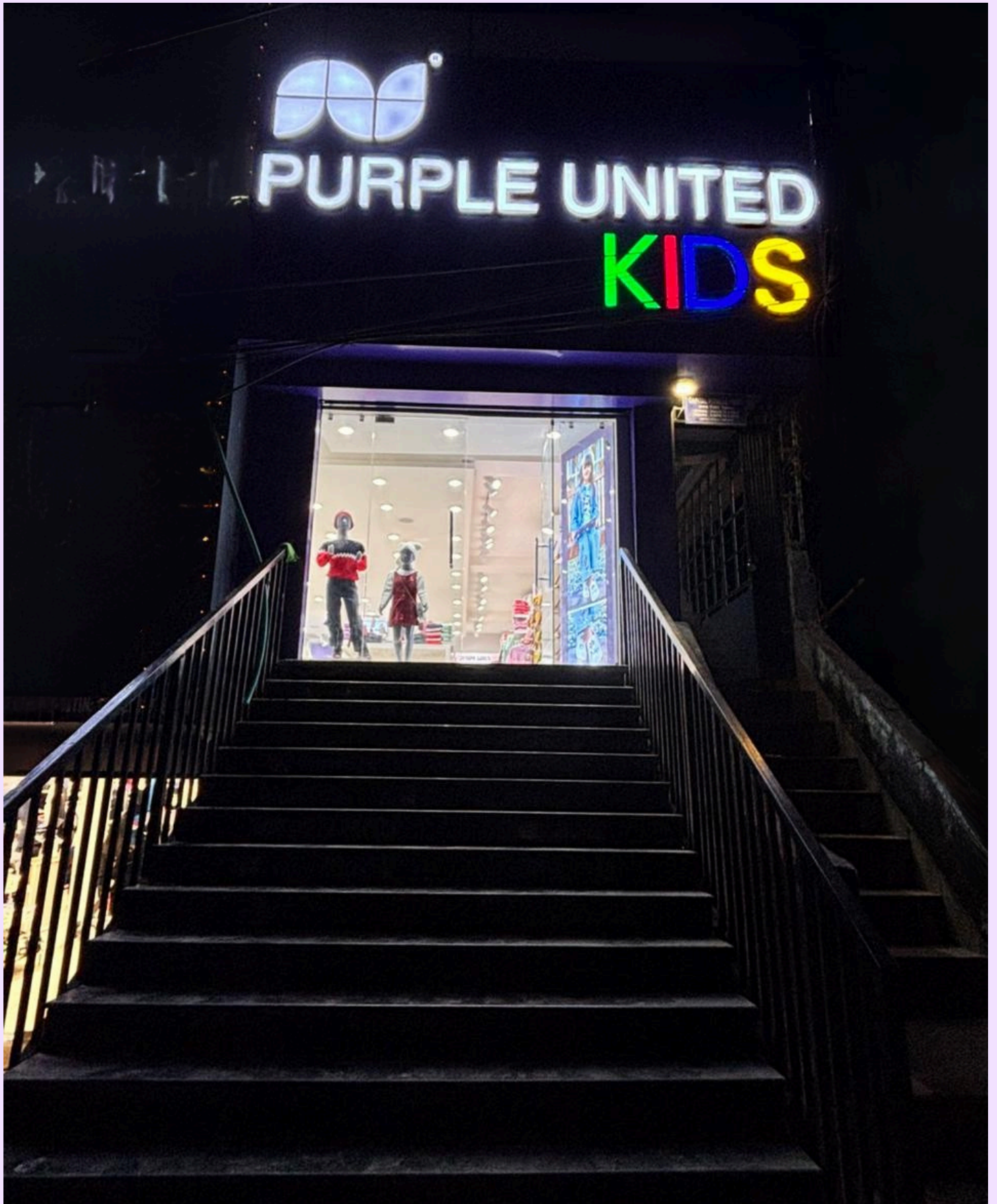
*10 Number Market, Bhopal,  
Madhya Pradesh*





Nanak Nagar, Jammu





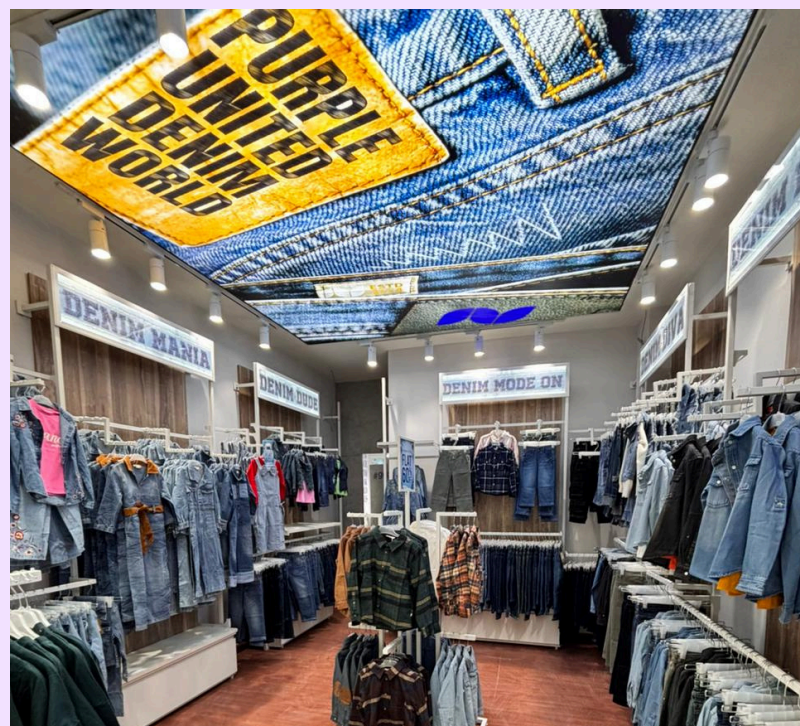
*Itanagar, Arunachal  
Pradesh*





*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*





PURPLE UNITED KIDS



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*

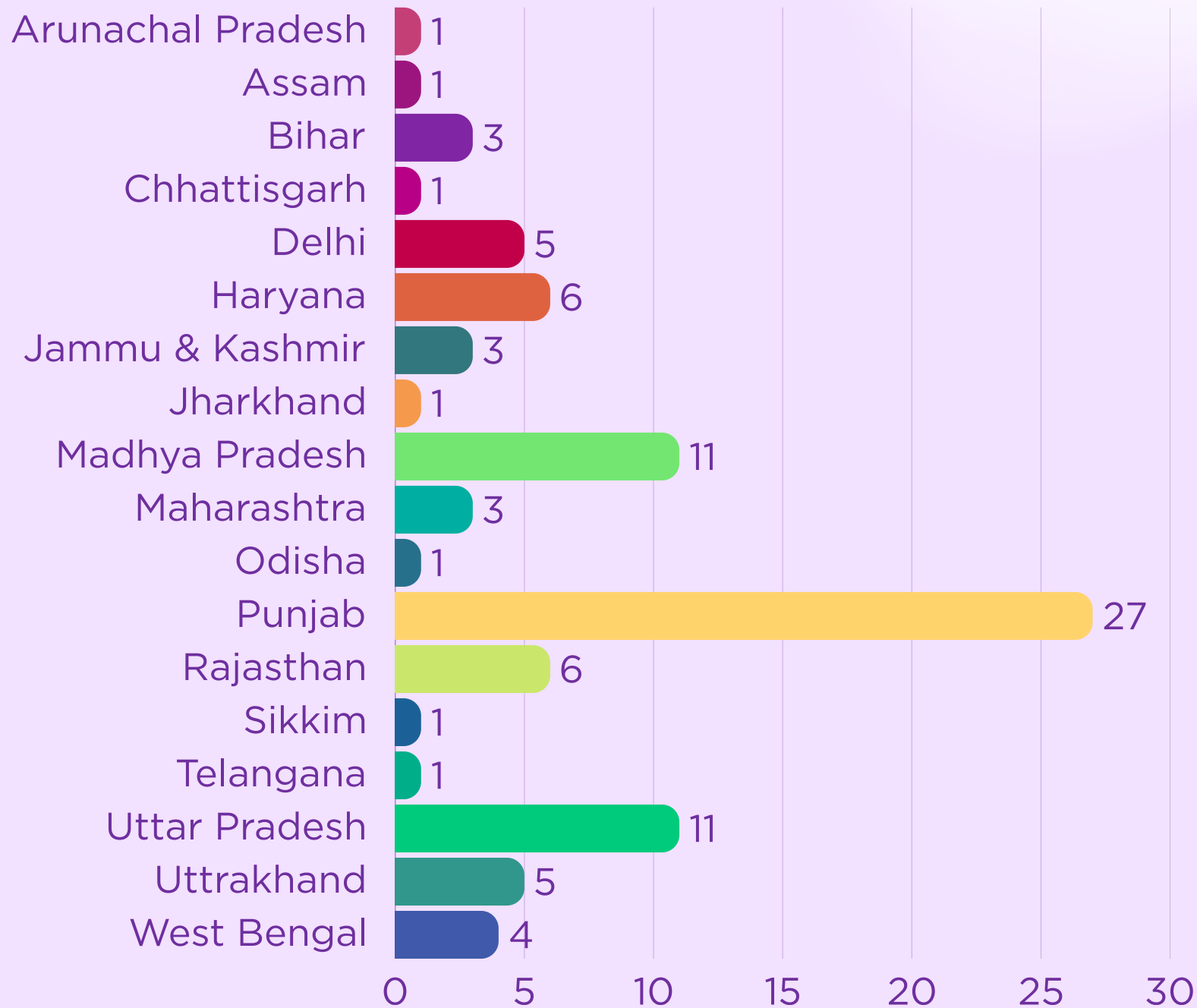


*Belapur, Mumbai,  
Maharashtra*



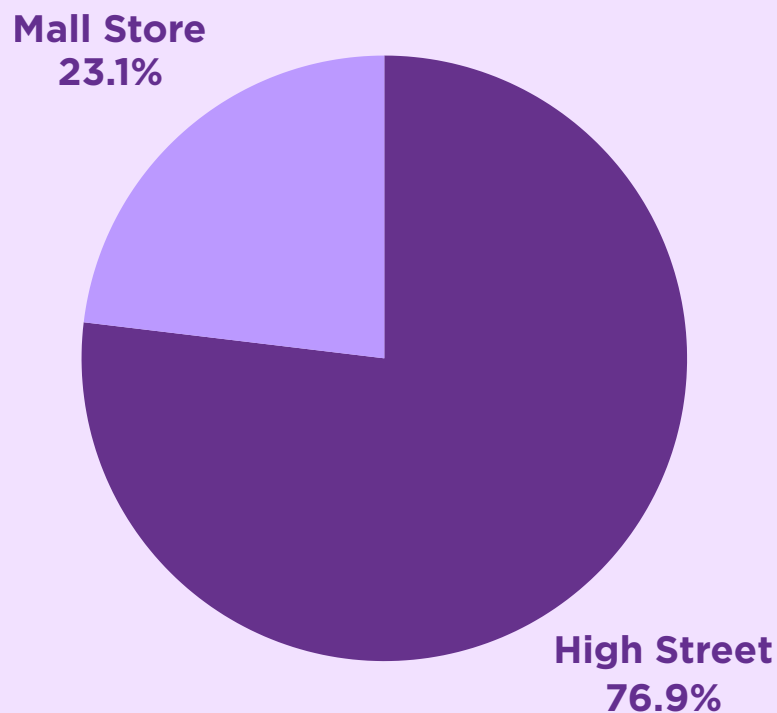
*Belapur, Mumbai,  
Maharashtra*

## ***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	West Bengal	Siliguri	Sevoke Road, Siliguri, West Bengal	High Street	2,300	2,300
2	Madhya Pradesh	Bhopal	10 Number Market, Bhopal, Madhya Pradesh	High Street	1,100	1,100
3	Jammu & Kashmir	Jammu	Nanak Nagar, Jammu	High Street	1,292	1,292
4	Arunachal Pradesh	Itanagar	Itanagar, Arunachal Pradesh	High Street	1,020	1,020
5	Maharashtra	Mumbai	Belapur, Mumbai, Maharashtra	High Street	1,280	1,280
Total No. of Stores: 5					6,992	6,992

# ***EBO STATISTICS TILL 31 DECEMBER 2025***

## **New addition of EBOs**

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



# 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
	<b><u>Arunachal Pradesh Total</u></b>		<b><u>1</u></b>	<b><u>1,020</u></b>	<b><u>1,020</u></b>
2	Assam	High Street	1	1,164	1,164
	<b><u>Assam Total</u></b>		<b><u>1</u></b>	<b><u>1,164</u></b>	<b><u>1,164</u></b>
3	Bihar	High Street	3	5,222	5,222
	<b><u>Bihar Total</u></b>		<b><u>3</u></b>	<b><u>5,222</u></b>	<b><u>5,222</u></b>
4	Chhattisgarh	Mall Store	1	1,761	1,054
	<b><u>Chhattisgarh Total</u></b>		<b><u>1</u></b>	<b><u>1,761</u></b>	<b><u>1,054</u></b>
5	Delhi	High Street	5	9,007	9,007
	<b><u>Delhi Total</u></b>		<b><u>5</u></b>	<b><u>9,007</u></b>	<b><u>9,007</u></b>
6	Haryana	High Street	4	8,070	7,420
		Mall Store	2	1,376	1,054
	<b><u>Haryana Total</u></b>		<b><u>6</u></b>	<b><u>7,446</u></b>	<b><u>6,474</u></b>
7	Jammu & Kashmir	High Street	3	3,203	3,203
	<b><u>Jammu &amp; Kashmir Total</u></b>		<b><u>3</u></b>	<b><u>3,203</u></b>	<b><u>3,203</u></b>
8	Jharkhand	Mall Store	1	1,326	663
	<b><u>Jharkhand Total</u></b>		<b><u>1</u></b>	<b><u>1,326</u></b>	<b><u>663</u></b>
9	Madhya Pradesh	High Street	10	19,914	18,864
		Mall Store	1	1,804	1,080
	<b><u>Madhya Pradesh Total</u></b>		<b><u>11</u></b>	<b><u>21,718</u></b>	<b><u>19,944</u></b>
10	Maharashtra	High Street	2	2,030	2,030
		Mall Store	1	1,220	732
	<b><u>Maharashtra Total</u></b>		<b><u>3</u></b>	<b><u>3,250</u></b>	<b><u>2,762</u></b>
11	Odisha	Mall Store	1	1,510	905
	<b><u>Odisha Total</u></b>		<b><u>1</u></b>	<b><u>1,510</u></b>	<b><u>905</u></b>
12	Punjab	High Street	25	35,794	33,010
		Mall Store	2	3,769	2,880
	<b><u>Punjab Total</u></b>		<b><u>27</u></b>	<b><u>39,563</u></b>	<b><u>35,890</u></b>
13	Rajasthan	High Street	5	7,090	7,090
		Mall Store	1	1,307	807
	<b><u>Rajasthan Total</u></b>		<b><u>6</u></b>	<b><u>8,397</u></b>	<b><u>7,897</u></b>
14	Sikkim	Mall Store	1	700	450
	<b><u>Sikkim Total</u></b>		<b><u>1</u></b>	<b><u>700</u></b>	<b><u>450</u></b>
15	Telangana	Mall Store	1	1,300	809
	<b><u>Telangana Total</u></b>		<b><u>1</u></b>	<b><u>1,300</u></b>	<b><u>809</u></b>
16	Uttar Pradesh	High Street	7	8,114	8,114
		Mall Store	4	7,037	3,863
	<b><u>Uttar Pradesh Total</u></b>		<b><u>11</u></b>	<b><u>15,151</u></b>	<b><u>11,977</u></b>
17	Uttarakhand	High Street	3	4,200	4,200
		Mall Store	2	2,848	1,707
	<b><u>Uttarakhand Total</u></b>		<b><u>5</u></b>	<b><u>7,048</u></b>	<b><u>5,907</u></b>
18	West Bengal	High Street	1	2,300	2,300
		Mall Store	3	4,424	2,670
	<b><u>West Bengal Total</u></b>		<b><u>4</u></b>	<b><u>6,724</u></b>	<b><u>4,970</u></b>
<b><u>Total Stores till 31 December 2025</u></b>			<b><u>91</u></b>	<b><u>138,671</u></b>	<b><u>122,479</u></b>



PURPLE UNITED KIDS

*Thank  
you!*