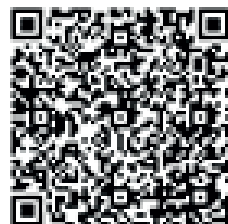


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PURPLE UNITED SALES LIMITED

Corporate Identity Number: U51909DL2014PLC271636

Our Company was originally incorporated as 'Purple United Sales Private Limited' under the provisions of Companies Act, 2013 vide Certificate of Incorporation dated September 16, 2014 bearing Registration Number 271636 issued by Registrar of Companies, Delhi. Subsequently our Company was converted into a Public Limited Company vide Special Resolution passed by the shareholders at the Extra-Ordinary General Meeting held on May 11, 2024 and consequently the name of the Company was changed from 'Purple United Sales Private Limited' to 'Purple United Sales Limited' vide fresh Certificate of Incorporation consequent upon conversion into public limited company dated June 20, 2024 by Registrar of Companies, Delhi bearing Corporate Identity Number U51909DL2014PLC271636. For details of incorporation, change of name and registered office of our Company, please refer to chapter titled "General Information" and "History and Certain Corporate Matters" beginning on page 50 and 148 respectively of the Prospectus

Registered Office: Khasra No. 55/14 & 55/15, Near Rani Khara Road, Mundka, West Delhi, New Delhi, Delhi, India, 110041. Tel No: +91 9667792635/36; Website: www.purpleunited.in; Email: cs@purpleunited.in; Contact Person: Mr. Vishnu Kumar, Company Secretary and Compliance Officer.

PROMOTERS OF OUR COMPANY: MR. JATINDER DEV SETH, MRS BHAWNA SETH, MR. MANISH DEV SETH, MRS. MONICA DEV SETH AND INNOVATIONM MOBILE AND WEBTECHNOLOGIES PRIVATE LIMITED

Our Company has filed the Prospectus with the ROC and the Equity Shares are proposed to be listed on the EMERGE Platform of National Stock Exchange of India Limited ("NSE") and trading of the Equity Shares Allotted pursuant to the Issue is expected to commence on December 18, 2024

BASIS OF ALLOTMENT

INITIAL PUBLIC ISSUE OF 26,04,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH ("EQUITY SHARES") OF PURPLE UNITED SALES LIMITED ("COMPANY") FOR CASH AT A PRICE OF ₹ 126/- PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 116/- PER EQUITY SHARE) ("ISSUE PRICE") AGGREGATING UP TO ₹ 3,281.04 LAKHS OF WHICH 1,31,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH FOR CASH AT A PRICE OF ₹ 126/- PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ 116/- PER EQUITY SHARE AGGREGATING TO ₹ 165.06 LAKHS WAS RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION i.e. NET ISSUE OF 24,73,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH AT A PRICE OF ₹ 126/- PER EQUITY SHARE AGGREGATING TO ₹ 3,115.98 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 27.10% AND 25.73% RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY. THE FACE VALUE OF EQUITY SHARES IS ₹ 10/- EACH. THE ISSUE PRICE IS 12.6 TIMES THE FACE VALUE OF THE EQUITY SHARES.

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10/- EACH AND THE ISSUE PRICE IS ₹ 126/- PER EQUITY SHARE

Bid Opened On:	Wednesday, December 11, 2024	Initiation of Unblocking of Funds/ refunds (T + 1 Days)	Monday, December 16, 2024
Bid Closed On (T day)	Friday, December 13, 2024	Credit of Equity Shares to demat accounts of Allotees (T + 2 Days)	Tuesday, December 17, 2024
Finalization of basis of allotment with the Designated Stock Exchange/ Allotment of Securities (T + 1 Day)	Monday, December 16, 2024	Commencement of Trading of Equity Shares on the Stock Exchanges/Listing Date (T + 3 Days)	On or Before Wednesday, December 18, 2024

RISKS TO INVESTORS:

(i) The average cost of acquisition of Equity Shares acquired by the Promoters as on the date of the Prospectus is:

Sr. No	Name of Promoter	No. of Equity Shares	Average cost of Acquisition Price (in ₹ per equity share)
1.	Jatinder Dev Seth	40,00,000	10
2.	Bhawna Seth	10,00,000	10
3.	Manish Dev Seth	-	-
4.	Monica Seth	-	-
5.	InnovationM Mobile and Web Technologies Private Limited	11,33,000	62

*As certified by NGMKS & Associates., Chartered Accountants, by way of their certificate dated November 23, 2024.

(ii) Weighted Average Cost of Acquisition for all Equity Shares transacted in one year, eighteen months and three years preceding the date of the Red Herring Prospectus by all the shareholders:

Period	Weighted Average Cost of Acquisition (in ₹)	Upper end of the Price band (₹ 126/-) is 'X' times the Weighted Average Cost of Acquisition	Range of acquisition price: Lowest Price - Highest Price (in ₹)
Last 1 year	62.73	2.01	62-82
Last 18 months	62.73	2.01	62-82
Last 3 years	27.61	4.56	10-82

*As certified by NGMKS & Associates., Chartered Accountants, by way of their certificate dated December 13, 2024.

(iii) The Price/Earnings ratio based on diluted EPS for Fiscal 2024 for our Company at upper band is 23.91 times.

For further details on risk factors, kindly refer to section "Risk Factors" on page 27 of Prospectus.

(iv) Weighted Average Return on Net Worth for fiscals 2024, 2023 and 2022 is 23.47%.

(v) Weighted average cost of acquisition compared to floor price and cap price.

Past Transactions	Weighted average cost of acquisition (₹)	Floor Price ₹ 121/-	Cap Price ₹ 126/-
Weighted average cost of acquisition (WACA) of primary issuances	62.73	1.92	2.01
Weighted average cost of acquisition (WACA) of secondary transactions	NA	NA	NA

As certified by NGMKS & Associates., Chartered Accountants, by way of their certificate dated December 13, 2024.

(vi) Our business from retail outlet is concentrated in the National Capital Region (NCR) only. As of September 30, 2024, revenue from National Capital Region (NCR) constitute ₹ 506.63 Lakhs i.e. 16.61% of our revenue for September 30, 2024. Any adverse impact in this region may adversely affect our business, results of operations and financial condition.

(vii) Our proposed expansion plans relating to the opening of new stores are subject to the risk of unanticipated delays in implementation and cost overruns.

(viii) Our business requires significant working capital, necessitating substantial financing. If we are unable to secure additional debt or equity financing on favourable terms, it may lead to increased interest costs, restrictive covenants, or equity dilution, adversely impacting our financial performance, operations, and the market price of our Equity Shares.

(ix) There are certain discrepancies and non-compliances noticed in some of our financial reporting and/or records relating to filing or returns and deposit of statutory dues with the taxation and other statutory authorities.

(x) Our Company has delayed in complying with certain statutory provisions under various laws. Such delayed compliance/ lapses may attract certain penalties.

ISSUE PROGRAMME

ANCHOR INVESTOR BIDDING DATE WAS: TUESDAY, DECEMBER 10, 2024

ISSUE OPENED ON: WEDNESDAY, DECEMBER 11, 2024

ISSUE CLOSED ON: FRIDAY, DECEMBER 13, 2024

PROPOSED LISTING: WEDNESDAY, DECEMBER 18, 2024

The Equity Shares of our Company offered through the Red Herring Prospectus and Prospectus are proposed to be listed on the EMERGE Platform of National Stock Exchange of India Limited in terms of the Chapter IX of the SEBI (ICDR) Regulations, 2018 as amended from time to time. Our Company has received an In-Principle approval letter dated November 06, 2024, from National Stock Exchange of India Limited for using its name in the Red Herring Prospectus and Prospectus for listing of our shares on the EMERGE Platform of National Stock Exchange of India Limited. For the purposes of the Issue, the Designated Stock Exchange shall be EMERGE Platform of National Stock Exchange of India Limited. It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Issue Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Issue Document. The investors are advised to refer to the Prospectus for the full text of the "Disclaimer Clause of the NSE" starting from page 209 of the Prospectus. For the purpose of this issue the Stock Exchange will be NSE. The trading is proposed to be commenced on or about December 18, 2024 (Subject to receipt of listing and trading approval from NSE).

This Issue was being made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 229 of the SEBI ICDR Regulations and in compliance with Regulation 253 of the SEBI ICDR Regulations wherein not more than 50.00% of the Net Issue was made available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company in consultation with the BRLM allocated 60.00% of the QIB Portion to Anchor Investors on a discretionary basis ("Anchor Investor Portion"). One-third of the Anchor Investor Portion was reserved for domestic Mutual Funds, subject to valid Bids received from the domestic Mutual Funds at or above the Anchor Investor Allocation Price in accordance with the SEBI ICDR Regulations. Further, 5.00% of the Net QIB Portion was available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion was made available for allocation on a proportionate basis to all QIB Bidders, including Mutual Funds, subject to valid Bids received at or above the Issue Price. Further, not less than 15.00% of the Net Issue was made available for allocation on a proportionate basis to Non-Institutional Investors and not less than 35.00% of the Net Issue was made available for allocation to Retail Individual Investors in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Issue Price. All Bidders, other than Anchor Investors, are required to participate in the Issue by mandatorily utilising the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) in which the corresponding Bid Amounts were blocked by the Self Certified Syndicate Banks ("SCSBs") or under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors were not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" on page 228 of the Prospectus.

SUBSCRIPTION DETAILS

DETAILS OF THE APPLICATION:

The Issue has received 143,585 applications for 278,617,000 Equity Shares (Including Market Maker Application of 131,000 Equity Shares) resulting 149.55 times subscription.

The details of the applications received in the Issue from Retail Individual Investors, Non-Institutional Investors, Qualified Institutional Investors, Anchor and Market Maker (before and after technical rejections & withdrawal) are as follows:

DETAILS OF APPLICATIONS RECEIVED (before technical rejections):

Sr No	Category	No of application	No of shares	Reserved	No of times subscription	Amount in ₹
1	Market Maker	1	1,31,000	1,31,000	1.00	1,65,06,000.00
2	Non-Institutional Investors	8,153	10,04,05,000	3,71,000	270.63	12,65,01,83,000.00
3	Qualified Institutional Buyers (Excluding Anchors)	43	4,26,93,000	4,95,000	86.25	5,37,93,18,000.00
4	Retail Investors	1,35,388	13,53,88,000	8,66,000	156.34	17,05,82,38,000.00
	TOTAL	1,43,585	27,86,17,000	18,63,000	149.55	35,10,42,45,000.00

* This excludes 756 applications for 756,000 Equity Shares from Retail Individual which were not in bid book but which were banked.

DETAILS OF APPLICATIONS REJECTED BY THE REGISTRAR ON TECHNICAL GROUNDS ARE DETAILED BELOW:

Sr No	Category	No of applications	No of shares
1	Market Maker	-	-
2	Anchor	-	-
3	QIB	-	-
4	NIB	132	393000
5	Retail	1912	1912000
	TOTAL	2044	2305000

Continue From Next Page...

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AFTER ELIMINATING TECHNICALLY REJECTED APPLICATIONS, THE FOLLOWING TABLE GIVES US CATEGORY WISE NET VALID APPLICATIONS:

Table with 6 columns: Category, No. of Applications, %, Reserved Portion (as per Prospectus), No. of Valid Shares applied, % of Total Applied, Subscription (Times). Rows include Market Maker and Total.

Table with 8 columns: Category, No. of Applications, %, Reserved Portion (as per Prospectus), Proportionate Issue Size (After rounding off), No. of Valid Shares applied, % of Total Applied, Subscription (Times). Rows include Retail Individual Investors, Other than Retail Individual Investors, QIB, and Total.

ALLOCATION: The Basis of Allocation was finalized in consultation with the Designated Stock Exchange - NSE on December 16, 2024

A summary of the final demand as per NSE as on the Bid/Issue Closing Date at different Bid Prices is as under:

Table with 6 columns: Sr. No, Bid Price, No. of Applications, Sum Quantity, Cumulative Share, % to Total. Rows list bid prices from 121 to 126, plus CUTOFF, and a Total row.

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange - NSE on December 16, 2024.

1) Allocation to Retail Individual Investors (After Technical Rejections & Withdrawal): The Basis of Allotment to the Retail Individual Investors, who have bid at cut-off Price or at or above the Offer Price of ₹ 126/- per equity shares, was finalized in consultation with National Stock Exchange of India Limited. The category was subscribed by 154.12933 times i.e. for 13,34,76,000 Equity Shares. The total number of shares allotted in this category is 8,66,000 Equity Shares to 866 successful applicants. The category wise details of the Basis of Allotment are as under:

Table with 9 columns: No. of Shares Applied for (Category wise), No. of Applications received, % to total, Total No. of Equity Shares applied in this Category, % to total, Proportionate Shares available, Ratio of Allottees to Applicants, Number of successful Applicants (after rounding), Total No. of shares allocated/allotted, Surplus / Deficit. Includes Total row.

2) Allocation to Non-Institutional Investors (After Technical Rejections & Withdrawal): The Basis of Allotment to Other than Retail Individual Investors, who have bid at Issue Price of ₹ 126/- per equity shares or above, was finalized in consultation with NSE. The category was subscribed by 269.57412 times i.e. for 10,00,12,000 Equity Shares the total number of shares allotted in this category is 3,71,000 Equity Shares to 272 successful applicants. The category wise details of the Basis of Allotment are as under:

Table with 9 columns: No. of Shares Applied for (Category wise), No. of Applications received, % to total, Total No. of Shares applied in this Category, % to total, Proportionate Shares available, Ratio of Allottees to Applicants, Total No. of shares allocated/allotted, Surplus / Deficit. Includes Total* row.

*Only top five and bottom five category wise specifics of the allocation basis have been disclosed by our Company. The complete details of the basis of allocations category wise have been disclosed at our website at www.purpleunited.in

3) Allocation to QIBs excluding Anchor Investors (After Technical Rejections & Withdrawal): The Basis of Allotment to QIBs, who have bid at Issue Price of ₹ 126 per Equity Shares or above, was finalized in consultation with NSE. The category was subscribed by 86.24848 times i.e. for 42,693,000 Equity shares. The total number of shares allotted in this category is 495,000 Equity Shares to 42 successful applicants. The category wise details of the Basis of Allotment are as under:

Table with 11 columns: Sr. No, No. of Shares Applied for (Category wise), No. of Applications received, % to total, Total No. of Equity Shares applied in this Category, % to total, Proportionate Shares available, Ratio of Allottees to Applicants, Total No. of shares allocated/allotted, Surplus / Deficit (14)-(7). Includes Total row.

Large table with 12 columns showing detailed allocation data for various categories and bid prices, including Grand Total row.

Please Note: 1 Additional lot of 1000 shares have been allocated to Category 1,732000 in the ratio 1 : 9

4) Allocation to Anchor Investors (After Technical Rejections & Withdrawal): The Company in consultation with the BRLM has allotted 741,000 Equity Shares to 8 Anchor Investors at Anchor Investor Issue Price of ₹ 126/- per Equity Shares in accordance with the SEBI ICDR Regulations. The category wise details of the Basis of Allotment are as under:

Table with 8 columns: Category, FIS/BANKS, MFS, IC'S, NBFC'S, AIF, FPC, Others, Total. Row for Anchor investors.

5) Allocation to Market Maker (After Technical Rejections & Withdrawal): The Basis of Allotment to Market Maker who have bid at Issue Price of ₹ 126/- per Equity Shares or above, was finalized in consultation with NSE. The category was subscribed 1.00000 times i.e. for 1,31,000 Equity Shares the total number of shares allotted in this category is 131,000 Equity Shares. The category wise details of the Basis of Allotment are as under:

Table with 9 columns: No. of Shares Applied for (Category wise), No. of Applications received, % to total, Total No. of Equity Shares applied in this Category, % of total, No. of Equity Shares allocated/allotted per Applicant (Before and After Rounding Off), Ratio, Total Number of shares allotted, Surplus /Deficit. Includes Total row.

The Board of Directors of the Company at its meeting held on December 16, 2024, has approved the Basis of Allocation of Equity Shares as approved by the Designated Stock Exchange viz. NSE and has authorized the corporate action for issue of the Equity Shares to various successful applicants. The CAN-cum-allotment advices and/or notices will be forwarded to the email id's and address of the Applicants as registered with the depositories / as filled in the application form on or before December 17, 2024. Further, the instructions to Self-Certified Syndicate Banks for unblocking the amount will process on or prior to December 16, 2024. In case the same is not received within two working days, investors may contact at the address given below. The Equity Shares allocated to successful applicants are being credited to their beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is taking steps to get the Equity Shares admitted for trading on the NSE EMERGE within three working days from the date of the closure of the Issue.

Note: All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Prospectus dated December 13, 2024, ("Prospectus") filed with Registrar of Companies, NCT of Delhi & Haryana.

NOTICE TO INVESTOR ("CORRIGENDUM TO PROSPECTUS")
CORRIGENDUM TO PROSPECTUS DATED DECEMBER 13, 2024

Investors shall note that the information disclosed in the chapter "Capital Structure" under the heading "Summary of Shareholding Pattern" beginning on page no 65 in the Prospectus dated December 13, 2024, shall stand modified in the manner indicated below:

Table with 14 columns: Category (I), Category of shareholder (II), No. of Shareholders (III), No. of fully paid up Equity Shares held (IV), No. of Partly paid-up Equity Shares held (V), No. of shares underlying depository receipts (VI), Total No. of shares held (VII) = (IV) + (V) + (VI), Shareholding as a % of total number of Equity Shares (calculate as per SCRR) (VIII) As a % of (A+B+C2), Number of Voting Rights held in each class of securities (IX) (Class: Equity Shares, Total), No. of Equity Shares underlying outstanding convertible securities (including warrants) (X), Shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted Equity Share capital) (XI) = (VII) + (X) As a % of (A+B+C), No. of locked in Equity Shares (XII) (Number (a), As a total Shares held (b)), No. of Equity Shares pledged or otherwise Encumbered (XIII) (Number (a), As a total Shares held (b)), No. of Equity Shares held in dematerialized form (XIV).

Note
• As on date of Prospectus 1 Equity Share holds 1 vote.
• Except as disclosed in this chapter none of the Equity Shares held by our Promoters are under pledged.
• We have only one class of Equity Shares of face value of ₹ 10/- each.
• All Equity Shares held by the Promoter / Promoter Group members is in dematerialization form.

The said changes are to be read in conjunction with Prospectus dated December 13, 2024, unless indicated otherwise, and accordingly their references in the Prospectus stand updated pursuant to this Corrigendum.

INVESTORS PLEASE NOTE

The details of the allotment made would also be hosted on the website of the Registrar to the Issue, Kfin Technologies Limited at www.kfintech.com. All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/ Sole applicants, serial number of the Bid cum Application Form, number of shares applied for and Bank Branch where the application had been lodged and payment details at the address of the Registrar given below:

KFIN TECHNOLOGIES LIMITED

Selenium, Tower B, Plot No- 31 & 32, Financial District, Gachibowli, Financial District, Nanakramguda, SeriliniNagampally, Rangareddi, Hyderabad, Telangana, India, 500032. Tel: +91 40 6716 2222
Email/ Investor Grievance E-mail ID: pusl.ipo@kfintech.com
Website: www.kfintech.com; **Contact Person:** Mr. M Murali Krishna
SEBI Registration No: INR000000221; **CIN:** L72400TG2017PLC117649

For Purple United Sales Limited
On behalf of the Board of Directors
Sd/-
JATINDER DEV SETH
Managing Director
DIN: 06944942

Date: December 17, 2024

Place: Delhi

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF PURPLE UNITED SALES LIMITED.

Purple United Sales Limited is proposing, subject to market conditions, public Issue of its Equity Shares and had filed the Prospectus with the Registrar of Companies, Delhi. The Prospectus is available on the website of SEBI at www.sebi.gov.in, the website of the Book Running Lead Manager at www.expertglobal.in, website of the NSE at www.nseindia.com and website of Issuer Company at www.purpleunited.in; Investors should note that investment in equity shares involves a high degree of risk. For details, investors shall refer to and rely on the Prospectus including the section titled "Risk Factors" beginning on page 27 of the Prospectus, which has been filed with ROC. The Equity Shares have not been and will not be registered under the US Securities Act (the "Securities Act") or any state securities law in United States and may not be issued or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in the Regulation S under the Securities Act), except pursuant to an exemption.