

PURPLE UNITED SALES LIMITED

1. Type of issue (IPO/ FPO) : Initial Public Offering-SME Platform
2. Issue size (Rs crore) : 32.81
3. Grade of issue along with name of the rating agency : Not Applicable
4. Subscription level (number of times) : 112.25
5. QIB holding (as a % of total outstanding capital) as disclosed to stock exchange (See Regulation 31 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015)

i. allotment in the issue	5.15%
ii. at the end of the 1st Quarter immediately after the listing of the issue	0.11%
iii. at the end of 1st FY	1.77%
iv. at the end of 2nd FY	Will be updated at appropriate time
v. at the end of 3rd FY	Will be updated at appropriate time

6. Financials of the issuer (as per the annual financial results submitted to stock exchanges under Regulation 33 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015)

(Rs. in crores)

Parameters	1st FY (2024-25)	2nd FY (2025-26)	3rd FY (2026-27)
Income from operations	103.13		
Net Profit for the period	10.47		
Paid-up equity share capital	9.61		
Reserves excluding revaluation reserves	50.92		

7. Trading status in the scrip of the issuer (whether frequently traded (as defined under Regulation 2 (j) of the SAST Regulations, 2011 or infrequently traded/ delisted/ suspended by any stock exchange, etc.)

i. at the end of 1st FY	Frequently traded
ii. at the end of 2nd FY	<i>Will be updated at appropriate time</i>
iii. at the end of 3rd FY	<i>Will be updated at appropriate time</i>

8. Change, if any, in directors of issuer from the disclosures in the offer document (See Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015)

	Name of Director	Change due to
i. at the end of 1st FY		<i>No Change</i>
i. at the end of 2nd FY		<i>Will be updated at appropriate time</i>
ii. at the end of 3rd FY		<i>Will be updated at appropriate time</i>

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9. Status of implementation of project/ commencement of commercial production (as submitted to stock exchanges under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015)

i. As disclosed in the offer document	NA
ii. Actual implementation	NA
iii. Reasons for delay in implementation, if any	NA

10. Status of utilization of issue proceeds (as submitted to stock exchanges under Regulation 32 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015)

i. As disclosed in the offer document

Particulars	Amount to be deployed and utilized (in crore)
Working Capital Requirements	18.00
Expenditure for opening new stores	5.35
General Corporate Purposes	5.58
Issue Expenses	3.88

ii. Actual utilization:

Particulars	Amount Allotted	Amount Utilized (in crore)
Working Capital Requirements	18.00	18.00
Expenditure for opening new stores	5.35	5.35
General Corporate Purposes	5.58	5.57
Issue Expenses	3.88	3.88

iii. Reasons for deviation: Will be updated at appropriate time

11. Comments of monitoring agency, if applicable (See Regulation 41 & 137 of ICDR Regulations, 2018 read with Regulation 32 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015)

a) Comments on use of funds	NA
b) Comments on deviation, if any, in the use of proceeds of the issue from the objects stated in the offer document	NA
c) Any other reservations expressed by the monitoring agency about the end use of funds	NA

(To be submitted till the time the issue proceeds have been fully utilized)

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12. Price- related data

Issue price (Rs): 126 per share

Price parameters	At close of listing day (December 18, 2024)	At close of 30th calendar day from listing day (January 17, 2025)	At close of 90th calendar day from listing day (March 18, 2025)	As at the end of 1st FY after the listing of the issue			As at the end of 2nd FY after the listing of the issue			As at the end of 3rd FY after the listing of the issue		
				Closing price (March 28, 2025) *	High (during the FY) (December 23, 2024)	Low (during the FY) (March 18, 2025)	Closing price	High (during the FY)	Low (during the FY)	Closing Price	High (during the FY)	Low (during the FY)
Market Price	208.95	183.00	124.85	140.05	235.00	119.55						
Index (of the Designated Stock Exchange):	17059.77	16263.62	12076.52	12666.01	16719.16	12076.52						
Sectoral Index (mention the index that has been considered and reasons for considering the same)	NA	NA	NA	NA	NA	NA						

*March 31, 2025 being the last day of F.Y. 2024-25. However, there has been no trading in the equity shares of the Company on such date, thus previous trading day i.e. March 28, 2025 have been considered for determining the Closing Price.

Will be updated at appropriate time

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13. Basis for Issue Price and Comparison with Peer Group & Industry Average

(Source of accounting ratios of peer group and industry average may be indicated; source of the accounting ratios may generally be the same, however in case of different sources, reasons for the same may be indicated)

Accounting ratio	Name of Company	<i>As disclosed in the offer document (See(9)(K) Schedule VI of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018)</i>	<i>At the end of 1st FY (31st March 2025)</i>	<i>At the end of 2nd FY</i>	<i>At the end of 3rd FY</i>
<i>EPS</i>	Issuer:	7.84	13.59	<i>Will be updated at appropriate time</i>	<i>Will be updated at appropriate time</i>
	Peer Group:				
	S.P. Apparels Limited	35.72	33.29		
	Iris Clothing Limited	1.50	1.61		
	Karnika Industries Limited	8.15	14.54		
	Industry Avg:	13.30	15.75		
<i>P/E</i>	Issuer:	16.07	10.30	<i>Will be updated at appropriate time</i>	<i>Will be updated at appropriate time</i>
	Peer Group:				
	S.P. Apparels Limited	24.45	20.46		
	Iris Clothing Limited	44.02	27.11		
	Karnika Industries Limited	36.44	44.22		
	Industry Avg:	30.25	25.52		
<i>RoNW</i>	Issuer:	27.78	17.30	<i>Will be updated at appropriate time</i>	<i>Will be updated at appropriate time</i>
	Peer Group:				
	S.P. Apparels Limited	11.74	9.35		
	Iris Clothing Limited	17.67	16.00		
	Karnika Industries Limited	19.03	25.40		
	Industry Avg:	19.06	17.00		

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NAV per share based on balance sheet	Issuer:	26.14	62.99	
	Peer Group:			
	S.P. Apparels Limited	304.32	342.62	
	Iris Clothing Limited	8.48	10.08	
	Karnika Industries Limited	42.83	57.27	
	Industry Avg:	95.44	118.24	

14. Any other material information

Note:

- i. Merchant Banker can give its comments on any of the above sections
- ii. Merchant Banker may obtain information/ clarification from the issuer or stock exchange, wherever felt necessary
- iii. In case any of the above reporting dates happens to be a holiday, the immediately following working day may be taken