



MARK
CORPORATE ADVISORS

June 30, 2026

MCAPL: MUM: 2026-27: 0093

To,
The Listing Department,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001
Dear Sir/Madam,

Dear Sir/Madam,

Sub : Submission of Offer Opening Public Announcement

Ref : Open Offer to the Public Shareholders of Purple Finance Limited (“Purple”/“Target Company”)

With reference to the captioned Open Offer, we have carried out an Offer Opening Public Announcement today i.e., on Tuesday, June 30, 2026 in terms of Regulation 18(7) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeover) Regulations, 2011 and amendments thereto (“SEBI (SAST) Regulations, 2011”).

As required under SEBI (SAST) Regulations, 2011, the Offer Opening Public Announcement has been published in the following newspapers:

Sr. No.	Newspapers	Language	Editions
1.	Business Standard	English	All Editions
2.	Business Standard	Hindi	All Editions
3.	Navshakti	Marathi	Mumbai

We are enclosing herewith a copy of the newspaper clipping of the Offer Opening Public Announcement.

Kindly take the above information on your record and disseminate the Offer Opening Public Announcement on the website of BSE.

For Mark Corporate Advisors Private Limited



Manish Gaur
Asst. Vice President

Encl.: As Above.

MARK CORPORATE ADVISORS PVT. LTD.

CIN No : U67190MH2008PTC181996

SEBI Registration No.: INM000012128

GSTIN/UIN : 27AAF5379J1ZY

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PURPLE FINANCE LIMITED

(CIN: L67120MH1993PLC075037)

Registered Office at: 11, Indu Chamber, 349/353, 1st Floor, Samuel Street, Vadgadi, Masjid Bunder (West), Mumbai-400003, Maharashtra, India.
Corporate Office at: 705/706, 7th Floor, Hallmark Business Plaza, Opp. Guru Nanak Hospital, Bandra (E), Mumbai-400051, Maharashtra, India.
Telephone No.: +91 22 6916 5100 • Email ID: compliance@purplefinance.in

This advertisement is issued by Mark Corporate Advisors Private Limited ("Manager to the Offer") for and on behalf of Allied Commodities Private Limited ("Acquirer 1") and Mr. Sandeep Jindal ("Acquirer 2") ("Acquirer 1" and "Acquirer 2" hereinafter collectively referred to as "Acquirers") together with Intellect Stock Broking Limited ("PAC 1"), Intellect Money Finvest Private Limited ("PAC 2"), Mr. Amitabh Chaturvedi ("PAC 3") and AC Enterprises Private Limited ("PAC 4") ("PAC 1", "PAC 2", "PAC 3" and "PAC 4" are hereinafter collectively referred to as "PACs"), pursuant to Regulation 18(7) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended ("SEBI (SAST) Regulations, 2011"), in respect of the Open Offer to acquire upto 1,76,48,152 fully paid-up equity shares of ₹10 each of Purple Finance Limited ("Purple"/"Target Company") at a price of ₹55.00 per equity share, representing 26.00% of the Emerging Voting Capital of the Target Company.

This Pre-Offer Advertisement should be read in continuation of, and in conjunction with the:-

- Public Announcement dated February 06, 2026 ("Public Announcement" or "PA");
- Detailed Public Statement which was published on February 13, 2026 in the newspapers namely Business Standard (English), Business Standard (Hindi) and Navshakti (Marathi);
- Draft Letter of Offer dated February 23, 2026 ("Draft Letter of Offer"/"DLoF"); and
- Letter of Offer dated June 20, 2026 ("Letter of Offer"/"LoF").

The Equity Shareholders of the Target Company are requested to kindly note the following information related to the Open Offer:

- Offer Price:** The Open Offer is being made by the Acquirers and the PACs to the Public Shareholders of Purple Finance Limited ("Purple"/"Target Company") to acquire up to 1,76,48,152 fully paid-up equity shares having face value of ₹10 each at a price of ₹55.00 per Equity Share ("Offer Price"), payable in cash. There has not been any revision in the Offer Price.
- Recommendation of the Committee of Independent Directors ("IDC"):** The Committee of Independent Directors ("IDC") of the Target Company has issued recommendation (*relevant extract*) on the Offer, which was published on June 24, 2026 in the above-mentioned newspapers and the same are as under:

Recommendation on the Open Offer, as to whether the offer is fair and reasonable	Based on the documents and materials placed before IDC as below: 1. the Public Announcement by the Acquirers and the PACs dated February 06, 2026; 2. the Detailed Public Statement by the Acquirers and the PACs dated February 13, 2026; 3. the Letter of Offer dated June 20, 2026, issued by the Acquirers and the PACs in which Offer price of INR 55 (Fifty-Five) per share is mentioned. The IDC believes that the Offer Price is in accordance with the applicable provisions of the SEBI (SAST) Regulations and appears to be fair and reasonable from the perspective of the regulatory pricing framework applicable to the Open Offer.
Summary of reasons for recommendation	In arriving at its recommendation, the IDC reviewed and considered the below mentioned documents along with the pricing framework prescribed under Regulation 8 of the SEBI (SAST) Regulations, 2011. 1. the Public Announcement made by the Acquirers and the PACs dated February 06, 2026, 2. the Detailed Public Statement by the Acquirers and the PACs dated February 13, 2026 3. the Letter of Offer dated June 20, 2026 issued by the Acquirers and the PACs in which Offer price of INR 55 (Fifty-Five) per share is mentioned. 4. The IDC further noted that the equity shares of the Target Company are frequently traded and that the offer price has been determined in accordance with the applicable provisions of the SEBI (SAST) Regulations. Based on the above and having regard to the information available to it, the IDC is of the view that the Offer Price is in accordance with the applicable provisions of the SEBI (SAST) Regulations and is fair and reasonable from the perspective of the regulatory pricing framework applicable to the Open Offer. Accordingly, the IDC recommends the Open Offer to the public shareholders of the Target Company for their consideration. Public shareholders are advised to independently evaluate the Open Offer, taking into account their individual circumstances, investment objectives, risk factors described in the Letter of Offer and other relevant considerations before taking a decision with respect to tendering their equity shares in the Open Offer. This statement of recommendation will also be available on the website of the Target Company.

- The dispatch of the Letter of Offer to the Public Shareholders as on the Identified Date i.e., June 16, 2026 is in accordance with Regulation 18(2) of SEBI (SAST) Regulations, 2011 and has been completed (either through electronic mode or physical mode) on June 23, 2026. The Identified Date was relevant only for the purpose of determining the Public Shareholders to whom the LoF was to be sent. It is clarified that all the Public Shareholders (even if they acquire equity shares and become shareholders of the Target Company after the Identified Date) are eligible to participate in the Open Offer.

- A copy of the LoF is also available on the website of SEBI at www.sebi.gov.in and BSE at www.bseindia.com, A summary of the procedure for tendering of equity shares in the Open Offer is as below:

- In the case of Equity Shares held in physical form:** Public Shareholders holding Equity Shares in physical form may participate in the Open Offer through the stockbrokers ("Selling Broker") by providing name, address, distinctive numbers, folio numbers, number of Equity Shares held, number of Equity Shares tendered and other relevant documents as mentioned in point no. 8.12 of the LoF along with duly filled and signed Form SH-4.
- In case of Equity Shares held in dematerialized form:** Public Shareholders who desire to tender their Equity Shares under the Open Offer would have to approach their respective stockbrokers ("Selling Broker") registered with BSE within the normal trading hours of the secondary market, during the Tendering Period in accordance with the procedure as mentioned in point no. 8.11 of the LoF.
- In case of non-receipt/non-availability of the form of acceptance, the application can be made on plain paper along with the following details:**
 - In case of physical shares: Name, address, distinctive numbers, folio nos. number of shares tendered/withdrawn.
 - In case of dematerialized shares: Name, address, number of shares tendered, DP name, DP ID, Beneficiary account no. and a photocopy of delivery instruction in "off market" mode or counterfoil of the delivery instruction in "off market" mode, duly acknowledged by the DP in favour of the Depository Escrow Account.

- This Open Offer will be implemented by the Acquirers and the PACs subject to applicable laws, through the stock exchange mechanism made available by the stock exchanges in the form of a separate window ("Acquisition Window"), as provided under the SEBI (SAST) Regulations, 2011 and SEBI circular bearing number CIR/CFD/POLICY/CELL/1/2015 dated April 13, 2015, as amended from time to time, read with the SEBI circular bearing number CFD/DCR2/CIR/P/2016/131 dated December 09, 2016, as amended from time to time ("Acquisition Window Circulars").
- All Documents/information referred under the "Documents for Inspection" will be made available electronically as well as physically for inspection to the Public Shareholder(s) of the Target Company.
- The comments received vide Observation Letter No. HO/49/12/11(61)2026-CFD-RAC-DCR2/1/13694/2026 dated June 12, 2026 of SEBI in terms of Regulation 16(4) of the SEBI (SAST) Regulations, 2011 have been duly incorporated in the Letter of Offer and also in this advertisement to the extent applicable.
- The Offer Price may be subject to upward revision, if any, pursuant to the SEBI (SAST) Regulations, 2011 or at the discretion of the Acquirers and PACs at any time prior to the commencement of the last 1 (one) Working Day before the commencement of the Tendering Period, in accordance with Regulation 18(4) of the SEBI (SAST) Regulations. In the event of such revision, the Acquirers and PACs shall: (i) make corresponding increase to the Escrow Amount; (ii) make a public announcement in the same newspapers in which the Detailed Public Statement was published; and (iii) simultaneously with the issue of such public announcement, inform SEBI, the Stock Exchange, and the Target Company at its registered office, of such revision. However, the Acquirers and PACs shall not acquire any equity shares after the 3rd working day prior to the commencement of the Tendering Period, and until the expiry of the Tendering Period. The same price shall be payable by the Acquirers and PACs for all the equity shares tendered in the Open Offer anytime during the Open Offer.

- This Open Offer is being made under Regulations 3 and 4 of the SEBI (SAST) Regulations, 2011. The Acquirers and the PAC 1 & PAC 2 will have joint control over the Target Company, and they shall become the Promoter/Promoter Group of the Target Company along with the existing Promoter/Promoter Group of the Target Company, post completion of Open Offer formalities. Further, the PAC 3 is already a Promoter of the Target Company and PAC 4 is a part of the Promoter Group of the Target Company. Additionally, PAC 2 was allotted 1,00,00,000 convertible warrants on December 12, 2025, out of which, it converted 45,00,000 convertible warrants into 45,00,000 equity shares on February 25, 2026 and the balance 55,00,000 convertible warrants are intended to be converted on or before tenth (10th) working day from the closure of the tendering period.

- The Acquirers along with PAC 1 and PAC 2 including Deemed PACs are currently holding 19.18% of the Emerging Voting Capital of the Target Company (including outstanding convertible warrants held by PAC 2) and they intend to cross 25.00% of the Emerging Voting Capital of the Target Company by virtue of this Open Offer. Similarly, PAC 3 (who is an existing Promoter of the Target Company) is currently holding 9.67% of the Emerging Voting Capital of the Target Company and he intends to increase his holding beyond 5.00% of the Emerging Voting Capital of the Target Company, by virtue of this Open Offer.

- The Reserve Bank of India, Mumbai ("RBI") vide its Letter No. CO.DOR.HGG.No.S1930/16-80-001/2026-2027 dated June 03, 2026 has granted its prior approval to the Acquirers and the PACs for the proposed acquisition of equity shares/convertible warrants as well as change in control of the Target Company. As on date, no other Statutory Approvals required by the Acquirers and the PACs to complete the underlying transaction and this Open Offer. In case, if any Statutory Approval(s) are required or become applicable at a later date before the closure of the Tendering Period, the Offer shall be subject to the receipt of such Statutory Approval(s).

In terms of Regulation 23(1) of the SEBI (SAST) Regulations, 2011, in the event that the approvals which become applicable prior to completion of the Open Offer are not received, for reasons outside the reasonable control of the Acquirers and the PACs, then the Acquirers and the PACs shall have the right to withdraw the Open Offer. The following conditions under which the Acquirer can withdraw the Open Offer, as provided in Regulation 23(1) of the SEBI (SAST) Regulations, 2011 are:

- Statutory Approvals required for the open offer or for effecting the acquisitions attracting the obligation to make an open offer under these regulations having been finally refused, subject to such requirements for approval having been specifically disclosed in the detailed public statement and the letter of offer;
- the Acquirer and/or the PACs, being a natural person, has died;
- Such circumstances as in the opinion of the SEBI, merit withdrawal.

In the event of withdrawal of this Offer, a Public Announcement will be made within two (2) working days of such withdrawal, in the same newspapers in which this DPS has been published and copy of such Public Announcement will also be sent to SEBI, BSE and to the Target Company at its Registered Office.

- The Acquirers together with PACs intend to acquire substantial stake in the Target Company and also to have joint control over the Target Company along with existing Promoter/Promoter Group (*including PAC 3 and PAC 4*) of the Target Company. Acquirer 1 is engaged in the business of financing, including providing loans and advances, inter-corporate deposits, and investment and trading in shares and securities since 1996. PAC 1 has been engaged in the business of providing broking services since 2005. Acquirer 2, being the Ultimate Beneficial Owner of Acquirer 1 and PAC 1, has significant experience in the financial services industry, including broking and allied financial activities. The proposed acquisition is in line with intent of Acquirer 2 to strengthen his presence in the financial services sector and enhance his participation therein. Through this acquisition, Acquirer 2 aims to consolidate and build upon the existing operations of the Target Company while benefiting from presence across complementary financial service activities.

- As on date, there are 1,81,00,000 outstanding convertible warrants (*including 55,00,000 convertible warrants of PAC 2*). Any conversion of warrants into equity shares not envisaged in this Open Offer, shall be done in compliance with the applicable provisions of SEBI (SAST) Regulations, 2011, as amended.

- There are no major Contingent Liabilities of Acquirer 1 as on December 31, 2025.

- Mr. Sandeep Jindal ("Acquirer 2") is not a Whole Time Director of any other company except Intellect Stock Broking Limited ("PAC 1").

- Acquirer 2 has not been categorized or declared as: (i) a 'wilful defaulter' issued by any bank, financial institution, or consortium thereof in accordance with guidelines on wilful defaulters issued by Reserve Bank of India in terms of Regulation 2(1)(ze) of SEBI (SAST) Regulations, 2011; or (ii) a fugitive economic offender under Section 12 of Fugitive Economic Offenders Act, 2018 (17 of 2018) in terms of Regulation 2(1)(ja) of SEBI (SAST) Regulations, 2011.

- There are no major Contingent Liabilities of PAC 1 as on December 31, 2025.

- There are no major Contingent Liabilities of PAC 2 as on December 31, 2025.

- PAC 3 is not a Whole Time Director of any other company except Purple Finance Limited ("Target Company").

- PAC 3 has not been categorized or declared as: (i) a 'wilful defaulter' issued by any bank, financial institution, or consortium thereof in accordance with guidelines on wilful defaulters issued by Reserve Bank of India in terms of Regulation 2(1)(ze) of SEBI (SAST) Regulations, 2011; or (ii) a fugitive economic offender under Section 12 of Fugitive Economic Offenders Act, 2018 (17 of 2018) in terms of Regulation 2(1)(ja) of SEBI (SAST) Regulations, 2011.

- There are no major Contingent Liabilities of PAC 4 as on December 31, 2025.

- Acquirer 1 does not hold any equity shares / voting rights in the Target Company. However, Acquirer 2 has been allotted 23,00,000 convertible warrants on June 15, 2026. Further, Deemed PACs to the Acquirer 2 holds 5,47,787 equity shares [42,787 equity shares held by Intellect Heights Private Limited, 90,000 equity shares held by Mrs. Vibha Sandeep Jindal, (wife of Acquirer 2), 3,60,000 equity shares held by MWF Logistics Limited and 55,000 equity shares held by Balgopal Commercial Limited] representing 0.81% of the Emerging Voting Capital of the Target Company. These Deemed PACs will be categorised as a part of Promoter Group of the Target Company post successful completion of the Open Offer formalities. Further, PAC 1 holds 24,73,693 equity shares representing 3.64% of the Emerging Voting Capital of the Target Company; PAC 2 holds 45,00,000 equity shares and 55,00,000 convertible warrants convertible into 55,00,000 equity shares representing 14.73% of the Emerging Voting Capital of the Target Company; PAC 3 along with other members of the Promoter/Promoter Group holds in aggregate 1,44,14,310 equity shares representing 21.24% of Emerging Voting Capital of the Target Company (including his own holding of 65,66,174 equity shares). Further, PAC 3 has been allotted 1,00,000 convertible warrant (*one warrant convertible into one equity share*) in the preferential issue. Further, PAC 4 is holding 65,00,000 convertible warrants (*one warrants convertible into one equity share*), which were allotted on June 15, 2026 in the preferential issue.

- There are no direct/indirect linkages/relationship/association of the Acquirers & the PACs, its Promoter/Promoter Group and its Directors with the Public Shareholders (except Deemed PACs) of the Target Company.

- There has been no delay / non-compliance by the Promoter and Promoter group of the Target Company under Chapter V of SEBI (SAST) Regulations, 2011.

- The trading in the equity shares of the Target Company are not suspended from BSE Limited, Mumbai ("BSE").

- The Target Company is not part of Promoter/Promoter Group of any other listed company.

- There are no penalties levied by Securities and Exchange Board of India ("SEBI")/Reserve Bank of India ("RBI")/Stock Exchange either on the promoter/members of the promoter group of the Target Company or the Target Company, except for payment of ₹10,000 (plus applicable taxes) as basic penalty for non-compliance of Regulation 44(3) of SEBI (LODR) Regulations, 2015, as amended and a payment of ₹10,000 (*plus applicable taxes*) for non-compliance of Regulation 60(2) of SEBI (LODR) Regulations, 2015, as amended. The penalties were paid by the Target Company on July 16, 2025 and March 05, 2026 respectively to BSE Limited.

- Further, in accordance with Regulation 17 of SEBI (SAST) Regulations, 2011, the Acquirers and the PACs have transferred securities amounting to ₹31,23,89,733.90 (net of 32% margin) being 32.18% of the maximum consideration to the Demat Escrow Account viz., "Allied Commodities Pvt. Ltd. Escrow Demat Account-Operated By MCAPL" opened with SW Capital Private Limited ("Demat Escrow Agent") bearing account number 12036300 00122909 on February 10, 2026. The details of the securities kept in Escrow Demat Account and Margin are given hereunder:

Sr. No.	Name of the Scrip	Quantity	Face Value (₹)	Market Price ⁽¹⁾	Total Value (₹)
1	J. Kumar Infraprojects Limited	5,45,000	₹5	₹500.20	₹27,26,09,000.00
2	Panorama Studios International Limited	34,00,000	₹2	₹46.07	₹15,66,38,000.00
3	Sunteck Realty Limited	24,600	₹1	₹326.10	₹80,22,060.00
4	Kewal Kiran Clothing Limited	16,445	₹10	₹493.50	₹81,15,607.50
5	IIFL Capital Services Limited	20,000	₹2	₹344.40	₹68,88,000.00
6	Sri Lotus Developers and Realty Limited	50,000	₹1	₹142.48	₹71,24,000.00
Total					₹45,93,96,667.50
Less: Margin @ 32%					₹14,70,06,933.60
Value of Securities available for Escrow					₹31,23,89,733.90

Notes:

- Market Price is as on June 19, 2026.

- Closing Price on NSE.

- Closing Price on BSE.

- We have incorporate details of the Promoter/Promoter Group of the Target Company under point no 5.18 in the LoF.

- Mr. Sandeep Jindal (Acquirer 2) and Mr. Amitabh Chaturvedi (PAC 3) is already on the Board of the Target Company and they will recuse themselves and not participate in any matter concerning or relating to this Offer including any preparatory steps leading to this Offer and we have disclosed under the table in the point no 5.20 in the LoF.

- We have incorporate details of Audited Financial Statements for Financial Years ending on March 31, 2026, March 31, 2025, March 31, 2024 and March 31, 2023, of the Target Company including other Financials Data under point no 5.21 in the LoF.

- We have incorporate the details of the Board of Directors of Acquirer 1, PAC 1, PAC 2 and PAC 4 including their Experience under point no 4.1.8, 4.3.8, 4.4.9 and 4.6.8 in the LoF.

- Schedule of Activities:**

The Schedule of Activities have been revised and the necessary changes have been incorporated in the LoF. The Revised Schedule of Activities is in compliance with the applicable provisions of SEBI (SAST) Regulations, 2011 and the same is as under:

Sr. No.	Nature of Activity	Original Schedule	Revised Schedule ⁽¹⁾
		Day & Date	Day & Date
1	Date of the Public Announcement	Friday, February 06, 2026	Friday, February 06, 2026
2	Date of publishing the Detailed Public Statement	Friday, February 13, 2026	Friday, February 13, 2026
3	Last date for filing of Draft Letter of Offer with SEBI	Monday, February 23, 2026	Monday, February 23, 2026
4	Last date of a Competing Offer(s) ⁽²⁾	Tuesday, March 10, 2026	Tuesday, March 10, 2026
5	Last date for receipt of SEBI observations on the DLoF (<i>in the event SEBI has not sought clarifications or additional information from the Manager</i>)	Tuesday, March 17, 2026	Friday, June 12, 2026 ⁽³⁾
6	Identified Date ⁽⁴⁾	Friday, March 20, 2026	Tuesday, June 16, 2026
7	Last date by which the Letter of Offer will be dispatched to the Eligible Equity Shareholders as on the identified date	Monday, March 30, 2026	Tuesday, June 23, 2026
8	Last date by which the recommendation of the committee of Independent Directors of the Target Company will be given and published	Thursday, April 02, 2026	Thursday, June 25, 2026
9	Last Date for revising the Offer Price/number of shares	Monday, April 06, 2026	Monday, June 29, 2026
10	Date of Public Announcement for Opening the Offer	Tuesday, April 07, 2026	Tuesday, June 30, 2026
11	Date of Commencement of the Tendering Period ("Offer Opening Date")	Wednesday, April 08, 2026	Wednesday, July 01, 2026
12	Date of Closing of the Tendering Period ("Offer Closing Date")	Wednesday, April 22, 2026	Tuesday, July 14, 2026
13	Last date for communicating Rejection/acceptance and payment of consideration for accepted equity shares or equity share certificate/return of unaccepted share certificates/credit of unaccepted shares to Demat Account	Wednesday, May 06, 2026	Tuesday, July 28, 2026

Notes:

- Where last dates are mentioned for certain activities, such activities may take place on or before the respective last dates.

- There is no competing offer to this Offer.

- Actual date of receipt of SEBI observations on the DLoF.

- Identified Date is only for the purpose of determining the names of the Eligible Shareholders as on such date to whom the Letter of Offer will be sent. It is clarified that all the holders (registered or unregistered) of Equity Shares of the Target Company except the Acquirers, PACs, Deemed PACs and Promoter/Promoter Group of the Target Company, are eligible to participate in this Offer any time during the tendering period of the Offer.

Capitalized terms used in this advertisement, but not defined herein, shall have the same meanings assigned to such terms in the PA, DPS and the Letter of Offer. This advertisement will be available on the website of SEBI i.e., www.sebi.gov.in.

Issued by the Manager to the Offer:

	<p>Mark Corporate Advisors Private Limited CIN: U67190MH2008PTC181996 404/1, The Summit, Sant Janabai Road (Service Lane), Off W. E. Highway, Vile Parle (East), Mumbai- 400 057 Tel. No.: +91 22 2612 3207/08 Contact Person: Mr. Manish Gaur E-Mail ID: openoffer@markcorporateadvisors.com Investor Grievance Email ID: investor@markcorporateadvisors.com SEBI Registration No.: INM000012128</p>
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For and on behalf of the Acquirers and the PACs:

<p>For Allied Commodities Private Limited ("Acquirer 1")</p> <p>Sd/- Sandeep Jindal Director</p>	<p>For Intellect Stock Broking Limited ("PAC 1")</p> <p>Sd/- Sandeep Jindal Director</p>
<p>For Intellect Money Finvest Private Limited ("PAC 2")</p> <p>Sd/- Amitabh Chaturvedi ("PAC 3")</p> <p>Place : Mumbai Date : June 30, 2026</p>	<p>For AC Enterprises Private Limited ("PAC 4")</p> <p>Sd/- Amitabh Chaturvedi Director</p>