Ref: PFL/BSE/2026-27/59

Date: July 28, 2026

To,
BSE Limited
The Corporate Relationship Department
P.J. Towers, 1st Floor,
Dalal Street,
Mumbai – 400 001.

	Equity	Debt			
Scrip Code	544191	977452	977715	977718	977748
Scrip ID	PURPLEFIN	1225PFL28	1250PFL31	PFL06426	12PFL28

Sub: Intimation under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 – **Allotment of Senior, Secured, Rated, Listed, Redeemable, Transferable, INR Denominated, Non-Convertible Debentures on Private Placement basis**

Dear Sir/Madam,

Pursuant to Regulation 30 and other applicable provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI LODR Regulations") we would like to inform you that the Members of Finance Committee of the Board of Directors of Purple Finance Limited through Circular Resolution dated July 28, 2026 have considered and approved the allotment of 20,000 (Twenty Thousand) Senior, Secured, Rated, Listed, Redeemable, Transferable, INR Denominated, Non-Convertible Debentures having face value of Rs. 10,000/- each (Rupees Ten Thousand Only) aggregating to Rs. 20,00,00,000/- (Rupees Twenty Crores Only) to Ambium Finserve Limited (formerly known as Ambium Finserve Private Limited) on Private Placement basis.

The disclosure as per SEBI Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, is attached under ***Annexure A***.

The above information is also available on the website of the Company at www.purplefinance.in.

This is for your information and records.

Thanking You,
Yours faithfully,

For Purple Finance Limited

RUCHI JITENDRA NISHAR
Digitally signed by RUCHI JITENDRA NISHAR
Date: 2026.07.28 15:36:32 +05'30'

Ruchi Nishar
Company Secretary and Compliance Officer

Annexure A

Minimum Information to be disclosed to the Stock Exchange as per Master circular dated January 30, 2026, for compliance with the provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

I. The disclosure as per Regulation 2.1 (a) to (d) of Annexure 18 of the SEBI Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 January 30, 2026, is given below:

Sr. No	Particulars	Details of Issuance of Security
1.	Type of securities proposed to be issued	Senior, Secured, Rated, Listed, Redeemable, Transferable, INR Denominated, Non-Convertible Debentures
2.	Type of issuance	Private Placement basis.
3.	Total number of securities proposed to be issued or the total amount for which the securities will be issued	Upto 20,000 (Twenty Thousand) Senior, Secured, Rated, Listed, Redeemable, Transferable, INR Denominated, Non-Convertible Debentures having face value of Rs. 10,000/- (Rupees Ten Thousand only) each aggregating up to Rs. 20,00,00,000/- (Rupees Twenty Crores only) in one or more tranches.
4.	In case of preferential issue, the listed entity shall disclose the following additional details to the stock exchange(s): i. names of the investors; ii. post allotment of securities - outcome of the subscription, issue price / allotted price (in case of convertibles): number of investors: iii. in case of convertibles - intimation on conversion of securities or on lapse of the tenure of the instrument.:	Not Applicable

II. The disclosure as per Regulation 2.1 (g) of Annexure 18 of the SEBI Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30 , 2026, is given below:

Sr. No	Particulars	Details of Issuance of Security
1.	Size of the issue	Upto INR 20,00,00,000 (Indian Rupees Twenty Crores Only)
2.	Whether proposed to be listed? If yes, name of the stock exchange(s):	The Non-Convertible Debentures will be Listed on BSE limited.
3.	Tenure of the instrument - date of allotment and date of maturity:	28 (Twenty-Eight) Months and 8 (Eight) Days, Date of Allotment: July 28, 2026 Date of Maturity: December 05, 2028
4.	Coupon/interest offered, schedule of payment of coupon/interest and principal:	11.90 % (Eleven Decimal Nine Zero Percent) per annum payable monthly The principal amount outstanding on the Debentures will be repaid in 7 (Seven) installments and final principal payment on the maturity date / final settlement i.e. 28 (Twenty-Eight) Months and 8 (Eight) Days from the date of allotment of the Debentures.
5.	Charge/security, if any, created over the assets:	The Debentures shall be secured by way of: i. a first ranking pari passu and continuing charge to be created in favour of the Debenture Trustee pursuant to an unattested Deed of Hypothecation, to be executed and delivered by the Issuer in a form acceptable to the Debenture Trustee ("Deed of Hypothecation") over the identified book debts/loan receivables of the Issuer as described therein (the "Hypothecated Assets"), and ii. Such other security interest as may be agreed between the Issuer and the Debenture Holders [(i) and (ii) are collectively referred to as the "Transaction Security"].

6	Special right/interest/privileges attached to the instrument and changes thereof:	Not Applicable
7.	Delay in payment of interest / principal amount for a period of more than three months from the due date or default in payment of interest / principal:	On the occurrence of any payment default, additional interest at 2% (two percent) per annum over the Interest Rate will be payable on the outstanding principal amounts in respect of the Debentures from the date of the occurrence of such Payment Default until such payment default is cured or the Debentures are fully redeemed by the Company (whichever is earlier)
8.	Details of any letter or comments regarding payment/non-payment of interest, principal on due dates, or any other matter concerning the security and /or the assets along with its comments thereon, if any	N.A.
9	Details of redemption of preference shares indicating the manner of redemption (whether out of profits or out of fresh issue) and debentures	The principal amount outstanding on the Debentures will be repaid in 7 (Seven) installments and final principal payment on the maturity date / final settlement i.e. 28 (Twenty-Eight) Months and 8 (Eight) Days from the date of Allotment of Debentures.

Purple Finance Limited
Registered Office: 11, Indu Chamber, 349/353, Samuel Street, Masjid Bunder West, Mumbai – 400003.
Corporate Office: 5/502, 5th Floor, Hallmark Business Plaza, Sant Dnyaneshwar Marg, Opp. Guru Nanak Hospital, Bandra (E), Mumbai- 400051
Tel. No.: +91-22 6916 5100 | www.purplefinance.in | CIN No. L67120MH1993PLC075037 | customersupport@purplefinance.in