PSL
PURPLE STYLE LABS

Date: September 15, 2026

To,
The Listing Department,
National Stock Exchange of India Ltd
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E)
Mumbai – 400 051

NSE Symbol: PERNIASPOP

To,
Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400 001

BSE Scrip Code: 544901

Subject: Disclosure under Regulation 30 of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/ Madam,

Pursuant to Regulation 30 read with Para A of Part A to Schedule III of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("**Listing Regulations**"), we hereby inform you that the Board of Directors of Purple Style Labs Limited ("**Company**"), at its meeting held on September 15, 2026, at 03:00 p.m. and concluded at 03:45 p.m., has in accordance with the objects of the Initial Public Offering ("**IPO**") of the Company, and for part-utilization of the net proceeds received from the fresh issue of the equity shares pursuant to the IPO, considered and approved the investment of INR 420 Crores by acquisition of equity shares of PSL Retail Private Limited, wholly owned subsidiary of the Company through rights issue.

Further, the details as required in accordance with the SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, are provided herewith under the **Annexure** hereto.

Kindly take the same on record.

Thanking You,

For and on Behalf of
Purple Style Labs Limited

GULSHAN MUMTAZ KHAN
Digitally signed by GULSHAN MUMTAZ KHAN
Date: 2026.09.15 15:46:40 +05'30'

Gulshan Mumtaz Khan
Company Secretary and Compliance officer
Membership Number: A57061
Address: CTS No. 1081, Plot No. 110, TPS Village,
Service Road, Western Express Highway, Vile parle (East),
Mumbai, Maharashtra – 400057, India.

Annexure

Disclosure under Regulation 30 of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with the Securities Exchange Board of India Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, as updated from time to time

Sr. No	Particulars	Details of investment in PSL Retail Private Limited
1.	Name of the target entity, details in brief such as size, turnover etc.	**Name of target entity:** PSL Retail Private Limited ("**PSLR**") **Brief details:** PSLR, a private limited company incorporated under the Companies Act, 2013 ("**Act**"), is a wholly owned subsidiary and Material Subsidiary of the Company as per the provisions of the Listing Regulations **Revenue from Operations for the financial year ended March 31, 2026:** INR 5,557.38 million **Paid up share capital as on the date of this disclosure:** INR 2,80,01,00,900
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length"	PSLR, being a wholly owned subsidiary of the Company, is a related party to the Company as per Section 2(76) of the Act. The transaction being undertaken is in accordance with the objects of the IPO stated in the offer document of the Company and is on an arm's length basis. Further, the interests of Promoters/Promoter Group of the Company are as follows: a. **Promoter:** Mr. Abhishek Agarwal, Whole-time Director and Chief Executive Officer, Promoter and a shareholder of the Company, also serves as a director on the board of directors of PSLR. b. **Members of Promoter Group:** Ms. Priyanka Agarwal and Ms. Payal Agarwal, immediate relatives of the Promoter are shareholders of the Company. Except to the extent of shareholding of the Promoter and members of Promoter Group, and directorship of the Promoter, as stated above, none of the Promoter, Promoter Group, or group companies of the Company have any interest in the concerned transaction.
3.	Industry to which the entity being acquired belongs	Commercial.
4.	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	As disclosed under "Objects of the Issue" section in the prospectus dated September 02, 2026 filed by the Company with Registrar of Companies, Mumbai I ("**Prospectus**"), the objects for which the Net Proceeds (as defined in the Prospectus) of the IPO are proposed to be utilized include (but not limited to): (a) investment in PSLR for expenditure

<table>
<tr><td></td><td></td><td>towards its lease liabilities of experience centers, and back-end offices in India; and (b) general corporate purposes of the Company and its subsidiaries.

Accordingly, the proposed investment proceeds will be utilised by PSLR towards the lease liabilities of PSLR’s experience centers, and back-end offices in India and its general corporate purposes only.</td></tr>
<tr><td>5.</td><td>Brief details of any governmental or regulatory approvals required for the acquisition</td><td>Not required.</td></tr>
<tr><td>6.</td><td>Indicative time period for completion of the acquisition</td><td>Pursuant to the offer letter for rights issue of equity shares dated September 15, 2026, issued by PSLR, the acquisition is to be completed during period commencing September 19, 2026, to September 25, 2026.</td></tr>
<tr><td>7.</td><td>Consideration - whether cash consideration or share swap or any other form and details of the same</td><td>Cash consideration.</td></tr>
<tr><td>8.</td><td>Cost of acquisition and/or the price at which the shares are acquired</td><td>Acquisition of 42 Crores equity shares having face value of INR 10 each at an issue price of INR 10 each aggregating to INR 420 Crores.</td></tr>
<tr><td>9.</td><td>Percentage of shareholding / control acquired and / or number of shares acquired</td><td>The Company currently holds 100% of the shares of PSLR and will continue to hold the same percentage of shares of PSLR upon completion of the proposed investment.</td></tr>
<tr><td>10.</td><td>Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)</td><td><u>Brief background:</u>

PSLR, incorporated in India, operates the luxury omni-channel fashion platform and retails across categories like womenswear, menswear and others including jewelry, accessories, and kidswear. PSLR operates the business through its physical experience centres in India and an online platform under the brand name, Pernia’s Pop-Up Shop.

<u>Date of incorporation:</u> August 29, 2019

<u>History of last 3 years turnover of PSLR is as follows:</u>

<table><tr><th>Financial Year</th><th>Revenue from operations (INR in Millions)</th></tr><tr><td>FY 2023-24</td><td>4,951.92</td></tr><tr><td>FY 2024-25</td><td>4,858.67</td></tr><tr><td>FY 2025-26</td><td>5,557.38</td></tr></table></td></tr>
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Registered Office Address
Purple Style Labs Limited
CTS No. 1081, Plot No. 110, TPS Village, Service Road, Western Express Highway,
Vile Parle (East), Mumbai, Maharashtra - 400057 (India)

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