



Ref: PFL/BSE/2026-27/102

Date: October 22, 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	978011	978238
Scrip ID	PURPLEFIN	1225PFL28	1250PFL31	PFL06426	12PFL28	1190PFL28	1190PFL29

Sub: Intimation under Regulation 30 and 51 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015- Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 and 51 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform that the Company has issued a press release. A copy of the press release is attached herewith for reference.

The above information is also available on the website of the Company i.e. 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: 2026.10.22
20:41:51 +05'30'

Ruchi Nishar
Company Secretary and Compliance Officer

Encl: As above

Purple Finance Limited



Purple Finance to Enter Affordable Housing Finance, Expand its Lending Footprint

Mumbai: Purple Finance Limited today outlined plans to explore entry into affordable housing finance following an enabling approval from its Board of Directors, with a focus on rural, mass-market and affordable housing loans. The proposed expansion would build on its existing semi urban and rural network, diversify its lending portfolio and strengthen its secured retail lending business. The company also announced its **Q2 and H1 FY27** financial results.

To establish its presence in the segment, the Company will evaluate the most suitable route, which may involve acquiring or investing in an existing Housing Finance Company, or establishing a subsidiary with the requisite regulatory approvals. The preferred approach will be determined based on true strategic fit, capital requirements and the potential to establish a scalable and sustainable affordable housing finance business.

Amitabh Chaturvedi, Executive Chairman, said: "Affordable housing finance offers a natural opportunity to deepen our relationships with customers in Tier III and Tier IV markets and support their aspirations for home ownership. We see the potential to build a scalable secured lending business that complements our existing franchise and creates long-term value. We will pursue this opportunity through disciplined capital allocation, prudent underwriting and the rapid expansion of our distribution network."

Alongside the proposed housing finance expansion, the company has approved the launch of two shorter-tenor, MSME-focused lending products: **PURPLE SARAL**, with loan amounts ranging from **₹75,000 to ₹2 lakh**, and **SAKSHAM LAP**, a mortgage loan offering with ticket sizes ranging from ₹2 lakh to ₹4 lakh. These additions will broaden the company's existing product portfolio, enabling it to serve the full spectrum of the micro, small and medium enterprises (MSME) sector.

The company has also introduced an institutional lending product to provide financing solutions to NBFCs serving MSMEs.

H1Q2 FY27 Financial Performance and Outlook

Standalone assets under management (AUM) grew **101% year-on-year** and 18% sequentially to **₹329.21 crore**, with Gross NPA remaining below 2.5%. Following the acquisition of Saksham Gram Credit Pvt. Ltd., the Group's combined **AUM** reached **₹853 crore**, with **205 branches** and more than 1.6 lakh borrowers. The Group reported consolidated **profit after tax** of **₹100.17 lakh** for the quarter and **₹138.59 lakh** for the half-year ended September 30.

About Purple Finance

Purple Finance Limited is registered with the Reserve Bank of India as a non-deposit taking NBFC. The company forayed into retail secured lending in 2022, when Three Seasoned Professionals partnered with founder Amitabh Chaturvedi to transform Purple Finance into a digital-first, MSME-focused lender. Together, this founding team brings over 125 years of combined leadership experience from leading financial services institutions. Purple Finance now serves micro and small enterprises with secured business loans, leveraging technology and deep industry expertise to drive responsible growth. The company is listed on Bombay Stock Exchange.