MARK
CORPORATE ADVISORS

July 24, 2026

MCAPL: MUM: 2026-27: 0110

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

Dear Sir/Madam,

Sub : Submission of Post Offer Advertisement

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

With reference to the above referred Open Offer we have carried out the Post Offer Advertisement today in terms of Regulation 18 (12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereto ("**SEBI (SAST) Regulations, 2011**"), in all the newspapers where the Detailed Public Statement ("**DPS**") was published.

As required under SEBI (SAST) Regulations, 2011, a Post-Offer Advertisement 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 Post Offer Advertisement.

Kindly take the above information on your record and disseminate the Post Offer Advertisement on the website of BSE.

For **Mark Corporate Advisors Private Limited**

N A Kothari

Niraj Kothari
Asst. Vice President

Encl.: *As Above.*

POST OFFER ADVERTISEMENT UNDER REGULATION 18 (12) OF SECURITIES AND EXCHANGE BOARD OF INDIA (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011, AND AMENDMENTS THERETO (“SEBI (SAST) REGULATIONS, 2011”) FOR THE ATTENTION OF THE PUBLIC SHAREHOLDERS OF

PURPLE FINANCE LIMITED

(*CIN: L67120MH1993PLC075037*)

Registered Office at: 11, Indu Chamber, 349/353, 1st Floor, Samuel Street, Vadgadi, Masjid Bunder (West), Mumbai - 400 003, Maharashtra, India.

Corporate Office at: 5/502, 5th Floor, Hallmark Business Plaza, Opp. Guru Nanak Hospital, Bandra (E), Mumbai - 400 051, Maharashtra, India.

Telephone No.: +91 22 6916 5100 • **Email ID:** compliance@purplefinance.in

Open Offer for acquisition up to 1,76,48,152 fully paid-up equity shares having face value of ₹10 each representing 26.00% of Emerging Voting Capital of Purple Finance Limited (“Purple”/“Target Company”) at a price of ₹55.00 per equity share from the public shareholders of the Target Company by 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 and in compliance with Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereto (“SEBI (SAST) Regulations, 2011”).

This Post Offer Advertisement is issued by Mark Corporate Advisors Private Limited (“**Manager to the Offer**”), in respect of the Open Offer, on behalf of the Acquirers and the PACs, pursuant to and in compliance with Regulation 18 (12) of SEBI (SAST) Regulations, 2011. The Detailed Public Statement with respect to the Offer was made on Friday, February 13, 2026, in the following newspapers:

Publication	Language	Edition(s)
Business Standard	English	All Editions
Business Standard	Hindi	All Editions
Navshakti	Marathi	Mumbai Edition

1)	Name of the Target Company	:	Purple Finance Limited
2)	Name of the Acquirers and the PACs		**Acquirers:** **1.** Allied Commodities Private Limited **2.** Mr. Sandeep Jindal **PACs:** **1.** Intellect Stock Broking Limited **2.** Intellect Money Finvest Private Limited **3.** Mr. Amitabh Chaturvedi **4.** AC Enterprises Private Limited
3)	Name of the Manager to the Offer	:	Mark Corporate Advisors Private Limited
4)	Name of the Registrar to the Offer	:	Purva Sharegistry (India) Private Limited
5)	<u>**Offer Details**</u>: **a)** Date of Opening of the Offer **b)** Date of Closure of the Offer	 : :	 Wednesday, July 01, 2026 Tuesday, July 14, 2026
6)	Date of Completion of Payment of Consideration and communication of Rejection / Acceptance	:	Friday, July 17, 2026

7) Details of Acquisition by the Acquirers and PACs:

<table>
<tr><th>Sr. No.</th><th colspan="3">Particulars</th><th>Proposed in the Letter of Offer</th><th>Actuals</th></tr>
<tr><td>7.1.</td><td colspan="3">Offer Price (in ₹)</td><td>₹55.00 per Equity Share</td><td>₹55.00 per Equity Share</td></tr>
<tr><td>7.2.</td><td colspan="3">Aggregate number of Shares tendered</td><td>Up to 1,76,48,152 Equity Shares[1]</td><td>36 Equity Shares</td></tr>
<tr><td>7.3.</td><td colspan="3">Aggregate number of Shares accepted</td><td>Up to 1,76,48,152 Equity Shares[1]</td><td>36 Equity Shares</td></tr>
<tr><td>7.4.</td><td colspan="3">Size of the Offer (Number of Equity Shares multiplied by Offer Price per Equity Share)</td><td>₹97,06,48,360[1][2]</td><td>₹1,980[2]</td></tr>
<tr><td>7.5.</td><td colspan="3">Shareholding of the Acquirers and the PACs before Public Announcement
• Number
• % of Emerging Voting Capital</td><td>95,87,654[3]
14.12%</td><td>95,87,654[3]
16.26%</td></tr>
<tr><td>7.6.</td><td colspan="3">Shares acquired upon Conversion of warrant which triggered off the Regulations
• Number
• % of Emerging Voting Capital</td><td>1,00,00,000
14.73%</td><td>45,00,000
7.64%</td></tr>
<tr><td>7.7.</td><td colspan="3">Shares Acquired by way of Open Offer
• Number
• % of Emerging Voting Capital</td><td>1,76,48,152[1]
26.00%</td><td>36
0.00%</td></tr>
<tr><td>7.8.</td><td colspan="3">Shares acquired after Detailed Public Statement (“DPS”)
• Number
• Price Per Share
• % of Emerging Voting Capital</td><td>Nil
Not Applicable
Not Applicable</td><td>Nil
Not Applicable
Not Applicable</td></tr>
<tr><td>7.9.</td><td colspan="3">Post Offer Shareholding of the Acquirers and the PACs
• Number
• % of Emerging Voting Capital</td><td>3,72,35,806[3]
54.86%</td><td>1,40,87,690[3]
23.90%</td></tr>
<tr><td rowspan="2">7.10.</td><td>Pre & Post offer Shareholding of the Public:</td><td>Pre-Offer</td><td>Post Offer</td><td>Pre-Offer</td><td>Post Offer</td></tr>
<tr><td>• Number
• % of Emerging Voting Capital</td><td>3,69,88,422
54.49%</td><td>2,27,93,563[4]
33.58%</td><td>3,69,88,422
54.49%</td><td>3,70,02,136[5]
62.78%</td></tr>
<tr><td>7.11.</td><td>Post Offer Shareholding of the Target Company</td><td colspan="2">No. of Share</td><td colspan="2">% of shareholding</td></tr>
<tr><td rowspan="6"></td><td>Promoters and Promoters Group (A)</td><td colspan="2" rowspan="2">1,40,87,690</td><td colspan="2" rowspan="2">23.90%</td></tr>
<tr><td>Acquirers and the PACs [including Deemed PAC]</td></tr>
<tr><td>Existing Promoters</td><td colspan="2">78,48,136</td><td colspan="2">13.32%</td></tr>
<tr><td>Total (A)</td><td colspan="2">2,19,35,826</td><td colspan="2">37.22%</td></tr>
<tr><td>Public Shareholders (B)</td><td colspan="2">3,70,02,136[5]</td><td colspan="2">62.78%</td></tr>
<tr><td>Total (A+B)</td><td colspan="2">5,89,37,962</td><td colspan="2">100.00%</td></tr>
</table>

(1) *Assuming full acceptance in the Open Offer.*

(2) *Excludes Brokerage and other charges.*

(3) *Including 5,47,787 Equity Shares held by the Deemed PACs.*

(4) *It includes 34,53,293 equity shares granted/to be granted under ESOP.*

(5) *It includes 13,750 Equity Shares allotted upon exercise of vested stock option.*

8) The Acquirers and the PACs accepts full responsibility for the information contained in this Post Offer Advertisement and for the obligations under SEBI (SAST) Regulations, 2011.

9) A copy of this Post Offer Advertisement will be available on the websites of SEBI, BSE Limited and will be dispatched to the registered office of the Target Company.

Capitalized terms used in this advertisement, but not defined herein, shall have the same meanings assigned to such terms in the Letter of Offer dated June 20, 2026.

Issued by Manager to the Offer:

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: openoffer@markcorporateadvisors.com
Investor Grievance Email ID: investorgrievance@markcorporateadvisors.com
SEBI Regn No.: INM000012128

For and on behalf of the Acquirers and the PACs:

For **Allied Commodities Private Limited** (“**Acquirer 1**”) **Sd/-** **Sandeep Jindal** **Director**	**Sd/-** **Sandeep Jindal** (“**Acquirer 2**”)	For **Intellect Stock Broking Limited** (“**PAC 1**”) **Sd/-** **Sandeep Jindal** **Director**
For **Intellect Money Finvest Private Limited** (“**PAC 2**”) **Sd/-** **Sandeep Jindal** **Authorised Signatory**	**Sd/-** **Amitabh Chaturvedi** (“**PAC 3**”)	For **AC Enterprises Private Limited** (“**PAC 4**”) **Sd/-** **Amitabh Chaturvedi** **Director**

Place : Mumbai
Date : July 24, 2026