PSL
PURPLE STYLE LABS

Date: September 21, 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 wish to inform you that the Board of Directors of Purple Style Labs Limited ("**Company**"), at its meeting held on Monday, September 21, 2026, at 03:30 p.m. and concluded at 04:10 p.m., has considered and approved the investment of USD 7 million by acquisition of 7 million Class B Common Stock of Purple Style Labs USA, Inc., wholly owned subsidiary of the Company. The investment would be primarily funded from the proceeds from the Initial Public Offer ("**IPO**") of the Company.

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: 2026.09.21 16:14:01 +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.

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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 Purple Style Labs USA, Inc.
1.	Name of the target entity, details in brief such as size, turnover etc.	**Name of target entity:** Purple Style Labs USA, Inc. ("**PSL USA**") **Brief details:** PSL USA was incorporated as a Delaware Corporation registered with Division of Corporations, Secretary of State, Delaware United States of America. **Turnover for the period from April 16, 2025, to March 31, 2026:** INR 11.58 Million **Share capital as on the date of this intimation:** (a) 10,000,000 Class A Common Stock of par value $0.00001 each aggregating to USD 100; and (b) 2,000,000 Class B Common Stock of par value $1 each aggregating to USD 2 million.
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"	PSL USA, being a wholly owned subsidiary of the Company, is a related party under Section 2(76) of the Companies Act, 2013 ("**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 shareholder of the Company, also serves as the President, Secretary and Treasurer of PSL USA. 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 in the Company of Promoter and members of Promoter Group, and positions held by the Promoter as stated above, none of the Promoter, members of the Promoter Group, or group companies of the Company have any interest in the 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) general corporate purposes of the Company and its subsidiaries. The proposed investment shall be primarily made from the Net Proceeds (i.e. to the extent of INR 530 Millions) and accordingly, the investment proceeds will be utilised by PSL USA for its general corporate purposes, in accordance with the terms of the Prospectus.
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Relevant permission / approval from authorized dealer bank for the proposed overseas direct investment under Foreign Exchange Management (Overseas Investment) Rules, 2022.
6.	Indicative time period for completion of the acquisition	Within 30 days of receiving the relevant approval from the authorised dealer bank.
7.	Consideration - whether cash consideration or share swap or any other form and details of the same	Cash consideration
8.	Cost of acquisition and/or the price at which the shares are acquired	USD 7 Million comprising of 7 Million Class B Common Stock at par value of USD 1 each
9.	Percentage of shareholding / control acquired and / or number of shares acquired	The Company currently holds 100% of the common stock of PSL USA and will continue to hold the same percentage of common stock of PSL USA upon completion of the proposed investment.
10.	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)	Brief background: PSL USA, incorporated in Delaware, United States of America, currently operates the business of retail across categories like womenswear, menswear and others including jewelry, accessories, and kidswear through a physical experience centre under the trade name Pernia's Pop-Up Studio in New York City. Date of incorporation: April 16, 2025 History of last 3 years turnover of PSL USA is as follows: ***Financial Year** | **Turnover (in USD)** For period April 16, 2025, to March 31 2026 | 11.58 Million **The Company was incorporated on April 16, 2025, and hence turnover for previous period is not available.*