PSL
PURPLE STYLE LABS

Date: September 07, 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: Intimation under Regulation 8(2) of the Securities Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015.

Dear Sir/ Ma'am,

We wish to inform you that in accordance with Regulation 8(2) of the Securities Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, as amended ("**Insider Trading Regulation**"), please find enclosed herewith the Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information ("**Code of Conduct**") adopted by the board of directors of Purple Style Labs Limited ("**Company**") pursuant to Regulation 8(1) of the Insider Trading Regulation.

The Code of Conduct is also being made available on the website of the Company at https://www.purplestylelabs.com/investor-relations

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: 2026.09.07 19:10:13 +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.

Encl: Code of Conduct

PURPLE STYLE LABS LIMITED

CODE OF PRACTICES AND PROCEDURES FOR FAIR DISCLOSURE OF UNPUBLISHED PRICE SENSITIVE INFORMATION

Registered Office: CTS No.1081, Plot No.110, TPS Village, Service Road, Western Express Highway, Vile Parle (East), Mumbai, Maharashtra, India, 400057

VERSION CONTROL

Version	Description	Adoption Date	Approval
1.0	Adoption of New Policy	12th September 2025	Board of Directors
2.0	Amendment to Policy	13th August 2026	Board of Directors

1. BACKGROUND

The Securities and Exchange Board of India has promulgated the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 ("**Insider Trading Regulations**") which requires the Board of Directors ("**Board**") of every Company, whose securities are listed on a stock exchange, to formulate and publish on its official website, a code of practices and procedures for fair disclosure of unpublished price sensitive information, in order to adhere to each of the principles set out in Schedule A of the Insider Trading Regulations, without diluting the provisions of the said regulations in any manner.

Accordingly, the Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information ("**Code**") has been framed and adopted by the Company in compliance with the provisions of Regulations 3, 3(2A), 8(1), and Schedule A of the Insider Trading Regulations, as amended from time to time and shall come into force with effect from the date of filing the offer documents with the Securities Exchange Board of India, the recognized stock exchange(s) in India or the Registrar of Companies, in connection with listing the equity shares of the Company.

2. OBJECTIVE

This Code is required for the Company to ensure timely and fair disclosure of Unpublished Price Sensitive Information as defined in Regulation 2(n) of the Insider Trading Regulations ("**Unpublished Price Sensitive Information**" or "**UPSI**") which would impact the price of the Company's Securities, to maintain the uniformity, transparency, and fairness in dealing with all stakeholders, to determine legitimate purposes for which UPSI may be shared while ensuring adherence to applicable laws and regulations. Further, the Company, through this Code, endeavors to preserve the confidentiality of UPSI and to prevent misuse of such information.

3. DEFINITIONS

"Applicable Laws" shall mean the Companies Act, 2013 and Rules made thereunder, the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 together with the circulars issued thereunder; as amended from time to time and such other act, rules or regulations as may apply to the Company in this regard from time to time.

"Board" or **"Board of Directors"** means the Board of the Directors of the Company as constituted from time to time.

"Code of Conduct" means the Code of Conduct to Regulate, Monitor and Report Trading by Designated Persons.

"Companies Act" means the Companies Act, 2013, and rules and regulations made thereunder, as amended from time to time.

"Company" means Purple Style Labs Limited.

"Directors" shall mean all the members of the Board of Directors of the Company, including the Independent Director.

"Compliance Officer" shall mean an officer designated as the Compliance Officer of the Company.

"**Generally Available Information**" means information that is accessible to the public on a non-discriminatory basis and shall not include unverified event or information reported in print or electronic media.

"Insider" means any person who is:

i. a Connected Person; or

ii. in possession of or having access to UPSI;

Words and phrases used in the Code and not defined in this Code shall have the same meaning as assigned to them under the Insider Trading Regulations, the Securities Exchange Board of India Act, 1992, the Securities Contracts (Regulation) Act, 1956, the Depositories Act, 1996 or the Companies Act, 2013; and rules and regulations made thereunder, as amended or re-enacted from time to time;

4. PRACTICE AND PROCEDURE

The following principles of fair disclosure for the purposes of this Code, shall be strictly followed by the Company upon this Code coming into force:

1. The Company shall promptly disclose to the public UPSI that would impact price discovery, no sooner than such credible and concrete information comes into being, in order to make such information generally available.

2. The Company shall ensure that information shared with analysts and research personnel is not UPSI.

3. The Company shall uniformly and universally disseminate UPSI to avoid selective disclosure.

4. The Company shall promptly disseminate UPSI that gets disclosed selectively, inadvertently or otherwise, to make such information generally available to all public.

5. The Company shall respond appropriately and fairly to queries on news reports and requests for verification of market rumors by regulatory authorities. The Company will endeavor to respond promptly to such requests, if any.

6. The Company shall develop best practices to make transcripts or records of proceedings of meetings with analysts and other investor relations conferences on its official website in order to ensure official confirmation and documentation of disclosures made.

7. The Company shall handle all UPSI on a need-to-know basis in furtherance of legitimate purpose.

8. The Company shall designate a senior officer as a chief investor relations officer to deal with dissemination of information and disclosure of UPSI.

5. UNIFORM AND UNIVERSAL DISSEMINATION OF UPSI

When an event or information which is material in accordance with the provisions of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Policy on determination of materiality of events and information of the Company and triggers disclosure, the Company shall promptly furnish the material event or information to all stock exchanges where its securities are listed ("**Stock Exchange(s)**"). Information published on the website of a Stock Exchange(s) would ordinarily be considered generally available information.

The information released by the Company to the Stock Exchange(s) may also be released to the press for a wider circulation. The information released by the Company to the Stock Exchange(s) shall also be hosted on the Company's website at https://purplestylelabs.com/ as per Applicable Laws for wider circulation.

6. INTERACTIONS WITH ANALYSTS, INVESTORS AND RESEARCH PERSONNEL

i. Principle:

The Company is committed to fair and timely disclosure of UPSI and shall ensure that no selective disclosure of UPSI is made to any research analyst, investor or group thereof and research personnel.

ii. Handling of Analyst / Investor Interactions:

a) Only persons authorized by the Chief Executive Officer in consultation with the Compliance Officer shall interact with analysts and investors. No other employee shall share any information that may be construed as UPSI.

b) All structured interactions such as earnings calls, analyst meets, investor conferences shall be pre-scheduled. The Company shall, wherever possible, upload the intimation, presentation and transcript/audio recording of such meets on the Stock Exchange(s) and on its website in accordance with Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

c) No UPSI shall be shared during such interactions. Any material information shared must be already in the public domain.

iii. Handling of Unanticipated Questions:

If any unanticipated question is raised which pertains to UPSI or requires information beyond the intended scope, the authorized spokesperson shall decline to respond or take the question on notice. If the answer includes UPSI or if any UPSI is inadvertently disclosed during any interaction, the Compliance Officer shall ensure that such information is promptly made generally available by filing with the Stock Exchange(s) and uploading such information on the Company's website.

iv. Medium of Disclosure:

All UPSI shall be first communicated to the Stock Exchange(s) promptly in accordance with Applicable Law. Such disclosure shall also be hosted on the Company's website at https://purplestylelabs.com/ under the Investor Relations section.

7. PROMPT DISSEMINATION OF UPSI THAT IS DISCLOSED SELECTIVELY

In the event of selective disclosure of UPSI, inadvertently or otherwise, the Company shall respond promptly to ensure prompt dissemination of the UPSI in terms of the Code.

The compliance officer and/ or chief investor relations officer, if any shall respond promptly and fairly upon learning of the selective disclosure. In this context, rumours or media speculation (including quotes of unnamed persons) shall not be considered as selective disclosure.

8. OVERSEEING AND COORDINATING DISCLOSURE

The Compliance Officer shall oversee and co-ordinate disclosure under this Code and shall be responsible for:

a) ensuring conformity with the regulatory provisions applicable to the Company;
b) co-ordination with and reporting to the Board, Stock Exchange(s) and depositories; and
c) ensuring conformity with the provisions of these Insider Trading Regulations.

For the purposes of determining whether any information is a UPSI where the Compliance Officer is unable to determine the same, the Compliance Officer shall refer the same with the Chief Executive Officer or the Chief Financial Officer of the Company.

9. RESPONDING TO MARKET RUMORS

The Stock Exchange(s) must be informed of the name and address along with the contact number and email address of the Compliance Officer to whom the exchanges may refer any market rumours for verification.

On receipt of requests from any of the Stock Exchange(s) for verification of market rumours, the Compliance Officer shall in consultation with Chief Executive Officer or the Chief Financial Officer of the Company, ascertain the factual position and thereafter appropriately and fairly respond to such queries or requests.

Where it is deemed necessary to make a public announcement for verifying or denying market rumours, the Compliance Officer, shall make such disclosure to the Stock Exchange(s).

All queries received from the Stock Exchange(s) for verification of market rumours shall be documented, and to the extent practicable, a written request shall be obtained from the Stock Exchange(s).

10. HANDLING OF ALL UNPUBLISHED PRICE-SENSITIVE INFORMATION

The Company shall handle all UPSI with internal personnel on a need-to-know basis and no UPSI shall be communicated to any person except for internal personnel's legitimate purposes, performance of duties or discharge of his or her legal obligations. The Company may formulate an internal guideline which shall contain appropriate procedures and processes to be followed while sharing the UPSI on a need-to-know basis.

The information filed by the Company with Stock Exchange(s) under continuous disclosure requirement may be made available on the Company's website.

11. LEGITIMATE PURPOSE

The UPSI can be shared as an exception by an insider for legitimate purposes as per the "Policy for determination of Legitimate Purposes" forming part of this Code as **Annexure A**, provided it is not shared to evade or circumvent the prohibitions under the Insider Trading Regulations.

To illustrate, procuring /sharing of information in the ordinary course of business for the purpose of consolidation of accounts would be considered as Legitimate Purpose.

12. STRUCTURED DIGITAL DATABASE

The Board shall ensure that a structured digital database is maintained containing nature of UPSI and the names of such persons or entities, as the case may be, who have shared UPSI and with whom UPSI is shared under Regulation 3 of the Insider Trading Regulations along with the Permanent Account Number (PAN) or any other identifier authorized by law, where PAN is not available. Such database shall not be outsourced and shall be maintained internally with adequate internal controls and checks such as time stamping, audit trails, etc. to ensure non-tampering of the database.

Further, Board shall ensure that the Structured Digital Database shall be preserved for a period of not less than eight (8) years after completion of the relevant transactions and in the event of receipt of any information from SEBI regarding any investigation or enforcement proceedings, the relevant information in the Structured Digital Database shall be preserved till the completion of such proceedings

13. CODE OF CONDUCT

The Company shall adhere to the prescribed standards for code of conduct framed pursuant to Regulation 9(1) and (2) read with Schedule B of the Insider Trading Regulations to regulate, monitor and report trading by designated persons.

14. RESTRICTIONS ON COMMUNICATION AND TRADING BY INSIDERS

The Board shall require such parties as the Board may deem necessary, to execute agreements to impose confidentiality and non-disclosure obligations on the part of such parties and such parties shall keep information so received confidential and shall not otherwise trade in securities of the Company when in possession of UPSI.

15. REVIEW/ AMENDMENTS

The Board shall have the power to amend any of the provisions of this Code, substitute any of the provisions with a new provision or replace this Policy entirely with a new Code.

16. DISCLOSURES

The Code shall be disclosed on the website of the Company i.e. https://purplestylelabs.com/ and a web-link shall also be provided in its annual report.

The Code and every amendment thereto shall be promptly intimated to the Stock Exchange(s).

17. CONFLICT IN CODE

In the event of any conflict between this Code and the provisions contained in the Applicable Laws, the provisions of Applicable Laws shall prevail.

ANNEXURE A
POLICY FOR DETERMINATION OF LEGITIMATE PURPOSES
(Pursuant to Regulation 3(2) and 3(2A) of Securities Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, as amended from time to time)

1. PREFACE

This Policy, as a part of the Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information ("**Code**") formulated under Regulation 8 of the Securities Exchange Board of India (Prohibition of Insider Trading) Regulations 2015 (**"Insider Trading Regulations"**), shall be called as "Policy for Determination of Legitimate Purposes" (**"Policy"**).

This Policy is prepared in accordance with the amendment introduced by Regulation 3(2A) of the Insider Trading Regulations (Amendment), 2018 and shall come into force with effect from the date of filing the offer documents with the Securities Exchange Board of India, the recognized stock exchange(s) in India or the Registrar of Companies, in connection with listing the equity shares of the Company.

2. OBJECTIVE

The objective of this Policy is to identify legitimate purposes for performance of duties or discharge of legal obligations, which will be considered as an exception for the purpose of procuring or communicating Unpublished Price Sensitive Information as defined in Regulation 2(n) of the Insider Trading Regulations (**"UPSI"**) relating to **Purple Style Labs Limited**, (hereinafter referred to as the **"Company"**) or its listed securities or securities proposed to be listed, if any.

3. DEFINITIONS

"Applicable Laws" shall mean the Companies Act, 2013 and Rules made thereunder, the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 together with the circulars issued thereunder; as amended from time to time and such other act, rules or regulations as may apply to the Company in this regard from time to time.

"Code of Conduct" shall mean the Code of Conduct to Regulate, Monitor and Report Trading by Designated Persons adopted by the Company.

"Insider" means any person who is:
i a Connected Person; or
ii in possession of or having access to UPSI;

"**Legitimate Purposes**" shall mean sharing of UPSI in the ordinary course of business to perform their duties, if required, by an Insider with the following, provided that such sharing has not been carried out to evade or circumvent the prohibitions under the Insider Trading Regulations or this Policy, Code or the Code of Conduct:

a) partner
b) collaborators
c) lenders
d) customers
e) suppliers
f) merchant bankers
g) legal advisors
h) auditors (Statutory, Internal, Branch, Cost, Secretarial, GST, and any other Auditor as applicable)
i) insolvency Professionals
j) consultants
k) any other advisors or consultants.
l)Any other person with whom UPSI is shared for any other purpose as may be prescribed under any

applicable law for the time being in force, as may be amended from time to time.

Words and phrases used in the Policy and not defined in this Policy shall have the same meaning as assigned to them under the Insider Trading Regulations, the Securities Exchange Board of India Act, 1992, the Securities Contracts (Regulation) Act, 1956, the Depositories Act, 1996 or the Companies Act, 2013; and rules and regulations made thereunder, as amended or re-enacted from time to time;

4. DETERMINATION OF LEGITIMATE PURPOSE

This is a subjective assessment and shall be evaluated on a case-by-case basis. However, in addition to the above, sharing of UPSI in the following circumstances, which are illustrative in nature, will also be deemed to be for a Legitimate Purpose:

i. Sharing of UPSI is for the purposes of obtaining regulatory licenses and approvals.
ii. Sharing of UPSI is for obtaining various credit facilities or loans, giving guarantees, or providing security from/to banks, financial institutions, or other lenders.
iii. Sharing of UPSI with lawyers to fulfil any legal obligations related to the Company including representations or registering of any intellectual property rights, litigations or in relation to obtaining any opinion or advisory services advisory services.
iv. Sharing of UPSI for obtaining advice and/or transaction support for evaluating new business opportunities and lines of business.
v. Sharing for the process related to disclosure of events set out in Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. Sharing for a genuine, reasonable or a bona fide business purpose of the Company as may be determined by the compliance officer in consultation with the Chief Executive Officer.
vi. Sharing of UPSI for any purpose for performance of routine operations of the Company and/ or for the furtherance of business, strategies, or objectives of the Company.
vii. Sharing of information with auditors (i.e. internal auditors, statutory auditors, cost auditors, tax auditors, secretarial auditors etc.) for audit purposes or for obtaining any certifications or any other services.
viii. Sharing of information is pursuant to any statutory obligations
ix. Sharing of information is pursuant to compliance of regulatory / judicial order or legal process.
x. Sharing of information arising out of the business requirements such as acquisitions, merger & amalgamation, divestments, IPO/ FPO / Right Issue or any Corporate Restructuring transaction(s) / corporate actions where an insider(s) need to share information with promoter / controlling shareholders or other persons for the implementation of the transaction.
xi. possible investment/ divestment in a new ventures/ existing undertaking.
xii. Sharing of information with legal advisors or counsels/consultants on a need-to-know basis in relation to obtaining any opinion or advisory services.
xiii. Sharing of information with partners; customers, collaborators and suppliers on a need-to-know basis for entering into contract or other business prospects which necessitate the same.
xiv. any other purpose as the Board may determine for sharing of information on need-to-know basis depending upon the transaction.

5. AMENDMENT

The Board of Directors of the Company, subject to Applicable Laws, may amend / substitute any provision(s) with a new provision(s) or replace this entire Policy with a new Policy.

In the event of any conflict between this Code and the provisions contained in the Applicable Laws, the provisions of Applicable Laws shall prevail.
This Policy and any subsequent amendment(s) thereto, shall be intimated promptly to the stock exchanges, if required, under the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and / or Insider Trading Regulations and any amendment(s), re-amendment(s) or re-enactment(s) thereto.