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PURPLE STYLE LABS

Date: September 24, 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

Sub: Investor Presentation on the Unaudited Financial Results (Standalone and Consolidated) of the Company for the quarter ended June 30, 2026.

Dear Sir/Madam,

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Investor Presentation on the Unaudited Financial Results of the Company for the quarter ended June 30, 2026.

The Investor Presentation is also being disseminated on the Company's website at https://www.purplestylelabs.com/

Thanking you,

For and on Behalf of
Purple Style Labs Limited

GULSHAN MUMTAZ KHAN

Digitally signed by GULSHAN MUMTAZ KHAN
Date: 2026.09.24 18:48:55 +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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INVESTOR PRESENTATION – Q1 FY26-27

Disclaimer

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Certain operating metrics mentioned in the Presentation are derived from the Company's internal management systems, are not defined under Ind-AS, and have not been audited or reviewed by the statutory auditors or by any independent agency.

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Pernia's Pop-Up Shop – A Global Platform for Indian Luxury Brands

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E-COMMERCE PLATFORM

20Mn
Annual Unique Visitors

45%
International Traffic

EXPERIENCE CENTRES

14
Locations

11
Cities

New York & London
International Studios

1100+
Designer Brands

200k+
Curated listing of Designer Products

78%
GMV Contribution of Top 100 Brands in FY26

Diversified Categories
Womenswear, Menswear, Kidswear, Accessories and Jewelery

200k+
Customers served in the last 3 years

INR 100k+
Average GMV per Customer in FY26

INR 140k+
Average GMV for Top 50k customers in FY26

INR 400k+
Average GMV for Top 10k

29%
Repeat Rate in FY26

Our Journey – From a modest website to a giant omni-channel platform

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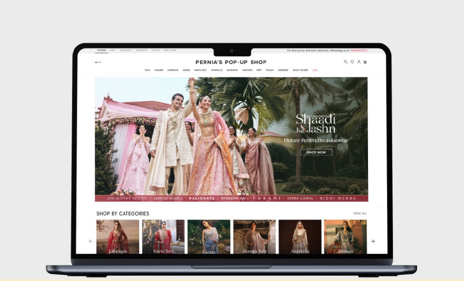
2018
Prior to Feb



Pernia's Pop-Up Shop was primarily an online-only platform

2018
Post Feb

Acquired the platform and opened first Experience Centre(EC) in Juhu, Mumbai

2019

Opened first International EC in London

2022

Opened first large format EC in Mehrauli

2023

Opened next large format EC in Hyderabad

2024

Crossed INR 500 Cr Revenue mark

2025

Opened 2 Large Format ECs in South Extension, Delhi and Fort, Mumbai

2026

Opened 2 Large Format ECs in NY, USA and Linking Road, Mumbai

We focus on creating value over long term for all our stakeholders

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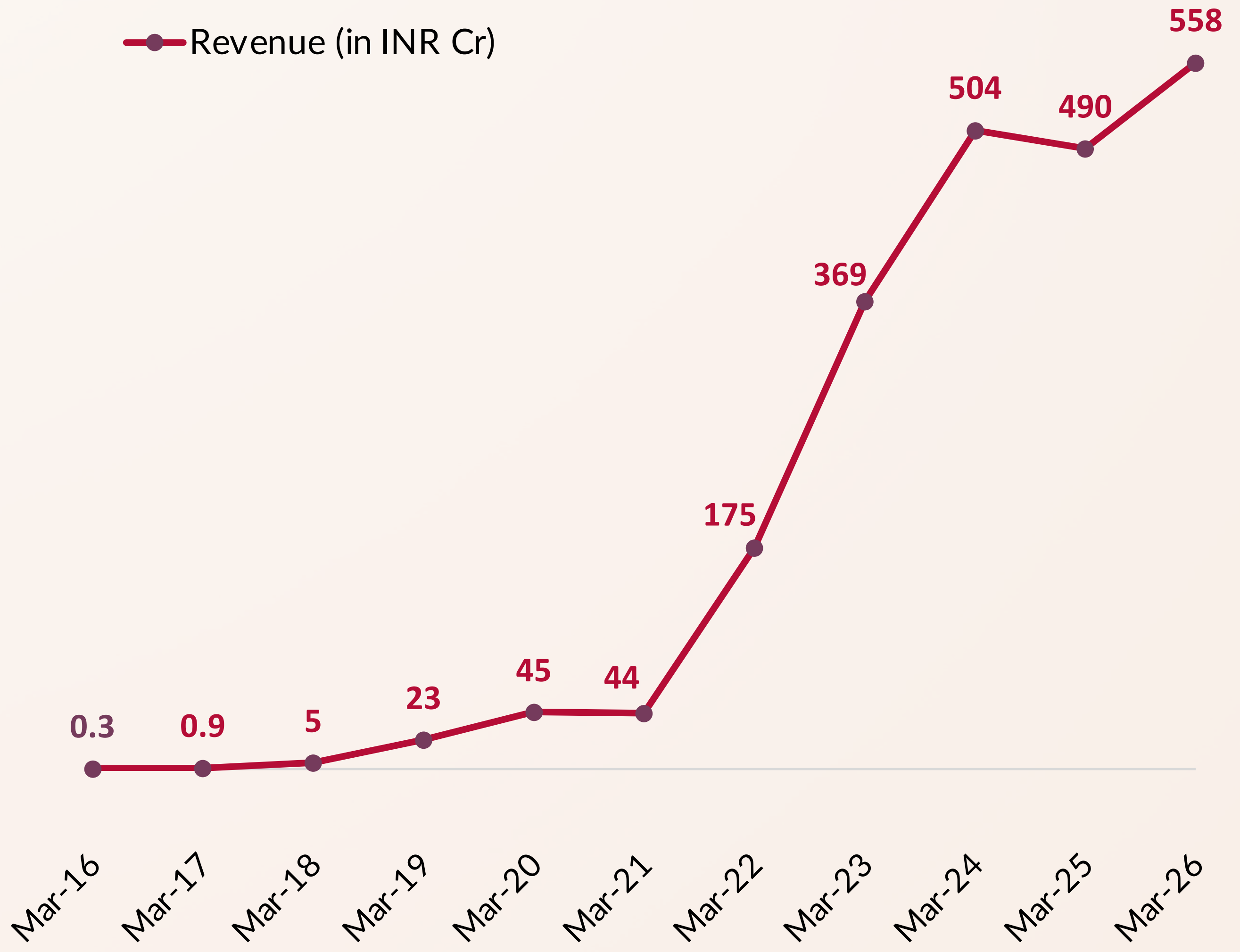
(in INR Cr)

Time Period	Share Price*	Primary Raise	Post-money Valuation#
Oct-15 to Oct-16	₹5	3	8
Mar-18 to Oct-18	₹20	17	58
Dec-18 to May-19	₹32	17	111
Jul-19 to Nov-21	₹57	70	267
Feb-22 to May-22	₹155	78	981
Oct-22 to Feb-23	₹308	40	1989
Jul-23 to Oct-23	₹450	30	2937
Jun-24 to Mar-25	₹500	148	3662
IPO in Sep-26	₹575	680	4891



* In absolute, adjusted for impact of subsequent bonus issue, where applicable.
#The post-money valuation is calculated on a fully diluted basis.

Short-term turbulence is the price of Long-term compounding

"As a company, we are always committed to the long-term vision, even when, every few years, that choice causes turbulence in the short term."

Undertaken Generational leaps to remain ahead of the curve

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1st GEN
FY 19-21
Laid the foundation

- Transformed Pernia's Pop-Up Shop to an omni-channel platform
- Opened 8 Experience Centres (EC) in 5 cities including London
- Built Designer Brands supply across categories and price points

2nd GEN
FY 22-24
Scaled the footprint

- Scaled the presence of ECs to 13 locations across 8 different cities
- Commenced the shift to Large-format Experience Centres
- Deepened designer supply in Luxury Womenswear (>₹1L) and Menswear

3rd GEN
FY 25-29
Optimised the platform

- Trimmed the long tail of both designers and customers since FY25
- Opened 4 Large-format ECs in major cities during FY26
- FY27: first full year scenario run of last two FYs investments

Brick by Brick
Day by Day
One win at a time

“Since the acquisition of Pernia’s Pop-Up Shop by PSL in Feb 2018, we have built a dominant omni-channel global distribution for Indian Designer Brands. The platform leverages strengths of both online and offline network resulting in robust customer retention and high monetization.”

Geographical distribution growth over last 8 years

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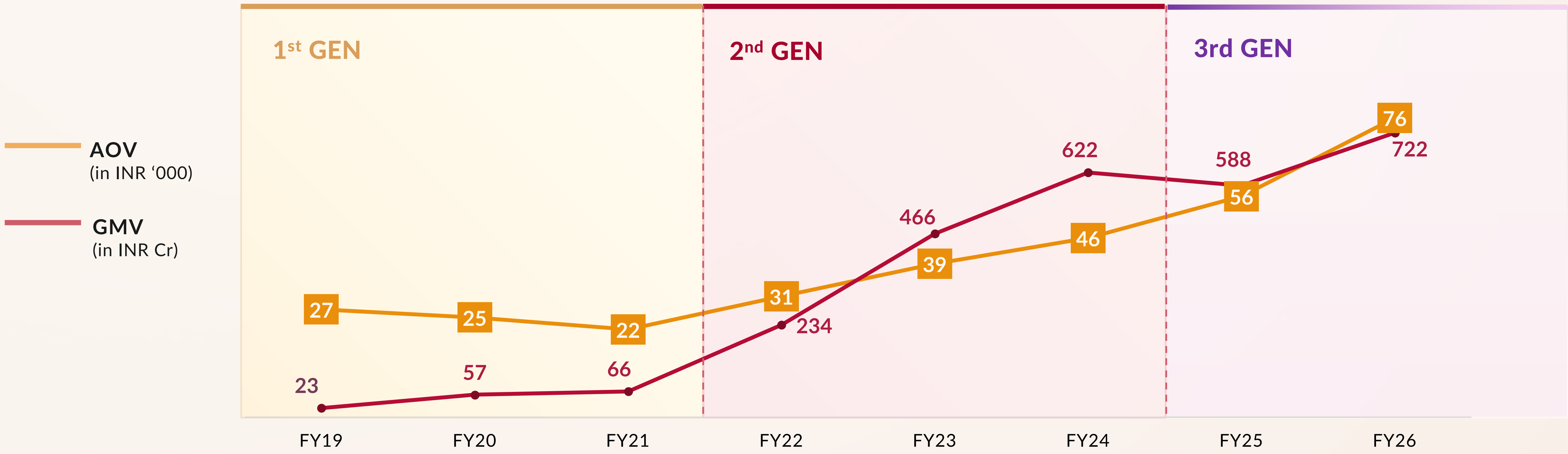
		1st GEN			2nd GEN			3rd GEN	
	GEOGRAPHY - GMV	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26
INDIA EXPERIENCE CENTRES	Mumbai	5	14	11	40	96	127	122	205
	Delhi	1	3	2	17	85	127	125	166
	Hyderabad	-	-	3	10	19	28	43	48
	Ahmedabad	-	-	-	-	21	27	31	30
	Rest of India*	0.1	3	4	10	17	41	70	90
INTERNATIONAL OMNI-CHANNEL (ONLINE + EXPERIENCE CENTRES)	USA	8	15	15	77	117	138	97	77
	UK	1	3	2	14	27	36	37	40
ONLINE ONLY	India	4	13	23	44	45	54	31	36
	Rest of the World	3	6	7	23	38	43	33	29
	TOTAL GMV	23	57	66	234	466	622	588	722

(in INR Cr)

* Includes Bangalore, Kolkata, Surat, Chennai, Indore

AOV and GMV growth in the last 8 years



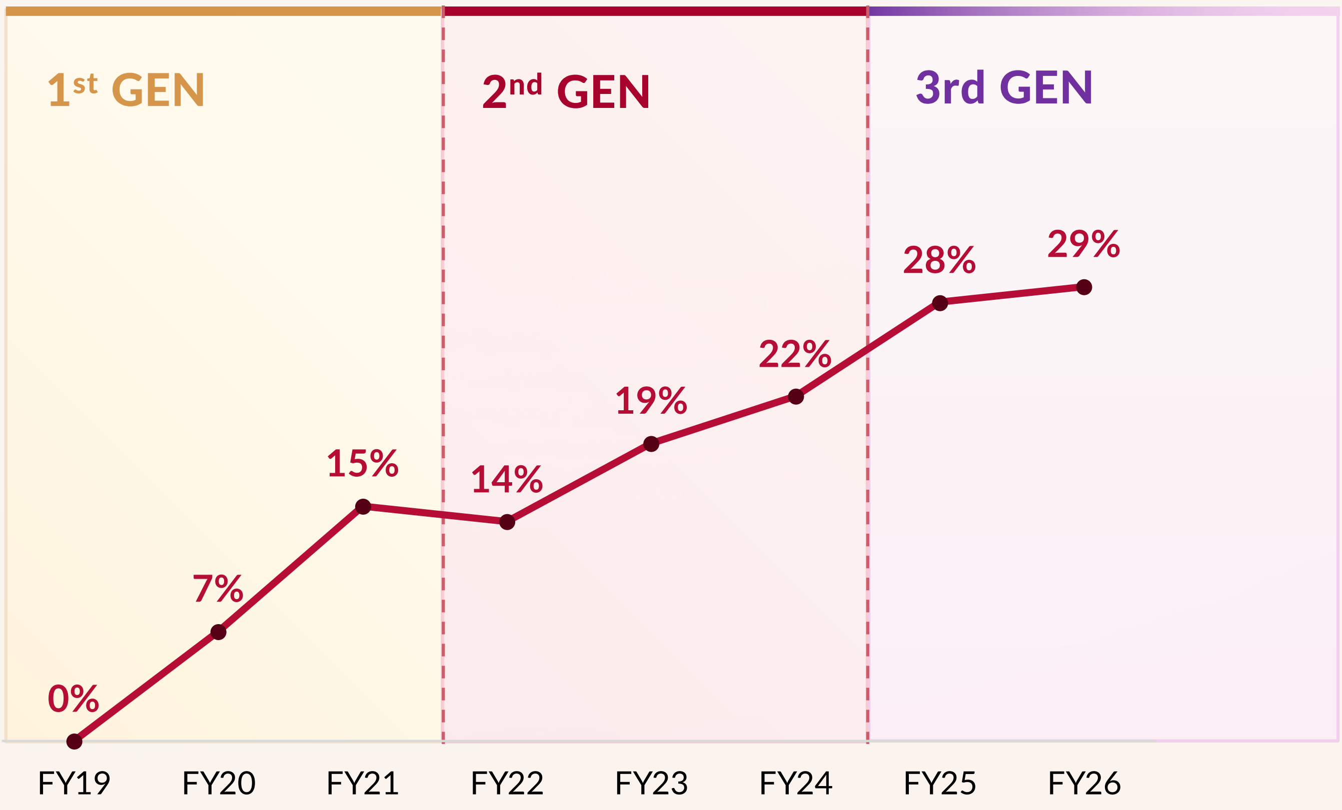
PARTICULARS	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26
GMV (in INR Cr)	23	57	66	234	466	622	588	722
No. Of Orders (in '000)	8	22	30	76	118	137	105	96
AOV (in INR '000)	27	25	22	31	39	46	56	76

Trimming the Long Tail
Sharpen focus on Luxury

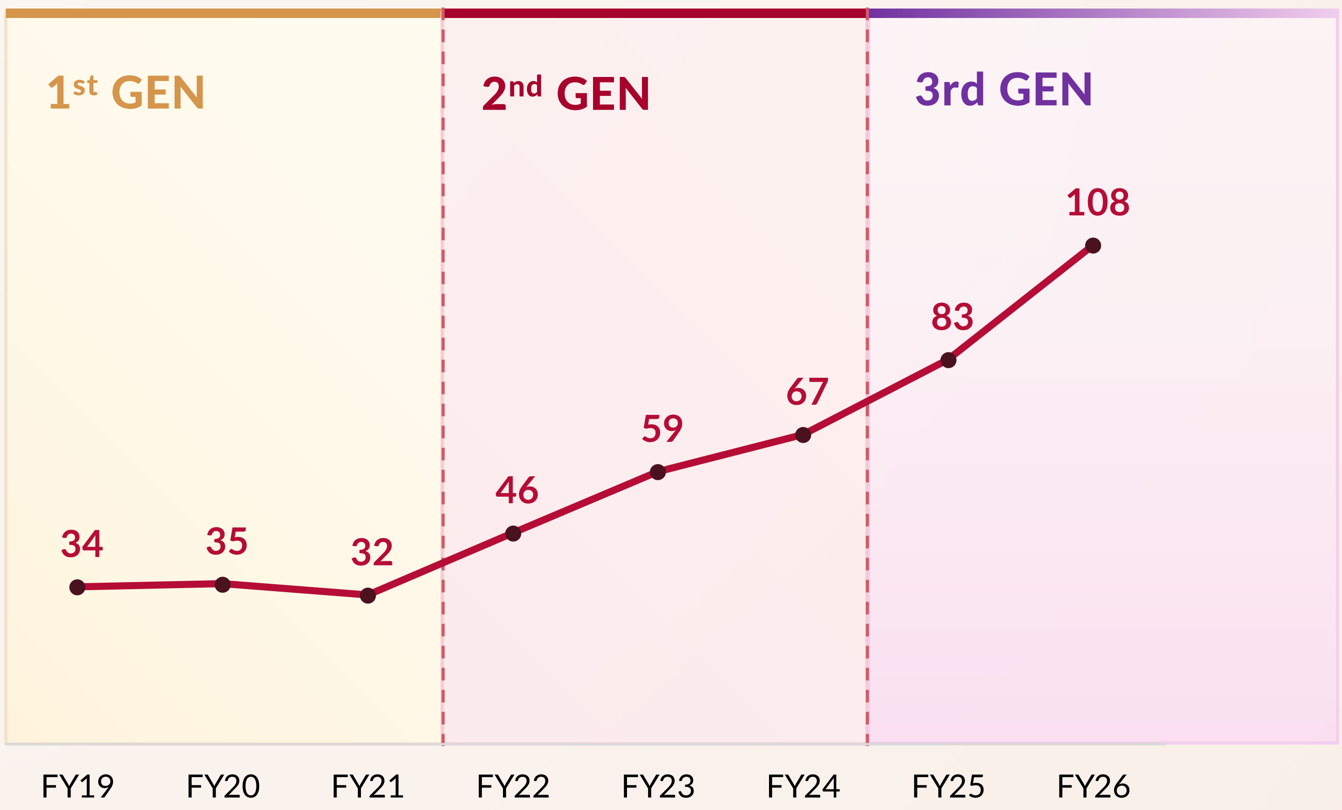
"Since FY25, we have implemented a comprehensive strategy of eliminating the mass premium long tail on both the designers and customer sides of the platform."

Optimizing the platform to build a loyal customer base

REPEAT CUSTOMERS %



AVERAGE GMV PER CUSTOMER (in INR '000)



PARTICULARS	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26
Number of Unique Customers ('000)	7	16	20	51	79	93	71	67
Total GMV (INR Cr)	23	57	66	234	466	622	588	722
Average GMV Per Customer (INR '000)	34	35	32	46	59	67	83	108

Increase wallet share from the high-value customers

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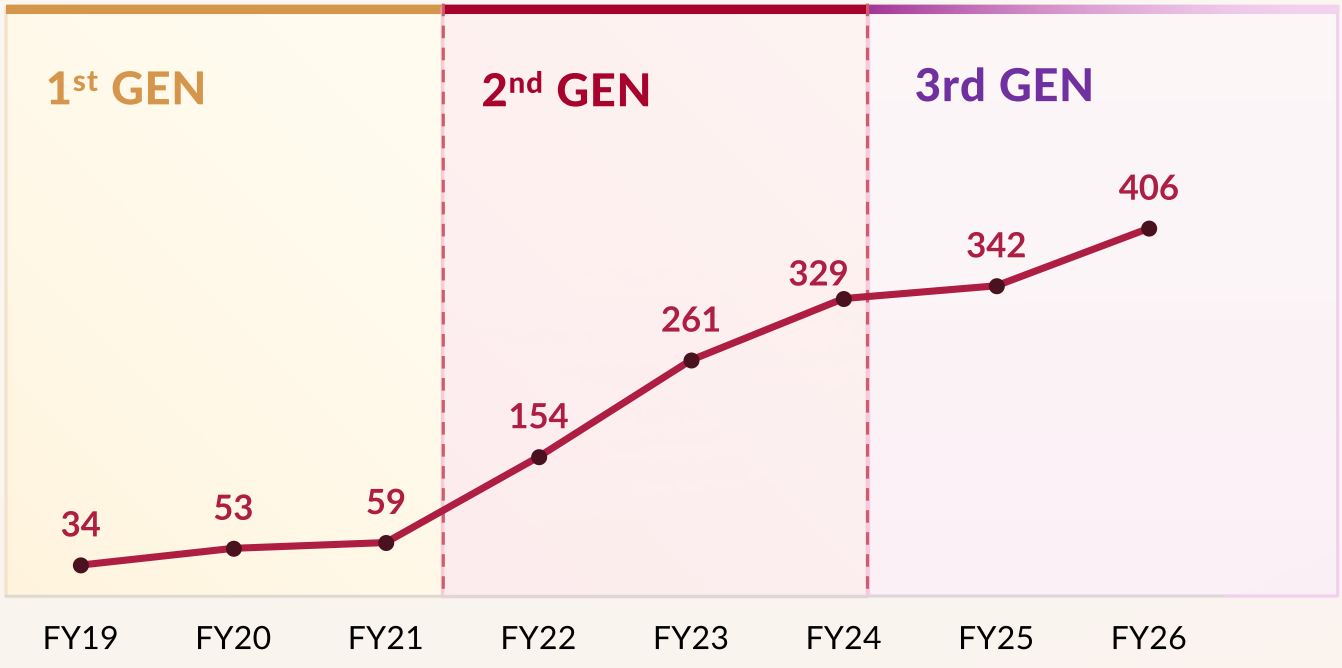
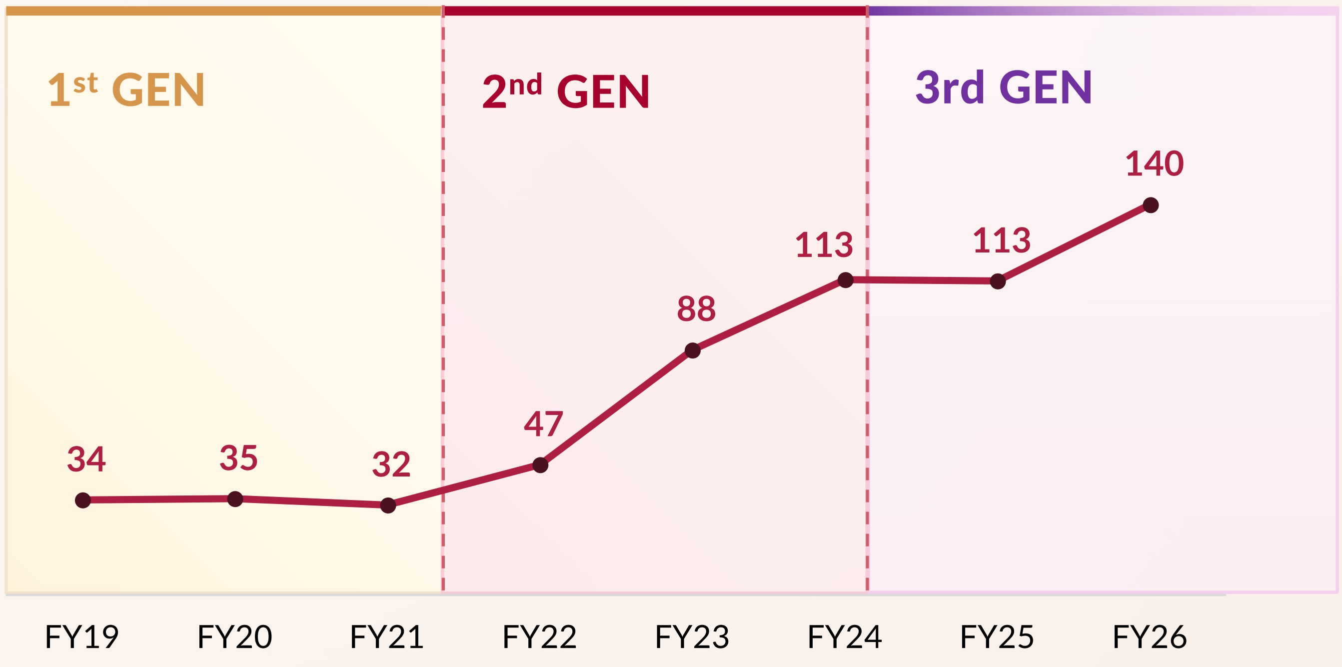
AVERAGE GMV OF TOP 10K CUSTOMERS (in INR '000)



AVERAGE GMV OF TOP 50K CUSTOMERS (in INR '000)



PARTICULARS	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26
Top 10K Customers GMV (in INR Cr)	23	53	59	154	261	329	342	406
Top 10K Customers Contribution GMV %	100%	92%	89%	66%	56%	53%	58%	56%
Top 50K Customers GMV (in INR Cr)	23	57	66	234	440	567	564	702
Top 50K Customers Contribution GMV %	100%	100%	100%	100%	94%	91%	96%	97%

Building depth on focus categories to drive higher ROI

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	1st GEN			2nd GEN			3rd GEN	
Category GMV (in INR Cr)	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26
Womenswear (Upto INR 35k)	12	24	32	101	141	162	112	86
Womenswear (INR 35k-1 lakh)	7	13	14	57	116	136	137	163
Womenswear (Above INR 1 lakh)	1	3	7	36	122	187	196	312
Menswear	0.1	2	2	16	49	96	109	132
Others	3	16	11	24	37	41	34	29
Total GMV	23	57	66	234	466	622	588	722

GMV

No. of Units (in '000)	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26
Womenswear (Upto INR 35k)	7	15	23	67	95	100	59	42
Womenswear (INR 35k-1 lakh)	1	3	3	11	21	24	24	28
Womenswear (Above INR 1 lakh)	0.1	0.2	0.4	2	7	10	10	15
Menswear	0.3	1	1	9	26	42	40	39
Others	4	17	18	37	51	55	40	29
Total No. of Units	13	36	46	126	200	231	173	153

NO. OF UNITS

Strengthen luxury positioning of the platform with focus categories

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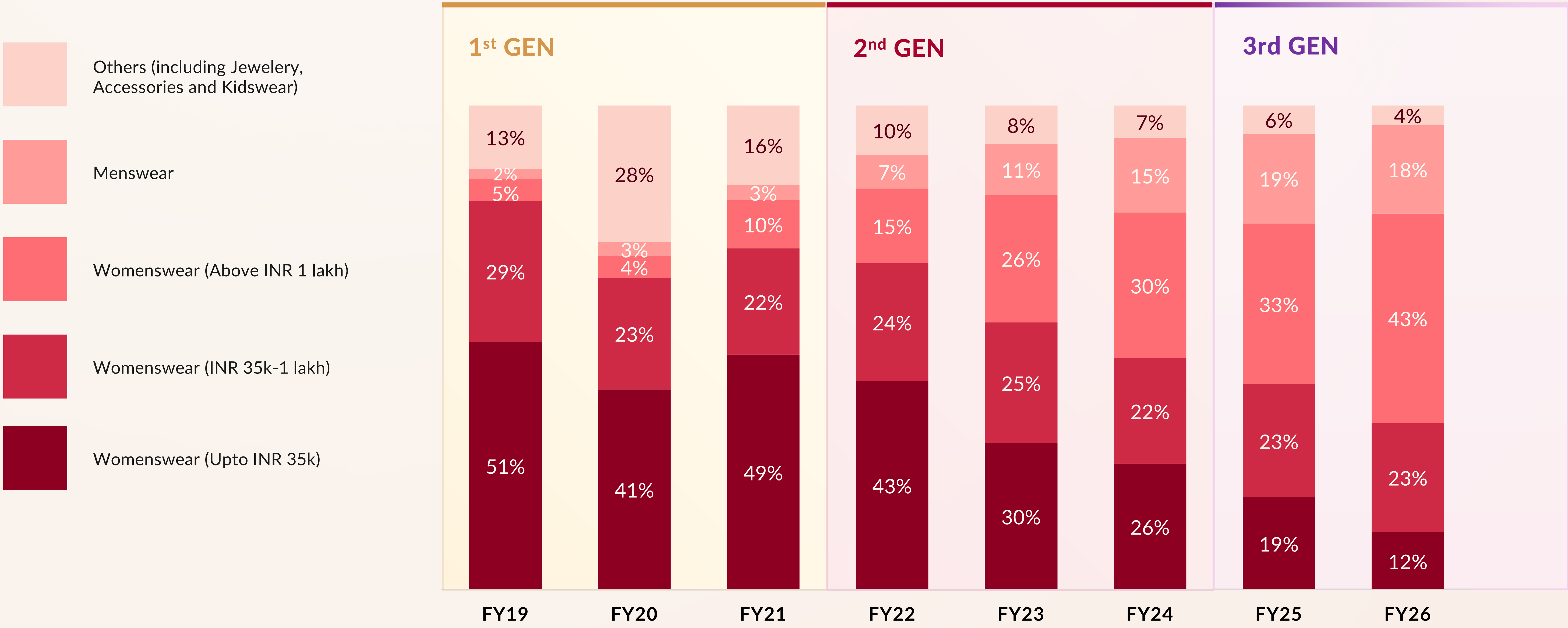
CATEGORY-WISE GMV DISTRIBUTION



We invested heavily in FY26
Returns compound from FY27

"In FY26, we have opened 4 large format experience centres, all in major relevant locations.
Fort Mumbai and South-Ex Delhi locations have been fully operational since Q2FY26
and Madison Avenue New York and Linking Road Bandra Mumbai from Q1FY27."

3M FY27 Performance summary

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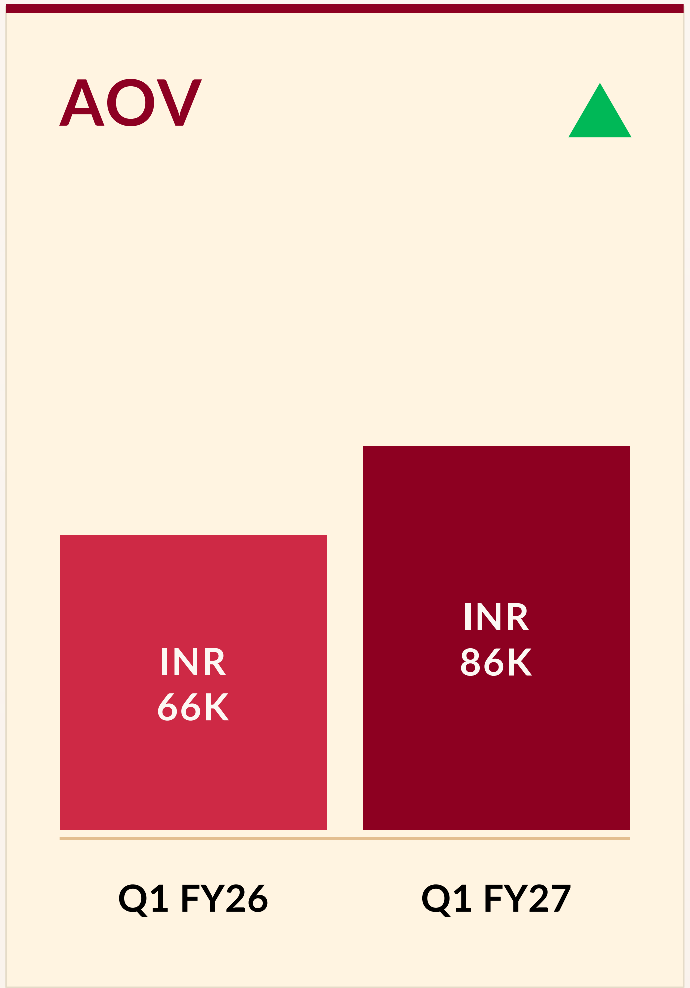

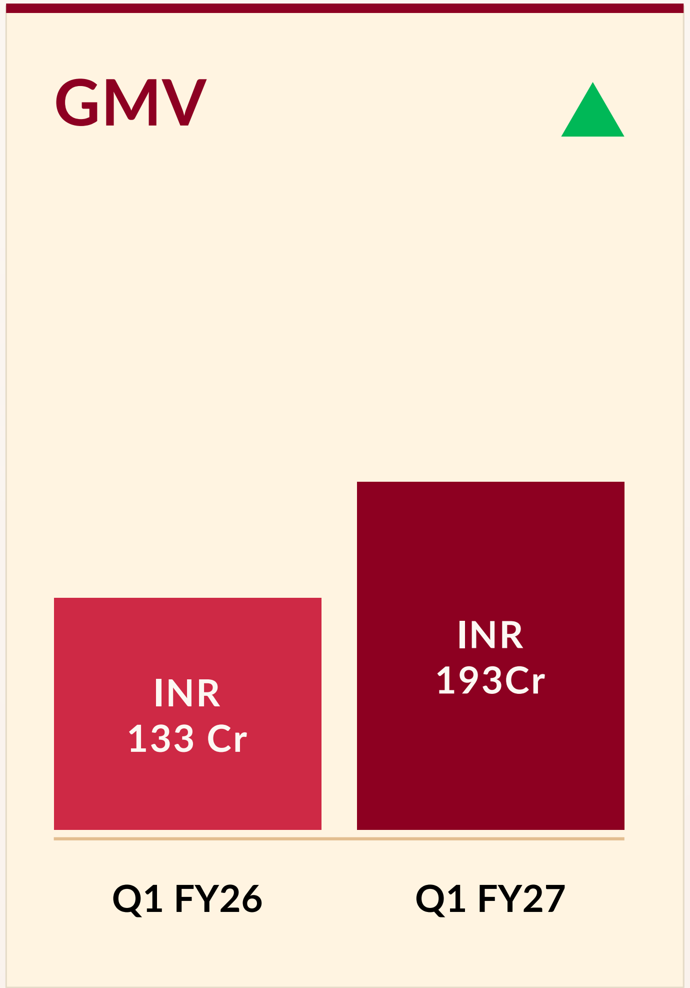

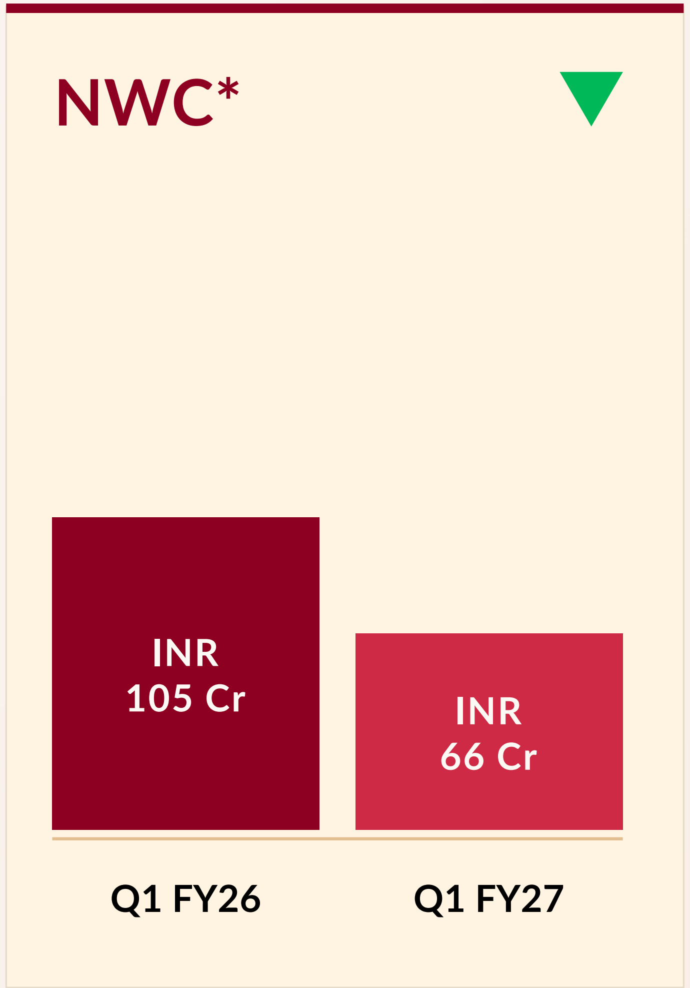

* NWC - Net Working Capital refers to sum of Inventories and Trade Receivables deducted by Trade Payables and revenue received in Advance from Customer

3M FY27 – Trajectory of Geographical distribution

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(in INR Cr)

	GEOGRAPHY	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	FY 26	3M FY26	3M FY27
INDIA EXPERIENCE CENTRES	Mumbai	28	49	63	65	205	28	50
	Delhi	29	43	44	50	166	29	39
	Hyderabad	10	11	13	14	48	10	16
	Ahmedabad	5	7	10	8	30	5	4
	Rest of India*	18	21	26	25	90	18	29
INTERNATIONAL OMNI-CHANNEL (ONLINE + EXPERIENCE CENTRES)	USA	20	22	14	22	77	20	29
	UK	11	10	8	11	40	11	12
ONLINE ONLY	India	5	7	13	12	36	5	8
	Rest of the World	7	8	7	7	29	7	7
	Total GMV	133	177	198	213	722	133	193

* Includes Bangalore, Kolkata, Surat, Chennai and Indore

Financials Summary - Highlights

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(in INR Cr)

PARTICULARS	FY23	FY24	FY25	FY26	3MFY26	3MFY27
Total GMV	**466**	**622**	**588**	**722**	**133**	**193**
Average Order Value (AOV) in INR '000	39	46	56	76	66	86
Revenue from operations	**369**	**504**	**490**	**558**	**106**	**119**
Advance from Customer	34	33	40	39	37	49
Gross Profit	155	207	206	209	38	43
Gross Profit %	*42%*	*41%*	*42%*	*38%*	*36%*	*36%*
EBITDA	2	32	42	30	-4	-11
EBITDA %	*1%*	*6%*	*9%*	*5%*	*-4%*	*-9%*
Net Working Capital (NWC)	**13**	**43**	**80**	**87**	**105**	**66**
Inventory	87	140	160	163	174	159
Operating Profit before WC changes	2	36	49	39	-1	-9
Operating Cashflow (OCF)	-44	-31	-45	-35	-55	-19
Free Cashflow (FCF)	**-57**	**-48**	**-57**	**-87**	**-71**	**-24**

Financials Summary – GP to EBITDA Bridge

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(in INR Cr)

PARTICULARS	FY23	FY24	FY25	FY26	3MFY26	3MFY27
Revenue from operations	**369**	**504**	**490**	**558**	**106**	**119**
Gross Profit	**155**	**207**	**206**	**209**	**38**	**43**
Gross Profit %	***42%***	***41%***	***42%***	***38%***	***36%***	***36%***
Salary Expenses	44	59	66	82	18	25
Salary Expenses as % of Revenue	*12%*	*12%*	*14%*	*15%*	*17%*	*21%*
Marketing	48	54	33	30	7	7
Marketing Expenses as % of Revenue	*13%*	*11%*	*7%*	*5%*	*7%*	*6%*
Logistics	26	28	21	21	5	6
Logistics Expenses as % of Revenue	*7%*	*5%*	*4%*	*4%*	*5%*	*5%*
Other Expenses	37	40	47	55	13	18
Other Expenses as % of Revenue	*10%*	*8%*	*10%*	*10%*	*12%*	*15%*
EBITDA	**2**	**32**	**42**	**30**	**-4**	**-11**
EBITDA %	***1%***	***6%***	***9%***	***5%***	***-4%***	***-9%***

Financials Summary – EBITDA to PAT Bridge

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(in INR Cr)

PARTICULAR	FY23	FY24	FY25	FY26	3MFY26	3MFY27
EBITDA	**2**	**32**	**42**	**30**	**-4**	**-11**
EBITDA %	***1%***	***6%***	***9%***	***5%***	***-4%***	***-9%***
Interest on Lease Liability	16	24	27	49	12	15
Depreciation of right of use assets	26	34	40	88	19	30
Other Finance Cost	9	17	26	48	9	19
Depreciation on other assets	3	5	14	12	2	5
Profit/(loss) before exceptional item and tax	**-52**	**-48**	**-65**	**-167**	**-46**	**-80**
Exceptional item - expense/(income)	-11	-	123	118	54	8
Profit/(loss) before tax	**-41**	**-48**	**-188**	**-285**	**-100**	**-88**

Glossary

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PPUS	Pernia's Pop-Up Shop (Online) or Pernia's Pop-Up Studio (Experience Centres)
PPUS GMV or GMV	It represents the monetary value of processed goods attributed to the specified categorisation such as product category, customers, designers, and regions. It is calculated at the maximum retail price of all orders placed by customers during a given period, irrespective of the fulfilment status. It is inclusive of all applicable taxes, discounts, shipping charges, and other ancillary or customization-related charges
PPUS AOV or AOV	It is calculated as PPUS GMV divided by No. of Orders. PPUS No. of Orders represents the count of orders processed through the PPUS Omni-channel in the given period
Net Working Capital	It refers to sum of Inventories and Trade Receivables deducted by Trade Payables and revenue received in Advance from Customer
Gross Profit or Gross Margin	It is calculated as Revenue from operations less Cost of Goods Sold. Cost of Goods Sold is sum of Cost of Materials Consumed, Purchases of stock-in-trade and Changes in inventories of finished goods, stock-in-trade and work-in-progress
EBITDA	It refers to earnings before interest, taxes, depreciation and amortisation which has been arrived at by adding finance costs, depreciation and amortisation expense to the Profit/(loss) before exceptional item and tax for the given period

Consolidated Financial Statements

Profit and Loss Statement

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(in INR Cr)

PARTICULARS	Q1FY26	Q4FY26	FY26	3MFY26	3MFY27
Income					
Revenue from operations	105.7	154.4	557.8	105.7	119.4
Other Income	1.3	2.6	9.3	1.3	2.5
Total Income	**107.0**	**157.0**	**567.1**	**107.0**	**121.9**
Expenses					
Cost of materials consumed	0.5	0.4	2.1	0.5	0.4
Purchases of stock-in-trade	81.0	67.5	349.8	81.0	71.7
Changes in inventories of finished goods, stock-in-trade and work-in-progress	(13.4)	33.0	(3.5)	(13.4)	4.6
Employee benefits expense	18.3	22.2	82.0	18.3	25.2
Finance costs	20.9	29.8	97.1	20.9	34.0
Depreciation and amortisation expenses	21.0	31.7	100.7	21.0	34.8
Other expenses	25.1	27.4	106.3	25.1	31.3
Total expenses	**153.4**	**212.0**	**734.5**	**153.4**	**202.0**
Profit / (loss) before exceptional item and tax	**(46.4)**	**(55.0)**	**(167.4)**	**(46.4)**	**(80.1)**
Exceptional item - expense/ (income)	54.0	8.0	118.0	54.0	8.0
Profit / (loss) before tax	**(100.4)**	**(63.0)**	**(285.4)**	**(100.4)**	**(88.1)**
Tax expense/(credit), net	0.0	0.0	0.0	0.0	0.0
Profit / (loss) after tax	**(100.4)**	**(63.0)**	**(285.4)**	**(100.4)**	**(88.1)**
Basic and Diluted EPS (in ₹)	(14.93)	(9.22)	(41.98)	(14.93)	(12.92)

Balance Sheet Statement

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(in INR Cr)

ASSETS	Q1 FY26	Q4 FY26	Q1 FY27
PARTICULARS	**Jun-25**	**Mar-26**	**Jun-26**
Non Current assets			
Property, Plant and Equipment	35.9	77.1	74.1
Right-to-use assets	307.4	416.5	385.7
Total Non Current Assets	**411.2**	**554.2**	**521.9**
Current Assets			
Inventories	173.6	163.4	158.7
Total Current Assets	**274.9**	**275.4**	**286.4**
Total Assets	**686.1**	**829.6**	**808.3**

LIABILITIES	Q1 FY26	Q4 FY26	Q1 FY27
PARTICULARS	**Jun-25**	**Mar-26**	**Jun-26**
Equity			
Equity Share capital	0.1	68.2	68.2
Other Equity	70.9	(120.5)	(200.8)
Total Equity	**71.0**	**(52.3)**	**(132.6)**
Non Current Liabilities			
Lease liabilities	280.8	347.1	326.9
Total Non Current Liabilities	**283.8**	**351.0**	**331.3**
Current Liabilities			
Borrowings	199.7	371.4	436.4
Trade Payables	33.4	40.2	44.6
Revenue received in advance	37.0	39.5	49.5
Total Current Liabilities	**331.3**	**530.9**	**609.6**
Total Liabilities	**615.1**	**881.9**	**940.9**
Total Equity and Liabilities	**686.1**	**829.6**	**808.3**

* Except for the details for Mar-26 which are based on audited financial statements of the Company, the above mentioned information has not been reviewed or audited by the statutory auditors.

Cashflow Statement

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(in INR Cr)

PARTICULARS	Q1FY26	Q4FY26	FY26	3MFY26	3MFY27
Net Profit Before Tax	**(100.4)**	**(63.0)**	**(285.4)**	**(100.4)**	**(88.1)**
Adjustments for: Non Cash Items / Other Investment or Financial Items	99.4	66.4	324.2	99.4	79.3
Operating profit before working capital changes	**(1.0)**	**3.4**	**38.8**	**(1.0)**	**(8.8)**
Changes in working capital	(53.9)	17.8	(73.5)	(53.9)	(10.2)
Net Cash used in Operating Activities	**(55.0)**	**21.5**	**(34.9)**	**(55.0)**	**(19.0)**
Purchase of property, plant and equipment	(16.3)	(14.6)	(48.9)	(16.3)	(5.5)
Net Cash from Investing Activities	**(16.3)**	**(17.1)**	**(52.4)**	**(16.3)**	**(5.5)**
Payment of lease liabilities	(7.5)	(27.1)	(78.9)	(7.5)	(12.7)
Payment of interest on lease liabilities	(6.3)	(11.9)	(47.8)	(6.3)	(16.4)
Net Cash from Financing Activities	**66.9**	**(4.3)**	**92.5**	**66.9**	**20.5**
Cash & Cash equivalents at the end of the period	**6.0**	**15.6**	**15.6**	**6.0**	**11.6**

* Except for the details for FY26 which are based on audited financial statements of the Company, the above mentioned information has not been reviewed or audited by the statutory auditors.

Contact Us

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