THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY. THIS IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION DIRECTLY OR INDIRECTLY OUTSIDE INDIA.
Initial Public Offer of equity shares on the main board of BSE Limited ("**BSE**") and National Stock Exchange of India Limited ("**NSE**", and together with BSE, the "**Stock Exchanges**") in compliance with Chapter II of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("**SEBI ICDR Regulations**").

(Please scan this QR code to view the Prospectus)

PERNIA'S
POP-UP SHOP

PURPLE STYLE LABS LIMITED

(TO BE LISTED ON THE MAIN BOARD OF BSE AND NSE)

Our Company was incorporated as 'Purple Style Labs Private Limited' at Mumbai, Maharashtra as a private limited company under the Companies Act, 2013, pursuant to a certificate of incorporation dated August 6, 2015 issued by the Deputy Registrar of Companies, Maharashtra at Mumbai. Subsequently, our Company was converted to a public limited company and the name of our Company changed to 'Purple Style Labs Limited' pursuant to a Board resolution dated October 23, 2023 and Shareholders' resolution dated November 21, 2023, and a fresh certificate of incorporation dated December 13, 2023 was issued by the Registrar of Companies, Maharashtra at Mumbai. For further details, see *"History and Certain Corporate Matters – Brief history of our Company"* on page 209 of the prospectus dated September 2, 2026 ("**Prospectus**") filed with the Registrar of Companies, Mumbai-I at Mumbai.

Registered and Corporate Office: CTS No. 1081, Plot no. 110, TPS Village, Service Road, Western Express Highway, Vile Parle East, Mumbai - 400 057, Maharashtra, India
Tel: +91 22 5033 3600; **Website**: www.purplestylelabs.com; **Contact person**: Gulshan Mumtaz Khan, Company Secretary and Compliance Officer, **E-mail**: investor.relations@purplestylelabs.com; **Corporate Identity Number**: U18204MH2015PLC267215

OUR PROMOTER: ABHISHEK AGARWAL

Our Company has filed the Prospectus dated September 2, 2026 with the RoC and the Equity Shares (as defined below) are proposed to be listed on the main board platform of the Stock Exchanges and the trading of the Equity Shares will commence on or about Monday, September 7, 2026.

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFERING OF 11,826,086 EQUITY SHARES OF FACE VALUE OF ₹10 EACH ("EQUITY SHARES") OF PURPLE STYLE LABS LIMITED (OUR "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹575.00 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹565.00 PER EQUITY SHARE) ("ISSUE PRICE") AGGREGATING TO ₹6,800.00 MILLION (THE "ISSUE") COMPRISING A FRESH ISSUE OF 11,826,086 EQUITY SHARES OF FACE VALUE OF ₹10 EACH AGGREGATING TO ₹6,800.00 MILLION (THE "FRESH ISSUE").

THE ISSUE CONSTITUTED 14.77% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

ANCHOR INVESTOR ISSUE PRICE: ₹575 PER EQUITY SHARE OF FACE VALUE OF ₹10 EACH
ISSUE PRICE: ₹575 PER EQUITY SHARE OF FACE VALUE OF ₹10 EACH
THE ISSUE PRICE IS 57.50 TIMES THE FACE VALUE OF THE EQUITY SHARES.

RISK TO INVESTORS

(For details, refer to section titled "Risk Factors" on page 16 of the Prospectus)

1. **Losses incurred in past periods and negative cash flows:**

We incurred net losses and negative operating cash flows in Fiscals 2026, 2025 and 2024. There can be no assurance that we will not incur losses or negative operating cash flows in the future as we expand our operations. The following table sets forth certain financial information for the Fiscals indicated:

Particulars	Fiscal		
	2026	2025	2024
	(in ₹ million)		
Profit/(Loss) after tax	(2,853.99)	(1,883.83)	(477.10)
Net cash used in operating activities	(348.95)	(451.85)	(313.44)

2. **Debt Servicing and Financing Risk:**

High indebtedness, weak debt servicing metrics, and reliance on external financing may constrain our liquidity and growth. Failure to generate sufficient cash flows, secure financing, or comply with debt covenants could adversely affect our operations, financial condition, and expansion plans.

Particulars	Fiscal		
	2026	2025	2024
Debt service coverage ratio*	0.08	0.37	0.27

**Debt service coverage ratio is calculated as earnings before exceptional item, depreciation and interest divided by total borrowings.*

3. **Risks related to dependence on Experience Centers:**

We derive a significant portion of our Total PPUS GMV from our Experience Centers in India, which contributed 74.72%, 66.41%, and 56.20% of Total PPUS GMV in Fiscal 2026, 2025, and 2024, respectively*. Additionally, within India, our Experience Centers in Mumbai and Delhi accounted for 28.42% and 22.94%, respectively, of Total PPUS GMV in Fiscal 2026.

**This does not include PPUS GMV derived from UK and US as PPUS GMV attributable to the UK and US are omni-channel.*

4. **Risks related to our online channel:**

Our dependence on mobile platforms, app store policies, device compatibility, and technology changes could adversely impact accessibility, growth, and engagement. Failure to maintain mobile ecosystem partnerships, platform compatibility, site performance, or evolving consumer preferences may reduce engagement and sales.

5. **Risk related to Trade policies, geopolitics and trade tariffs**: Dependence on export markets, particularly the U.S., exposes us to tariffs, trade disputes, sanctions, and geopolitical developments that may reduce demand and profitability.

6. **Customer Growth and Retention Risk:**

Our growth depends on attracting new customers, retaining repeat buyers, maintaining brand reputation, and delivering a superior shopping experience. Failure to sustain customer acquisition, engagement, spending levels, or marketing effectiveness could adversely affect revenue, profitability, and growth prospects.

7. **Dependence on top Designer Brands:**

A significant share of our Total PPUS GMV is concentrated among top designer brands. Our top 10 Designer Brands contributed 30.24%, 26.54% and 23.44% of our Total PPUS GMV in Fiscals 2026, 2025 and 2024, respectively. Failure to retain existing brands, onboard new brands, manage supplier concentration, or address product quality and pricing challenges could adversely affect customer demand, revenue, and growth.

8. **Pricing Control and Brand Exclusivity Risk:**

The sale price or maximum retail price at which the products are sold through our channels are not within our control. Limited control over product pricing and non-exclusive brand agreements may reduce competitiveness, customer conversion, and traffic. Higher prices versus other channels or reduced brand participation could adversely affect sales, profitability, and responsiveness to changing consumer preferences.

9. **Intellectual Property Protection and unauthorised use Risk:**

Our right to use certain intellectual property acquired under the IP Agreements has been challenged. We have received a notice seeking termination of the License Agreement alleging contractual breaches, which we have disputed. While our Company has responded to the Notice, denying such allegations, any further claims, disputes, or legal proceedings relating to these intellectual property rights could adversely affect our business, operations, and reputation.

10. **Risks related to dependence on womenswear category:**

Our business is dependent on the sale of womenswear for a significant portion of our revenues, contributing 77.70%, 75.66%, and 77.88% of our Total PPUS GMV in Fiscal 2026, 2025, and 2024, respectively. Negative trends in womenswear demand, economic conditions, trade policies, or tariffs may reduce business volumes.

11. **Utilisation of Net Proceeds related Risk:**

Company proposes to utilize the Net Proceeds towards (i) investment in our wholly owned Subsidiary, PSL Retail for expenditure towards lease liabilities of Experience Centers, and back-end offices in India; (ii) funding towards sales and marketing expenses to be incurred by our Company; and (iii) general corporate purposes. The usage of our Net Proceeds towards these Objects will not result in the creation of any identifiable assets.

Particulars	Fiscal		
	2026	2025	2024
Rent expenses (in ₹ million)	847.83	482.95	350.07

**The rent expenses relate solely to the Experience Centers of our Company, in India and abroad, and do not include any rent expenses in relation to short-term pop-up stores, warehouses or offices.*

12. Since the Company has incurred loss in Fiscal 2026 based on Restated Consolidated Financial Information, the basic and diluted EPS is negative, and hence, the Price to Earnings ratio is not ascertainable.

13. **Weighted Average Return on Net Worth for Financial Year ended 2026, 2025 and 2024 is (147.14%).**

14. The weighted average cost of acquisition of the Equity Shares of our Promoter and the weighted average cost of acquisition at which the Equity Shares were acquired by our Promoter within one year preceding the date of the Prospectus are as follows:

Name	Number of Equity Shares held	Weighted average cost of acquisition ("WACA") of Equity Shares (in ₹ per Equity Share)	WACA of Equity Shares acquired in last one year (in ₹ per Equity Share)
Promoter			
Abhishek Agarwal	19,100,000	8.52	Nil*

As certified by B.B. & Associates, Chartered Accountants, by way of certificate dated September 2, 2026.

**Acquisition price of Equity Shares acquired pursuant to the allotment of bonus shares on August 30, 2025 undertaken by our Company is nil.*

15. **Weighted average cost of acquisition of all Equity Shares transacted by our Promoter and members of the Promoter Group in three years, 18 months and one year immediately preceding the Prospectus:**

Period	Weighted Average Cost of Acquisition per Equity Share (in ₹)	Cap Price / upper end of Price Band is 'X' times the Weighted Average Cost of Acquisition	Range of acquisition price: Lowest Price – Highest Price (in ₹)
Last one year	-	NA	Nil* - Nil*
Last 18 months	-	NA	Nil* - Nil*
Last three years	1.45	396.55	Nil* - 234.43

As certified by B.B. & Associates, Chartered Accountants, by way of certificate dated September 2, 2026.

** Acquisition price of Equity Shares acquired pursuant to the allotment of bonus shares on August 30, 2025 undertaken by our Company is nil.*

16. **The Book Running Lead Managers associated with the Issue have handled 85 public issues in the past three years, out of which 19 issues closed below the Issue price on listing date:**

Book Running Lead Managers	Total Issues	Issues that closed below IPO price as on listing date
Axis Capital Limited*	34	4
IIFL Capital Services Limited *(formerly known as IIFL Securities Limited)**	32	10
Common Issues	19	5
Total	**85**	**19**

**Issues handled where there were no common BRLMs*

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BID/ISSUE PERIOD:

ANCHOR INVESTOR BID/ISSUE PERIOD OPENED AND CLOSED ON: FRIDAY, AUGUST 28, 2026

BID/ ISSUE OPENED ON: MONDAY, AUGUST 31, 2026

BID/ ISSUE CLOSED ON: WEDNESDAY, SEPTEMBER 02, 2026

This was an Issue in terms of Rule 19(2)(b) of the SCRR read with Regulation 31 of the SEBI ICDR Regulations. This Issue was made through the Book Building Process in compliance with Regulation 6(2) of the SEBI ICDR Regulations wherein not less than 75% of the Issue was available for allocation on a proportionate basis to Qualified Institutional Buyers ("**QIBs**" and such portion the "**QIB Portion**") provided that our Company in consultation with the BRLMs, allocated 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("**Anchor Investor Portion**"), of which 40% was reserved as follows: (i) 33.33% for domestic Mutual Funds; and (ii) 6.67% was reserved for Life Insurance Companies and Pension Funds, subject to valid Bids having being received from domestic Mutual Funds, Life Insurance Companies and Pension Funds at or above the price at which Equity Shares could have been allocated to the Anchor Investors ("**Anchor Investor Allocation Price**"), in accordance with the SEBI ICDR Regulations. Any under-subscription in the reserved category specified in clause (ii) above, could have been allocated to domestic Mutual Funds. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares would have been added to the Net QIB Portion. Further, 5% of the Net QIB Portion was available for allocation on a proportionate basis to Mutual Funds only and the remainder of the Net QIB Portion was available for allocation on a proportionate basis to all QIBs (other than Anchor Investors) including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds was less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion could have been added to the remaining QIB Portion for proportionate allocation to QIBs. Further, not more than 15% of the Issue was available for allocation to NIBs of which (a) one third portion was reserved for Bidders with application size of more than ₹0.20 million and up to ₹1.00 million; and (b) two-thirds of the portion was reserved for Bidders with application size of more than ₹1.00 million, provided that the unsubscribed portion in either of such sub-categories could have been allocated to Bidders in other sub-category of the NIBs in accordance with SEBI ICDR Regulations, subject to valid Bids being received above the Issue Price and not more than 10% of the Issue was available for allocation to Retail Individual Bidders ("**RIB**") in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Issue Price. All Bidders (except Anchor Investors) were required to mandatorily utilise the Application Supported by Blocked Amount ("**ASBA**") process by providing details of their respective ASBA accounts and UPI ID (in case of UPI Bidders (defined herein) using the UPI Mechanism), in which case the corresponding Bid Amounts were blocked by the SCSBs or under the UPI Mechanism, as applicable to participate in the Issue. Anchor Investors were not permitted to participate in the Anchor Investor Portion of the Issue through the ASBA process. For details, see "*Issue Procedure*" beginning on page 384 of the Prospectus.

The bidding for Anchor Investors opened and closed on Friday, August 28, 2026. The Company received 10 Anchor Investor Application Forms from 9 Anchor Investors (including 2 domestic Mutual Funds through 3 Mutual Fund schemes and 1 Life Insurance Company) for 5,321,758 Equity Shares. The Anchor Investor Allocation Price was finalized at ₹575 per Equity Share. A total of 5,321,739 Equity Shares were allocated under the Anchor Investor Portion aggregating to ₹3,059,999,925.

The Issue received 63,244 applications for 14,161,524 Equity Shares (prior to rejections) resulting in 1.20 times subscription as disclosed in the Prospectus. The details of the applications received in the Issue from various categories are as under (before rejections):

Sr. no.	Category	No. of Applications received*	No. of Equity Shares applied	No. of Equity Shares reserved as per Prospectus	No. of times Subscribed	Amount (₹)
A	Retail Individual Bidders	62,322	1,936,818	1,182,608	1.64	1,112,880,002.00
B	Non-Institutional Bidders - More than ₹0.20 million Up to ₹1.00 million	767	325,364	591,304	0.55	186,555,226.00
C	Non-Institutional Bidders - Above ₹1.00 million	137	1,257,568	1,182,608	1.06	722,755,930.00
D	QIBs (excluding Anchors Investors)	8	5,320,016	3,547,827	1.50	3,059,009,200.00
E	Anchor Investors	10	5,321,758	5,321,739	1.00	3,060,010,850.00
	Total	**63,244**	**14,161,524**	**11,826,086**	**1.20**	**8,141,211,208.00**

**This excludes 2,954 applications for 87,958 Equity Shares aggregating to ₹ 50,586,692/- from Retail Individual Bidders which were not in bid book but which were banked.*

Final Demand

A summary of the final demand as per BSE and NSE as on the Bid/Issue Closing Date and as at different Bid prices is as under:

Sr. no.	Bid Price	No. of Equity Shares	% to Total	Cumulative Total	Cumulative % of Total
1	546	33,436	0.29	33,436	0.29
2	547	1,196	0.01	34,632	0.30
3	548	728	0.01	35,360	0.30
4	549	130	0.00	35,490	0.30
5	550	7,956	0.07	43,446	0.37
6	551	286	0.00	43,732	0.38
7	552	104	0.00	43,836	0.38
8	553	-	0.00	43,836	0.38
9	554	26	0.00	43,862	0.38
10	555	2,314	0.02	46,176	0.40
11	556	390	0.00	46,566	0.40
12	557	-	0.00	46,566	0.40
13	558	78	0.00	46,644	0.40
14	559	-	0.00	46,644	0.40
15	560	7,930	0.07	54,574	0.47
16	561	572	0.00	55,146	0.47
17	562	26	0.00	55,172	0.47
18	563	-	0.00	55,172	0.47
19	564	-	0.00	55,172	0.47
20	565	936	0.01	56,108	0.48
21	566	832	0.01	56,940	0.49
22	567	52	0.00	56,992	0.49
23	568	26	0.00	57,018	0.49
24	569	78	0.00	57,096	0.49
25	570	1,560	0.01	58,656	0.50
26	571	52	0.00	58,708	0.50
27	572	78	0.00	58,786	0.50
28	573	2,470	0.02	61,256	0.53
29	574	3,978	0.03	65,234	0.56
30	575	7,850,076	67.34	7,915,310	67.90
	CUTOFF	3,741,582	32.10	11,656,892	100.00
	Total	**11,656,892**	**100.00**		

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange, being NSE on Thursday, September 03, 2026.

A. Allotment to Retail Individual Bidders (After Rejections) (including ASBA Applications)

The Basis of Allotment to the Retail Individual Bidders, who have bid at the Cut-Off Price or at the Issue Price of ₹575 per Equity Share, was finalized in consultation with the NSE. This category has been subscribed to the extent of 1.55 times (i.e. includes spilled over of 27,414 Equity Shares from NIB above ₹1.00 million category). The total number of Equity Shares Allotted in Retail Portion is 1,210,022 Equity Shares (i.e., includes spilled over of 27,414 Equity Shares from NIB above ₹1.00 million category) to 46,539 successful Retail Individual Bidders. The category-wise details of the Basis of Allotment are as under:

Sr no	Category	No. of Applications received	% of Total	Total No. of Equity Shares applied	% to Total	No. of Equity Shares allotted per applicants	Ratio	Total No. of Equity Shares allotted
1	26	55,817	92.32	1,451,242	77.29	26	331 : 430	1,117,116
2	52	2,728	4.51	141,856	7.55	26	107 : 139	54,600
3	78	729	1.21	56,862	3.03	26	107 : 139	14,586
4	104	333	0.55	34,632	1.84	26	256 : 333	6,656
5	130	208	0.34	27,040	1.44	26	10 : 13	4,160
6	156	94	0.16	14,664	0.78	26	36 : 47	1,872
7	182	121	0.20	22,022	1.17	26	93 : 121	2,418
8	208	38	0.06	7,904	0.42	26	29 : 38	754
9	234	24	0.04	5,616	0.30	26	19 : 24	494
10	260	87	0.14	22,620	1.20	26	67 : 87	1,742
11	286	14	0.02	4,004	0.21	26	11 : 14	286
12	312	26	0.04	8,112	0.43	26	10 : 13	520
13	338	240	0.40	81,120	4.32	26	37 : 48	4,810
	1 additional Equity Share has been allotted to 8 Allottees from amongst 3573 successful allottees from the categories 52- 338 (i.e. excluding successful allottees from Category 26) in the ratio of 8 : 3573					1	8 : 3573	8
	TOTAL	**60,459**	**100.00**	**1,877,694**	**100.00**			**1,210,022**

B. Allotment to Non-Institutional Bidders (More than ₹0.20 million Up to ₹1.00 million) (After Rejections) (including ASBA Applications)

The Basis of Allotment to the Non-Institutional Bidders (more than ₹0.20 million up to ₹1.00 million), who have bid at the Issue Price of ₹575 per Equity Share or above, was finalized in consultation with NSE. This category has been subscribed to the extent of 0.53 times. The total number of Equity Shares allotted in this category is 311,688 Equity Shares to 733 successful applicants. The category-wise details of the Basis of Allotment are as under:

Sr no	Category	No. of Applications received	% of Total	Total No. of Equity Shares applied	% to Total	No. of Equity Shares allotted per applicant	Ratio	Total No. of Equity Shares allotted
1	364	606	82.67	220,584	70.77	364	1 : 1	220,584
2	390	23	3.14	8,970	2.88	390	1 : 1	8,970
3	416	5	0.68	2,080	0.67	416	1 : 1	2,080
4	442	5	0.68	2,210	0.71	442	1 : 1	2,210
5	468	4	0.55	1,872	0.60	468	1 : 1	1,872
6	494	4	0.55	1,976	0.63	494	1 : 1	1,976
7	520	10	1.36	5,200	1.67	520	1 : 1	5,200
8	546	4	0.55	2,184	0.70	546	1 : 1	2,184
9	572	2	0.27	1,144	0.37	572	1 : 1	1,144
10	598	3	0.41	1,794	0.58	598	1 : 1	1,794
11	650	3	0.41	1,950	0.63	650	1 : 1	1,950
12	676	1	0.14	676	0.22	676	1 : 1	676
13	702	2	0.27	1,404	0.45	702	1 : 1	1,404
14	728	6	0.82	4,368	1.40	728	1 : 1	4,368
15	780	5	0.68	3,900	1.25	780	1 : 1	3,900
16	806	1	0.14	806	0.26	806	1 : 1	806
17	832	3	0.41	2,496	0.80	832	1 : 1	2,496
18	858	21	2.86	18,018	5.78	858	1 : 1	18,018
19	884	7	0.95	6,188	1.99	884	1 : 1	6,188
20	910	2	0.27	1,820	0.58	910	1 : 1	1,820
21	1,040	2	0.27	2,080	0.67	1,040	1 : 1	2,080
22	1,066	2	0.27	2,132	0.68	1,066	1 : 1	2,132
23	1,118	1	0.14	1,118	0.36	1,118	1 : 1	1,118
24	1,170	1	0.14	1,170	0.38	1,170	1 : 1	1,170
25	1,300	2	0.27	2,600	0.83	1,300	1 : 1	2,600
26	1,430	1	0.14	1,430	0.46	1,430	1 : 1	1,430
27	1,534	1	0.14	1,534	0.49	1,534	1 : 1	1,534
28	1,560	1	0.14	1,560	0.50	1,560	1 : 1	1,560
29	1,638	2	0.27	3,276	1.05	1,638	1 : 1	3,276
30	1,716	3	0.41	5,148	1.65	1,716	1 : 1	5,148
	Total	**733**	**100.00**	**311,688**	**100.00**			**311,688**

Unsubscribed portion of 279,616 Equity Shares spilled over to NIB above ₹1.00 million category.

C. Allotment to Non-Institutional Bidders (more than ₹1.00 million) (After Technical Rejections) (including ASBA Applications)

The Basis of Allotment to the Non-Institutional Bidders (more than ₹1.00 million), who have bid at the Issue Price of ₹575 per Equity Share or above, was finalized in consultation with NSE. This category has been subscribed to the extent of 0.84 times (i.e. includes spilled over of 279,616 Equity Shares from NIB (more than ₹0.20 million up to ₹1.00 million) category) The total number of Equity Shares allotted in this category is 1,229,202 Equity Shares to 123 successful applicants. The category-wise details of the Basis of Allotment are as under:

Sr no	Category	No. of Applications Received	% of Total	Total No. of Equity Shares applied	% to Total	No. of Equity Shares allotted per applicant	Ratio	Total No. of Equity Shares allotted
1	1,742	88	71.54	153,296	12.47	1,742	1 : 1	153,296
2	1,768	4	3.25	7,072	0.58	1,768	1 : 1	7,072
3	1,820	5	4.07	9,100	0.74	1,820	1 : 1	9,100
4	2,106	1	0.81	2,106	0.17	2,106	1 : 1	2,106
5	2,600	1	0.81	2,600	0.21	2,600	1 : 1	2,600
6	2,860	1	0.81	2,860	0.23	2,860	1 : 1	2,860
7	2,990	1	0.81	2,990	0.24	2,990	1 : 1	2,990
8	3,042	1	0.81	3,042	0.25	3,042	1 : 1	3,042
9	3,484	6	4.88	20,904	1.70	3,484	1 : 1	20,904
10	3,510	2	1.63	7,020	0.57	3,510	1 : 1	7,020
11	3,718	1	0.81	3,718	0.30	3,718	1 : 1	3,718
12	3,796	1	0.81	3,796	0.31	3,796	1 : 1	3,796
13	4,160	1	0.81	4,160	0.34	4,160	1 : 1	4,160
14	4,368	1	0.81	4,368	0.36	4,368	1 : 1	4,368
15	8,580	1	0.81	8,580	0.70	8,580	1 : 1	8,580
16	8,684	1	0.81	8,684	0.71	8,684	1 : 1	8,684
17	17,420	1	0.81	17,420	1.42	17,420	1 : 1	17,420
18	20,020	1	0.81	20,020	1.63	20,020	1 : 1	20,020
19	34,476	1	0.81	34,476	2.80	34,476	1 : 1	34,476
20	52,000	1	0.81	52,000	4.23	52,000	1 : 1	52,000
21	87,100	1	0.81	87,100	7.09	87,100	1 : 1	87,100
22	339,118	1	0.81	339,118	27.59	339,118	1 : 1	339,118
23	434,772	1	0.81	434,772	35.37	434,772	1 : 1	434,772
	Total	**123**	**100.00**	**1,229,202**	**100.00**			**1,229,202**

Includes spilled over of 279,616 Equity Shares from NIB more than ₹0.20 million upto ₹1.00 million category.

Unsubscribed portion of 233,022 Equity Shares spilled over to QIB and Retail categories in the ratio of 75:10.

D. Allotment to QIBs (After Rejections)

Allotment to QIBs, who have Bid at the Issue Price of ₹575 per Equity Share or above, has been done on a proportionate basis in consultation with the NSE. This category has been subscribed to the extent of 1.42 times (i.e. includes spilled over of 205,608 Equity Shares from NIB above ₹1.00 million category) of Net QIB Portion. As per the SEBI ICDR Regulations, Mutual Funds were allotted 5% of the Equity Shares of Net QIB Portion available 187,672 Equity Shares (i.e. includes spilled over of 10,280 Equity Shares from NIB above ₹1.00 million category) and other QIBs and unsatisfied demand of Mutual Funds were allotted the remaining available 3,565,763 Equity Shares (i.e., includes spilled over of 195,328 Equity Shares from NIB above ₹1.00 million category), on a proportionate basis. The total number of Equity Shares Allotted in the QIB Portion is 3,753,435 Equity Shares (i.e., includes spilled over of 205,608 Equity Shares from NIB above ₹1.00 million category), which were allotted to 8 successful QIB Investors. The category-wise details of the Basis of Allotment are as under:

Category	FI'S/BANK'S	MF'S	IC'S	NBFC'S	AIF	FPC/FII	Others	Total
QIB	-	1,141,115	845,785	-	-	1,645,706	120,829	**3,753,435**

F. Allotment to Anchor Investors

The Company, in consultation with the BRLMs, has allocated 5,321,739 Equity Shares to 9 Anchor Investors (through 10 Anchor Investor Application Form) at the Anchor Investor Issue Price of ₹575 per Equity Share in accordance with the SEBI ICDR Regulations. This represents 60% of the QIB Portion.

Category	FI'S/BANK'S	MF'S	IC'S	NBFC'S	AIF	FPC/FII	Others	Total
Anchor	-	1,739,192	1,182,584	-	173,895	2,226,068	-	**5,321,739**

The IPO Committee of our Company at its meeting held on September 03, 2026 has taken on record the Basis of Allotment of Equity Shares approved by the Designated Stock Exchange, being NSE and has allotted the Equity Shares to various successful Bidders. The Allotment Advice-cum-Intimations and/or notices have been dispatched to the address of the investors as registered with the depositories. Further, the instructions to the Self Certified Syndicate Banks for unblocking of funds, transfer to Public Issue Account have been issued on September 03, 2026 and payment to non-Syndicate brokers have been issued on September 03, 2026. In case the same is not received within ten days, investors may contact the Registrar to the Issue at the address given below. The Equity Shares Allotted to the successful Allottees have been uploaded on September 04, 2026 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company has filed the listing application with BSE and NSE on September 04, 2026. The Company has received listing and trading approval from BSE and NSE and the trading will commence on or about September 07, 2026.

Note: All capitalised terms used and not specifically defined herein shall have the same meaning as ascribed to them in the Prospectus

INVESTORS PLEASE NOTE

The details of the allotment made will be hosted on the website of the Registrar to the Issue, **KFin Technologies Limited** at www.kfintech.com

All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the First/sole Bidder, Bid cum Application Form number, Bidder DP ID, Client ID, PAN, date of submission of Bid-cum-Application Form, address of the Bidder, number of Equity Shares applied for, the name and address of the Designated Intermediary where the Bid cum Application Form was submitted by the Bidder and a copy of the Acknowledgment Slip received from the Designated Intermediary at the address given below:

KFINTECH
EXPERIENCE TRANSFORMATION

KFin Technologies Limited
301, The Centrium, 3rd Floor, 57, Lal Bahadur Shastri Road, Nav Pada, Kurla (West),
Mumbai - 400 070, Maharashtra, India
Tel: +91 40 67162222
E-mail: purplestyle.ipo@kfintech.com
Website: www.kfintech.com
Investor Grievance ID: einward.ris@kfintech.com
Contact Person: M Murali Krishna,
SEBI Registration Number: INR000000221

For **PURPLE STYLE LABS LIMITED**
On behalf of the Board of Directors
Sd/-
Gulshan Mumtaz Khan
Company Secretary and Compliance Officer

Place: Mumbai
Date: September 4, 2026

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF PURPLE STYLE LABS LIMITED.

PURPLE STYLE LABS LIMITED has filed the Prospectus dated September 2, 2026. The Prospectus is available on the website of SEBI at www.sebi.gov.in, as well as on the websites of the Stock Exchanges i.e. BSE and NSE at www.bseindia.com and www.nseindia.com, respectively, on the website of the Company at www.purplestylelabs.com and on the websites of the Book Running Lead Managers ("**BRLMs**"), i.e. Axis Capital Limited and IIFL Capital Services Limited *(formerly known as IIFL Securities Limited)* at www.axiscapital.co.in and www.iiflcapital.com, respectively. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see *"Risk Factors"* on page 16 of the Prospectus filed with SEBI and the Stock Exchanges.

This public announcement is not an offer of securities for sale in the United States or elsewhere. This public announcement has been prepared for publication in India only and is not for publication or distribution, directly or indirectly, in or into the United States. The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "**U.S. Securities Act**") and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable state securities laws. Accordingly, the Equity Shares are being offered and sold outside the United States in offshore transactions as defined in and in compliance with Regulation S under the U.S. Securities Act and the applicable laws of the jurisdiction where those offers and sales are made. There will be no public offering of the Equity Shares in the United States.