



Purple United Sales Limited

(Formerly known as Purple United Sales Private Limited)

Corporate Office: Tower B, Ground Floor, Smartworks Corporate Park, Plot 1 & 2, Amity Road, Sector 125, Noida, UP - 201303 Ph: +91-9667792635/ 36, Email: info@purpleunited.in

To,
MSD - Non-Continuous Markets Group
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (E), Mumbai-400051

Dear Sir,

Sub: Public Issue of Equity Shares of face value of ₹ 10/- each of Purple United Sales Limited
("Company" and "Issue")

The Board of Directors of the Company at their meeting held on December 10, 2024, in consultation with the Book Running Lead Manager to the Issue, has finalized allocation of 7,41,000 Equity Shares to Anchor Investors at anchor investor allocation price of ₹126/- per Equity Share (including share premium of ₹116/- per Equity Share) in the following manner:

| Sr. No. | Name of the Anchor Investor | No. of Equity Shares allocated | % of Anchor Investor Portion | Total Amount (₹) |
|--------------|---|--------------------------------|------------------------------|--------------------|
| 1 | Pine Oak Global Fund | 3,18,000 | 42.91% | 4,00,68,000 |
| 2 | Meru Investment Fund PCC-Cell1 | 1,03,000 | 13.90% | 1,29,78,000 |
| 3 | Aarth.AIF | 80,000 | 10.80% | 1,00,80,000 |
| 4 | Shine Star Build Cap Pvt Ltd | 80,000 | 10.80% | 1,00,80,000 |
| 5 | SMC India Opportunities Fund | 80,000 | 10.80% | 1,00,80,000 |
| 6 | Vikasa India EIF I Fund - Incube Global Opportunities | 80,000 | 10.80% | 1,00,80,000 |
| Total | | 7,41,000 | 100.00% | 9,33,66,000 |

Please note that capitalized terms used and not defined herein shall have the respective meaning ascribed to them in the Red Herring Prospectus.

We request you to make the above information public by disclosing the same on your website.

Thanking You,
For Purple United Sales Limited

Jatinder Dev Seth
Managing Director
DIN: 06944942

Date: December 10, 2024
Place: Delhi