


IN THE NATURE OF ABRIDGED PROSPECTUS – MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS

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|  <p>(Please scan this QR code to view the RHP)</p> | This is an Abridged Prospectus containing salient features of the Red Herring Prospectus dated November 30, 2024. You are encouraged to read greater details available in the Red Herring Prospectus. |
| | THIS ABRIDGED PROSPECTUS CONSISTS OF 4 (FOUR) PAGES OF APPLICATION FORM ALONG WITH INSTRUCTIONS AND 8 (EIGHT) PAGES OF ABRIDGED PROSPECTUS. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES. |
| | You may obtain a physical copy of the Application form and the RHP from Stock Exchange, our Registrar and Share Transfer Agents, Depository Participants, Stockbrokers, Underwriters, Bankers to the Issue or Self Certified Syndicate Banks, Company, BRLM, Non-Syndicate Registered Brokers. You may also download the RHP from the websites of Securities and Exchange Board of India ("SEBI"), Expert Global Consultants Private Limited ("Book Running Lead Manager" or "BRLM"), Company and Emerge Platform of National Stock Exchange of India Limited ("NSE EMERGE" or "Stock Exchange"), where the Equity Shares are proposed to be listed that is www.sebi.gov.in ; www.expertglobal.in ; www.purpleunited.in ; and www.nseindia.com respectively. All capitalized terms used herein and not specifically defined shall have the same meaning as described to them in the RHP. |



PURPLE UNITED SALES LIMITED
Corporate Identity Number: U51909DL2014PLC271636
Date of Incorporation: September 16, 2014

| REGISTERED OFFICE | CORPORATE OFFICE | CONTACT PERSON | EMAIL & TELEPHONE | WEBSITE |
|--|---|--|---|--|
| Khasra No. 55/14 & 55/15, Near Rani Khara Road, Mundka, West Delhi, New Delhi, Delhi, India, 110041 | Tower B, Ground Floor, Smartworks Corporate Park, Plot 1 & 2, Amity Road, Sector 125, Noida, Gautam Buddha Nagar, Uttar Pradesh, India, 201303 | Mr. Vishnu Kumar, Company Secretary and Compliance Officer | cs@purpleunited.in +91 9667792635 / 36 | www.purpleunited.in |

NAME OF PROMOTERS

MR. JATINDER DEV SETH, MRS. BHAWNA SETH, MR. MANISH DEV SETH, MRS. MONICA SETH AND INNOVATIONM MOBILE AND WEB TECHNOLOGIES PRIVATE LIMITED

DETAILS OF ISSUE TO PUBLIC, PROMOTERS/ SELLING SHAREHOLDERS - NA

| Type | Fresh Issue Size (by amount in Lakh) | OFS* Size (by no. of shares or by amount in Rs.) | Total Issue Size | Eligibility & Share Reservation among NII & RII |
|-------------|---|--|---|---|
| Fresh Issue | Up to 26,04,000^ Equity Shares aggregating up to ₹ [●] Lakhs. | Nil | Up to 26,04,000^ Equity Shares aggregating to ₹ [●] Lakhs | The Issue is being made pursuant to Regulation 229(1) and 253(1) of Chapter IX of SEBI (ICDR) Regulations, 2018 as the Company's post issue paid-up capital is less than ₹ 1,000.0 lakhs. For details of Share reservation among QIBs, NIIs and RIIs, see "Issue Structure" beginning on page 225 of this Red Herring Prospectus. |

These Equity Shares are proposed to be listed on Emerge Platform of National Stock Exchange of India Limited ("NSE Emerge").

*OFS: Offer for Sale

^Subject to finalization of basis of allotment.

Details of OFS by Promoter(s)/ Promoter Group/ Other Selling Shareholders (up to maximum of 10 shareholders)

| Name | Type | No. of shares offered/ Amount in Rs. | WACA in Rs. Per Equity Shares | Name | Type | Shares Offered/ Amount (upto) | WACA in Rs. Per Equity Shares |
|------|------|--------------------------------------|-------------------------------|------|------|-------------------------------|-------------------------------|
| NA | | | | | | | |

P: Promoter, PG: Promoter Group, OSS: Other Selling Shareholders, WACA: Weighted Average Cost of Acquisition on fully diluted basis

Price Band, Minimum Bid Lot & Indicative Timelines

| | |
|--|--|
| Price Band* | Rs. 121/- to Rs. 126/- per Equity Share of face value of Rs. 10/- each. For details of price band, minimum bid lot size, please refer to price band advertisement to be published in English national newspaper i.e. Financial Express, all editions of the Hindi national newspaper i.e. Jansatta and regional newspaper i.e. Gurgaon Mail, each with wide circulation. |
| Minimum Bid Lot Size | |
| Bid/Issue Open On | Wednesday, December 11, 2024 |
| Bid/Closes Open On | Friday, December 13, 2024 |
| Finalisation of Basis of Allotment | On or about, Monday, December 16, 2024 |
| Initiation of Refunds | On or about, Monday, December 16, 2024 |
| Credit of Equity Shares to Demat accounts of | On or about, Tuesday, December 17, 2024 |

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Commencement of trading of Equity Shares

On or about, Wednesday, December 18, 2024

*For details of price band and basis of issue price, please refer to price band advertisement.

Weighted Average Cost of Acquisition for all Equity Shares transacted in one year, eighteen months and three years preceding the date of the Red Herring Prospectus by all the shareholders:

| Period | Weighted Average Cost of Acquisition (in Rs.) | Upper Band of the Price Band (Rs. 126/-) is “X” times the WACA | Range of acquisition price Lowest Price-Highest Price (inRs.) |
|----------------|---|--|---|
| Last 1 Year | 62.73 | 2.01 | 62-82 |
| Last 18 Months | 62.73 | 2.01 | 62-82 |
| Last 3 Years | 27.61 | 4.56 | 10-82 |

WACA: Weighted Average Cost of Acquisition shall be calculated on fully diluted basis for one year, eighteen months and three years preceding the date of the Red Herring Prospectus

*As certified by NGMKS & Associates, by way of their certificate dated November 23, 2024

| RISKS IN RELATION TO THE FIRST ISSUE |
|---|
| This being the first public Issue of Equity Shares of our Company, there has been no formal market for the Equity Shares of our Company. The face value of the Equity Shares is ₹10/-. The Issue Price, Floor Price or the Price Band should not be taken to be indicative of the market price of the Equity Shares after the Equity Shares are listed. No assurance can be given regarding active and/or sustained trading in the Equity Shares nor regarding the price at which the Equity Shares will be traded after listing. |
| GENERAL RISKS |
| Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue including the risks involved. The Equity Shares issued in the Issue have neither been recommended nor approved by Securities and Exchange Board of India nor does Securities and Exchange Board of India guarantee the accuracy or adequacy of the Red Herring Prospectus. Specific attention of the investors is invited to the section titled "Risk Factors" beginning on Page 27 of the Red Herring Prospectus. |
| PROCEDURE |
| You may obtain a physical copy of the Application Form and the Red Herring Prospectus from the stock exchange, syndicate members, registrar to the issue, share transfer agents, depository participants, stockbrokers, underwriters, banker to the issue, investors' associations or Self Certified Syndicate Banks. If you wish to know about processes and procedures applicable to this issue, you may request for a copy of the RHP and/or the General Information Document (GID) from the BRLM or download it from the websites of the Stock Exchange i.e. www.nseindia.com ; and the BRLM (www.expertglobal.in). |

PRICE INFORMATION OF BOOK RUNNING LEAD MANAGER

DISCLOSURE OF PRICE INFORMATION OF PAST ISSUES HANDLED BY EXPERT GLOBAL CONSULTANTS PRIVATE LIMITED

| Sr. No. | Issuer Company Name | Issue Size (₹ in Lakhs) | Issue price | Listing date | Opening price on listing date | +/- % change in closing price, [+/- % change in closing benchmark]- 30 th calendar days from listing | +/- % change inclosing price, [+/- % change in closing benchmark]- 90 th calendar days from listing | +/- % change inclosing price, [+/- % change in closing benchmark]- 180 th calendar days from listing |
|------------------|-----------------------------------|-------------------------|-------------|-------------------|-------------------------------|---|--|---|
| SME- IPOs | | | | | | | | |
| 1. | Rite Zone Chemcon India Limited | 896.40 | 75.00 | November 11, 2022 | 82.85 | -7.99%; [0.80%] | -11.56%; [-2.60%] | -19.21%; [-0.46%] |
| 2. | Dollex Agrotech Limited | 2,438.80 | 35.00 | December 28, 2022 | 30.00 | 15.24%; [-1.27%] | -12.70%; [-6.27%] | 18.10%; [3.00%] |
| 3. | Sonalis Consumer Products Limited | 283.20 | 30.00 | June 19, 2023 | 38.00 | 85.59%; [5.30%] | 69.65% [7.66%] | -17.29%; [14.40%] |
| 4. | Zeal Global Services Limited | 3,646.20 | 103.00 | August 9, 2023 | 147.00 | 57.11%; [0.48%] | 32.52%; [-1.12%] | 16.29%; [10.90%] |

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| | | | | | | | | |
|------------------------|--|----------|--------|--------------------|--------|----------------------|----------------------|----------------------|
| 5. | Mangalam Alloys Limited | 5,491.20 | 80.00 | October 4, 2023 | 80.00 | -34.54%; [-1.56%] | -32.70%; [11.86%] | -55.46%; [14.87%] |
| 6. | Royal Sense Limited | 986.00 | 68.00 | March 19, 2024 | 129.20 | 16.10%; [1.51%] | 2.65%; [7.55%] | 15.37%; [16.22%] |
| 7. | Jay Kailash Namkeen Limited | 1,192.53 | 73.00 | April 08, 2024 | 85.00 | -12.59%; [-1.61%] | -17.83%; [7.31%] | -11.46%; [10.36%] |
| 8. | K2 Infragen Limited | 4,054.09 | 119.00 | April 08, 2024 | 167.00 | -18.96%; [-1.61%] | 77.00%; [7.31%] | 40.40%; [10.36%] |
| 9. | Durlax Top Surface Limited | 2,856.00 | 68.00 | June 26, 2024 | 109.00 | -25.54%; [2.25%] | -36.60%; [8.67%] | NA |
| 10. | Mason Infratech limited | 3,046.40 | 64.00 | July 01, 2024 | 88.00 | 73.11%; [2.96%] | 61.26%; [8.44%] | NA |
| 11. | Trom Industries Limited | 3,136.74 | 115.00 | August 01, 2024 | 235.00 | 20.20%; [0.90%] | NA | NA |
| 12. | Innomet Advanced Materials Limited | 3,423.60 | 100.00 | September 18, 2024 | 190.00 | 1.88%; [-2.47%] | NA | NA |
| 13. | Neelam Linens And Garments (India) Limited | 1300.32 | 24.00 | November 18, 2024 | 40.05 | NA | NA | NA |
| Main Board IPOs | | | | | | | | |
| Nil | | | | | | | | |

Note:

- Source: www.nseindia.com for the price information
- Wherever 30th/90th/180th calendar day from the listing day is a holiday, the closing data of the preceding trading day has been considered.
- Wherever 30th/90th/180th calendar day, the scrip are not traded than last trading price has been considered.
- Nifty 50 index is considered as the benchmark index

| | |
|--|--|
| Name of Book Running Lead Manager and contact details | Expert Global Consultants Private Limited 1511, RG Trade Tower Netaji Subhash Place, Pitampura, New Delhi – 110034, India Telephone: +91 11 4509 8234 Email: ipo@expertglobal.in Website: www.expertglobal.in Investor Grievance Email: compliance@expertglobal.in Contact Person: Gaurav Jain SEBI registration number: INM000012874 CIN: U74110DL2010PTC205995 |
| Names of Syndicate Member | PRABHAT FINANCIAL SERVICES LIMITED |
| Names of Market Maker and contact details | PRABHAT FINANCIAL SERVICES LIMITED 205, Navjeevan Complex, 29, Station Road, Jaipur-302006, Rajasthan, India Tel No: +91 40 6716 2222 Email: compliance@Prabhat.in Website: www.pfslindia.co.in Contact Person: Mr. Adheesh Kabra SEBI Certificate Registration: INZ000169433 CIN: U67190UP1995PLC017537 |
| Name of Registrar to the Issue and contact details | Kfin Technologies Limited Selenium Tower-B, Plot 31 & 32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad – 500 032, Telangana Telephone: +91 40 6716 2222; Email/ Investor Grievance Email ID: einward.ris@kfintech.com ; Contact Person: Mr. M Murali Krishna |

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|--|---|
| | Website: www.kfintech.com SEBI Registration Number: INR000000221 CIN: L72400TG2017PLC117649 |
| Name of Statutory Auditor | NGMKS & ASSOCIATES |
| Peer Review Auditor | NGMKS & ASSOCIATES |
| Name of Credit Rating Agency and the rating or grading obtained, if any | Not Applicable |
| Name of Debenture trustee, if any | Not Applicable |
| Self-Certified Syndicate Banks | The list of SCSBs banks through ASBA process is available on the website of SEBI at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=35 which is updated from time to time and the list of SCSBs through which Application can be submitted by RIIs using UPI Mechanism, including details such as eligible Mobile Applications and UPI handle which can be used for such applications, is available on the website of the SEBI on https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=40 , which is also updated from time to time. |
| Non-Syndicate Registered Brokers | You can submit Application Forms in the Issue to Non-Syndicate Registered Brokers at the Non- Syndicate Broker Centres. For further details, see section titled “ <i>Issue Procedure</i> ” beginning at page 228 of the Red Herring Prospectus. |
| Details regarding website address(es)/link(s) from which the Investor can obtain list of Registrar to Issue and Share Transfer Agents, Depository Participants and Stock Brokers who can accept application from investor (as applicable) | The details of the Designated Registrar and Share Transfer Agents Locations and Designated Collecting Depository Participant Locations, along with their names and contact details are available on the website of the National Stock Exchange of India Limited (www.nseindia.com) and updated from time to time. |

| PROMOTERS OF THE COMPANY | | | |
|--------------------------|---|----------------------|--|
| Sr. No. | Name | Individual/Corporate | Experience & Educational Qualification |
| 1. | Mr. Jatinder Dev Seth | Individual | He is one of the Promoters and is the Managing Director of our Company. He has been a director of our Company since incorporation. He holds a Bachelor’s degree in Engineering (BE) and an MBA in Finance. Mr. Seth is an accomplished professional with a strong educational background and a proven track record in the world of Retail, Distribution and Brand Management. Holding a dual professional degree, he brings a unique blend of technical acumen and financial expertise to the table. He holds over two decades of experience in Sales, Distribution, Retail and E-Commerce of various international brands like Puma, Nike, adidas, Hush Puppies, Wilson etc was instrumental for the launch of these brands in the region. He dominantly experienced all the major marketplaces since there launch in India. |
| 2. | Mrs. Bhawna Seth | Individual | She is one of the Promoters and Whole-time Director of our Company. An exceptional expert in the creative and merchandising field, Mrs. Bhawna possesses a distinctive fusion of qualification and experience. Prior to her current position, she had the privilege of effectively overseeing and guiding a fashion institute. This experience enriched her comprehension of consumer behaviour, creative innovation and proficient team leadership. It was during this period that she refined her dedication to achieving excellence and fostering innovation. It was here that she honed her commitment to excellence and innovation resulting in driving the team to match up with the sales direction of the organization. Holding a Master of Arts in English, she seamlessly combines technical expertise with a profound understanding of children's fashion trend. Her remarkable skill set enables her to craft collections that expertly blend style and functionality, setting her apart as a standout figure in the industry. |
| 3. | Mr. Manish Dev Seth | Individual | He is one of the Promoter of our Company. He holds a bachelor’s degree in engineering (BE) and Post Graduate Diploma in Business Management. Mr. Seth is an accomplished professional with a strong educational background and a proven track record in the world of designing, coding, analysis, developing, testing, and implementation of software applications. He holds over 25 years’ experience in Software Design, Development and Project Management. |
| 4. | Mrs. Monica Seth | Individual | She is one of the Promoter of our Company. An exceptional expert in the Information Technology and Management field. Mrs. Monica possesses a distinctive fusion of qualifications and experience. She holds a bachelor’s degree in Education (B.Ed) and Post Graduate Diploma in Information Technology and Management. Mrs. Seth is an accomplished professional with a strong educational background and a proven track record in the world of Technology and management. She holds over 20 years’ experience in Technology and Management. |
| 5. | InnovationM Mobile and Web Technologies Private Limited | Corporate | InnovationM Mobile and Web Technologies Private Limited (“IMWTPL”) was incorporated as a private company, limited by shares, under the Companies Act, 1956, and a certificate of incorporation dated February 13, 2012 was issued by the Registrar of Companies, National Capital Territory of Delhi and Haryana at New Delhi. The registered office of IMWTPL is situated at A-2/2, First floor, Paschim Vihar, Delhi, Delhi, India, 110063. The CIN of “IMWTPL” is U72900DL2012PTC231401. IMWTPL is currently engaged, inter-alia, in the business of a technical training, software/system solutions |

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| PROMOTERS OF THE COMPANY | | | |
|--------------------------|------|----------------------|--|
| Sr. No. | Name | Individual/Corporate | Experience & Educational Qualification |
| | | | technologies comprising of mobiles, cellular and telecommunications systems, embedded system, RFID, Smart Card based systems, digital system, computer network system, database systems, Very Large-Scale Integration System, Internet based technologies. There has been no change in activities since incorporation of IMWTPL. |

For details about the Promoters please refer to the chapter "Our Promoter and Promoter Group" on page 172 of the Red Herring Prospectus.

| BUSINESS OVERVIEW AND STRATEGY | |
|--|---|
| Company Overview: | Our Company was originally incorporated as 'Purple United Sales Private Limited' under the provisions of Companies Act, 2013 vide Certificate of Incorporation dated September 16, 2014 bearing Registration Number 271636 issued by Registrar of Companies, Delhi. Subsequently our Company was converted into a Public Limited Company vide Special Resolution passed by the shareholders at the Extra-Ordinary General Meeting held on May 11, 2024 and consequently the name of the Company was changed from 'Purple United Sales Private Limited' to 'Purple United Sales Limited' vide fresh Certificate of Incorporation consequent upon conversion to public company dated June 20, 2024 by Registrar of Companies, Delhi, bearing Corporate Identity Number U51909DL2014PLC271636. |
| Product/Service Offering: Revenue Segmentation by Product/Service Offering | We are the premium fashion brand dedicated to offering high-quality, versatile apparel, footwear, and accessories for children of all ages. For details refer to chapter titled "Our Business" on page 123 of the Red Herring Prospectus. |
| Geographies Served: Revenue Segmentation by Geographies | For details refer to chapter titled "Our Business" on page 123 of the Red Herring Prospectus. |
| Key Performance Indicators: | For details refer page 86 of the Red Herring Prospectus. |
| Client Profile or Industries Served: Revenue Segmentation in terms of top 5/10 Client or Industries | For details refer to chapter titled "Our Business" on page 123 of the Red Herring Prospectus. |
| Intellectual Property, if any: | For details refer to chapter titled "Our Business" on page 123 of the Red Herring Prospectus. |
| Market Share: | Not Ascertainable. |
| Manufacturing Plant, if any: | For details refer to chapter titled "Our Business" on page 123 of the Red Herring Prospectus. |
| Employee Strength: | Our Company has a Total of 190 employees as on October 31, 2024. |

Note: (1) The quantitative statements shall be substantiated with Key Performance Indicators (KPIs) and other quantitative factors.

(2) No qualitative statements shall be made which cannot be substantiated with KPIs.

(3) Information provided in the table should not exceed 1,000 words.

| BOARD OF DIRECTORS | | | | |
|--------------------|-----------------------|------------------------------|---|---|
| Sr. No. | Name | Designation | Experience & Educational Qualification | Other Directorships |
| 1. | Mr. Jatinder Dev Seth | Chairman & Managing Director | He is the Promoter, Chairman and Managing Director of our Company. He has been a director of our Company since its incorporation. He holds a Bachelor's degree in Engineering (BE) and MBA in Finance. Mr. Seth is an accomplished professional with a strong educational background and a proven track record in the world of Retail, Distribution and Brand Management. Holding a dual professional degree, he brings a unique blend of technical acumen and financial expertise to the table. He holds over two decades of experience in Sales, Distribution, Retail and E-Commerce of various international brands like Puma, Nike, adidas, Hush Puppies, Wilson etc was instrumental for the launch of these brands in the region | Companies: NIL Limited Liability Partnerships: NIL Partnership: NIL HUF: NIL |
| 2. | Mrs. Bhawna Seth | Whole Time Director | She is the Promoter and Whole Time Director of our Company. She possesses a distinctive fusion of qualification and experience. Prior to her current position, she had the privilege of effectively overseeing and guiding a fashion institute. This experience enriched her comprehension of consumer behavior, creative innovation and proficient team leadership. It was during this period that she refined her dedication to achieving excellence and fostering innovation. It was here that she honed her commitment to excellence and innovation resulting in driving the team to match up with the sales direction of the organization. Holding a Master of Arts in English, she seamlessly combines technical expertise with a profound understanding of children's fashion trend. | Companies: NIL Limited Liability Partnerships: NIL Partnership: NIL HUF: NIL |
| 3. | Mr. Pankaj Lal Gupta | Independent Director | He is an independent director on the Board of the Company. He is an experienced Chief Executive Officer with 20 years' experience of working in the information technology and services industry, skilled in Global Delivery, | Companies: i. Body And Strength Private Limited |

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| BOARD OF DIRECTORS | | | | |
|--------------------|-------------------|------------------------|--|---|
| Sr. No. | Name | Designation | Experience & Educational Qualification | Other Directorships |
| | | | IT Strategy, Management, Pre-sales, and Solution Architecture. Strong business development professional with a MDP focused on Business Management for Delivery Excellence from Indian Institute of Management Bangalore. He holds B. Tech degree in Computer Science & Engineering, Master of Science in Software Systems from Birla Institute of Technology and Science, PGDBM, International Business & Systems from IMT, Ghaziabad besides MDPs from IIM Ahmedabad & IIM Bangalore. | ii. Intelibliss India Private Limited ii. Seguir Innovation Private Limited v. Qnt Sport India Private Limited v. Xelium Retail Private Limited vi. Xeliumtech Solutions Private Limited ii. Lanzeintegra Technologies Private Limited ii. Daksh Electronics Private Limited x. Vng Enterprises Private Limited x. Inbel Enterprises Private Limited Liability Partnerships: i.M2R Technomations LLP Partnership: NIL HUF: NIL |
| 4. | Mr. Vishal Sharma | Independent Director | He is an Independent Directors on the Board of the Company. Holding a Bachelor of Engineering in Civil Engineering and an MBA degree from the University of Pune. He is having extensive 28 years of experience in managing distribution networks for chemical products and consumer products across India. Proven track record of driving sales growth, optimizing supply chain efficiencies and strategic partnerships. Sales Forecasting, expertise in expanding market presence and maximizing profitability with Technology integration. | Companies: NIL Limited Liability Partnerships: NIL Partnership: NIL HUF: NIL |
| 5. | Mr. Tarun Anand | Independent Director | He is an Independent Directors on the Board of the Company. Holding a Bachelor of Commerce degree from Delhi University. He holds a digital leadership with experience of over 30 years in designing and delivering high performing digital eco-systems using latest technology strategies. He is certified Global CIO from ISB Hyderabad and has been member of SAP Product Advisory Council & Next100 Awards Jury. He has won many accolades like ICONIC IDC Insights award by International Data Corporation, Excellence Award by ETCIO and CIO100 award by International Data Group. | Companies: NIL Limited Liability Partnerships: NIL Partnership: NIL HUF: NIL |
| 6. | Mr. Niraj Rajpal | Non-Executive Director | He is non-executive director on the Board of the Company. Holding a Bachelor's degree in Engineering from Pune University and PG Diploma in International Business from Indian Institute of Foreign Trade. He holds over 18 years of experience in architecting, deploying, managing and a maintaining Data Centers and private cloud infrastructures and a dynamic leader with extensive experience in Citrix, VMW are, Azure, GCP & AWS public cloud and a successful track record in managing projects with global teams. | |

For further details, please refer chapter titled "*Our Management*" on page 156 of the Red Herring Prospectus.

OBJECTS OF THE ISSUE

DETAILS OF MEANS OF FINANCE

Since the entire fund requirement of ₹ 2,335.40 lakhs will be met from the Net Proceeds hence, no amount is proposed to be raised through any other means of finance. Accordingly, we are in compliance with the requirements prescribed under Paragraph 9(C)(1) of Part A of Schedule VI and Regulation 230 (1)(e) of the SEBI ICDR Regulations which require firm arrangements of finance to be made through verifiable means towards at least 75% of the stated means of finance, excluding the amount to be raised through the Issue and existing identifiable internal accruals. In case of a shortfall in the Net Proceeds or any increase in the actual utilisation of funds earmarked for the Objects, our Company may explore a range of options including utilizing our internal accruals.

Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues/rights issues, if any, of the Company in the preceding 10 years: Not Applicable.

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Name of monitoring agency, if any: As per Regulation 262 of the SEBI (ICDR) Regulations, 2018 as amended, the requirement of Monitoring Agency is not mandatory if the Issue size is below ₹10,000 Lakh and hence our Company has not appointed a monitoring agency for this issue.

Terms of Issuance of Convertible Security, if any: Not Applicable

Shareholding of the Company as on the date of Red Herring Prospectus:

| Sr. No. | Particulars | Pre-Issue Number of Shares | % Holding of Pre-issue |
|--------------|---------------------------|----------------------------|------------------------|
| 1. | Promoter & Promoter Group | 61,33,000 | 87.54% |
| 2. | Public | 8,72,800 | 12.46% |
| Total | | 70,05,800 | 100.00% |

For more details, please refer "*Capital Structure*" on page 60 of the Red Herring Prospectus.

Number/amount of equity shares proposed to be sold by selling shareholders: Not Applicable

RESTATED FINANCIALS OF OUR COMPANY

| Particulars | Sep 30, 2024 | FY 2024 | FY 2023 | FY 2022 |
|---|--------------|----------|----------|----------|
| Total income (₹ in Lakhs) | 3,052.04 | 4,291.59 | 2,571.10 | 1,656.19 |
| Net Profit / (Loss) before tax and extraordinary items (₹ in Lakhs) | 428.98 | 596.45 | 208.86 | 117.15 |
| Net Profit / (Loss) after tax and extraordinary items (₹ in Lakhs) | 329.28 | 481.54 | 149.22 | 177.16 |
| Equity Share Capital (₹ in Lakhs) | 700.58 | 663.30 | 608.08 | 553.82 |
| Reserves and Surplus (₹ in Lakhs) | 1,668.04 | 1,070.34 | 428.50 | 63.77 |
| Net worth (in ₹ in Lakhs) | 2,368.62 | 1733.64 | 1036.58 | 617.59 |
| Basic earnings per share (₹) | 4.77 | 7.84 | 2.45 | 3.20 |
| Diluted earnings per share (₹) | 4.77 | 7.84 | 2.45 | 3.20 |
| Return on net worth (%) | 13.90% | 27.78% | 14.39% | 28.69% |
| Net Asset Value Per Share (in ₹) based on actual number of shares | 33.81 | 26.14 | 17.05 | 11.15 |

INTERNAL RISK FACTORS

The below mentioned risks are top 5 risk factors as per the Red Herring Prospectus.

1. Our business from retail outlet is concentrated in the National Capital Region (NCR) only. As of September 30, 2024, revenue from National Capital Region (NCR) constitute ₹ 506.63 Lakhs i.e. 16.61% of our revenue for September 30, 2024. Any adverse impact in this region may adversely affect our business, results of operations and financial condition.
 2. Our proposed expansion plans relating to the opening of new stores are subject to the risk of unanticipated delays in implementation and cost overruns.
 3. Our business requires significant working capital, necessitating substantial financing. If we are unable to secure additional debt or equity financing on favourable terms, it may lead to increased interest costs, restrictive covenants, or equity dilution, adversely impacting our financial performance, operations, and the market price of our Equity Shares.
 4. There are certain discrepancies and non-compliances noticed in some of our financial reporting and/or records relating to filing or returns and deposit of statutory dues with the taxation and other statutory authorities.
 5. Our Company has delayed in complying with certain statutory provisions under various laws. Such delayed compliance /lapses may attract certain penalties.
- For further details, please refer chapter titled "*Risk Factors*" on page 27 of the Red Herring Prospectus.

Summary Of Outstanding Litigations, Claims And Regulatory Action

Total Number of outstanding litigations involving our Company and amount involved:

| Name of Entity | Criminal Proceedings | Tax Proceedings | Statutory or Regulatory Proceedings | Disciplinary actions by the SEBI or Stock Exchanges against our Promoters | Material Civil Litigations | Aggregate amount involved (₹ in Lakhs) |
|------------------------|----------------------|-----------------|-------------------------------------|---|----------------------------|--|
| Company | | | | | | |
| By the Company | - | - | - | - | - | - |
| Against the Company | - | 4 | - | - | - | 4.09 |
| Directors | | | | | | |
| By the Directors | - | - | - | - | - | - |
| Against the Directors | - | - | - | - | - | - |
| Promoters | | | | | | |
| By the Promoters | - | - | - | - | 1 | 61.55 |
| Against the Promoters | 1 | 2 | 1 | - | - | 5.99* |
| Subsidiaries | | | | | | |
| By Subsidiaries | - | - | - | - | - | - |
| Against Subsidiaries | - | - | - | - | - | - |
| Group Companies | | | | | | |

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS

| Name of Entity | Criminal Proceedings | Tax Proceedings | Statutory or Regulatory Proceedings | Disciplinary actions by the SEBI or Stock Exchanges against our Promoters | Material Civil Litigations | Aggregate amount involved (₹ in Lakhs) |
|-------------------------|----------------------|-----------------|-------------------------------------|---|----------------------------|--|
| By Group Companies | - | - | - | - | - | - |
| Against Group Companies | - | - | - | - | - | - |

*amount with respect to criminal proceeding not ascertained yet

Brief Details of top 5 Material outstanding litigation against the Company and Amount involved: Nil

- A. Regulatory Action, if any— disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any: **NIL**
- B. Tax proceedings against our Company, Group companies, Promoters and Directors.

Involving Company:

There are no outstanding tax liabilities (direct and indirect) against the Company. However, the Company has received the following notices as u/s.221(1) of the Income Tax Act, 1961 which are being contested by the Company. Therefore, the amount of liability, if any, as may be ascertained, to be payable by the Company is yet to be crystallized.

| Nature of Proceedings | Number of cases | Amount involved* (₹ in lakhs) |
|---------------------------------------|-----------------|-------------------------------|
| Of the Company | | |
| Direct Tax (Income Tax) | 2 | 0.67 |
| Direct Tax (TDS) | Nil | Nil |
| Indirect Tax (GST) | 2 | 3.42* |
| Of the Promoters and Directors | 2 | 1.73 |
| (Income Tax/Goods & Services Tax) | | |

* The amount mentioned is pertaining to one pending matter with GST Department. The amount involved in another matter is not yet crystalized as the same was due to the delayed filing of the GSTR-3B return

Involving Promoter:

As on the date of this Red Herring Prospectus, there are no outstanding tax liabilities (direct and indirect) against the Promoters.

Involving Directors:

As on the date of this Red Herring Prospectus, there are no outstanding tax liabilities (direct and indirect) against the directors.

Involving Subsidiary Company:

As on the date of this Red Herring Prospectus, our Company has no subsidiary Company.

Involving Group Company:

As on date of this Red Herring Prospectus, our Company has not any group company

ANY OTHER INFORMATION AS PER BOOK RUNNING LEAD MANAGER / ISSUER COMPANY – NIL

DECLARATION BY THE COMPANY

We hereby declare that all relevant provisions of the Companies Act, 2013 and the guidelines/regulations issued by the Government of India or the guidelines/regulations issued by the Securities and Exchange Board of India, established under Section 3 of the Securities and Exchange Board of India Act, 1992, as the case may be have been complied with and no statement made in the Red Herring Prospectus is contrary to the provisions of the Companies Act, 2013, the Securities and Exchange Board of India Act, 1992 or rules made or guidelines or regulation issued there under, as the case may be. We further certify that all statements in the Red Herring Prospectus are true and correct.

DECLARATION BY THE PROMOTERS

Each of the Promoter confirms and certifies that all statements and undertakings specifically made or confirmed by it in the Red Herring prospectus about or in relation to itself, are true and correct.