

National Stock Exchange of India Limited

Security Parameters - Purple United Sales Limited (SME IPO)

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|-------------------------------------|--|
| Security symbol | PURPLEUTED |
| Series | EQ |
| Company Name | Purple United Sales Limited |
| Issue size | Initial Public Offer comprising of Fresh issue aggregating to 26,04,000 Equity Shares (including Market Maker Portion of 1,31,000 Equity Shares) |
| Face Value | Rs.10 per Equity Share |
| Price Range | Rs. 121 to Rs. 126 per equity share |
| Lot size | Minimum 1000 equity shares and in multiples thereof |
| Minimum Order Size | 1000 Equity Shares |
| Tick size | Re.1 |
| Subcategories | FI, IC, MF, FII, OTH, CO, IND, and NOH |
| Sub - Categories applicable for UPI | IND (Up to Rs. 5 lacs) |
| Book Running Lead Managers | Expert Global Consultants Private Limited |
| Sponsor Bank | Axis Bank Limited |
| Registrar to Issue | KFin Technologies Limited |

| Important Web Links | |
|---|---|
| E-forms link: | https://ipoforms.nseindia.com/issueforms/html/index.jsp |
| Banks Eligible for UPI | https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=40 |
| Mobile applications accepting UPI as Payment Option | https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=43 |
| Live Web URL: | https://eipo.nseindia.com |

| Live Session Details | |
|---|------------------------------|
| Issue Period | 11-Dec-2024 to 13-Dec-2024 |
| Bidding Timings | 10.00 A.M. to 5.00 P.M. |
| QIB and NIB Closure Date & Time | 13-Dec-2024 (upto 4:00 P.M.) |
| Cut-off time for UPI Mandate Confirmation | 13-Dec-2024 (upto 5:00 P.M.) |

As per SEBI ICDR Regulations, "The qualified institutional buyers and the non-institutional investors shall neither withdraw nor lower the size of their bids at any stage"

As per SEBI circular no SEBI/HO/CFD/DIL/CIR/P/2016/26 dated January 21, 2016. The exchange shall **validate the electronic bid details with depository's records for DP ID, Client ID and PAN, at** periodic intervals throughout the bidding day and download mismatch information on daily basis. (Path: - Transaction inquiry > mismatch)

As per SEBI circular no SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated April 05, 2022, all Syndicate Members / Registered Stockbrokers / DPs / RTAs shall use Unified Payments Interface (UPI) as a mandatory payment mechanism for bid amounting upto Rs. 5 Lacs for applications in public issues by individual investors. All Other Category of investors shall mandatorily use only Application

Supported by Blocked Amount (ASBA) facility for making payments. As per SEBI circular no SEBI/HO/CFD/DIL2/CIR/P/2019/76 dated June 28, 2019 all are requested to comply with the provisions of the aforementioned circular which states as below:

“Intermediaries shall retain physical application forms submitted by retail individual investors with UPI as a payment mechanism, for a period of six months and thereafter forward the same to the issuer/ Registrar to Issue. However, in case of Electronic forms, “printouts” of such applications need not be retained or sent to the issuer. Intermediaries shall, at all times, maintain the electronic records relating to such forms for a minimum period of three years.”

Participants are requested to refer SEBI Circular dated May 30,2022 regarding Processing of ASBA applications in Public Issue of Equity Shares and Convertibles.

Session Details (Pre-Anchor)

| Sr. No | Main Category | No of equity shares reserved for the main category (*) | Minimum Application Size | Maximum Application Size | Cut-off Price allowed (Yes / No) |
|--------------------------|---------------|--|--|---|----------------------------------|
| 1 | QIB | Not more than 12,36,000 equity shares | Such number of Equity Shares and in multiples of 1000 Equity Shares, that the Bid Amount exceeds Rs. 200,000 | Such number of Equity Shares in multiples of 1000 Equity Shares not exceeding the size of the Offer, subject to applicable limits | No |
| 2 | NIB* | Not less than 5,02,000* equity shares | Such number of Equity Shares and in multiples of 1000 Equity Shares that the Bid Amount exceeds Rs. 200,000 thereafter | Such number of Equity Shares in multiples of 1000 Equity Shares not exceeding the size of the Offer, (excluding the QIB Portion) subject to applicable limits | No |
| 3 | Retail | Not less than 8,66,000 equity shares | 1000 Equity Shares | Such number of Equity Shares in multiples of 1000 Equity Shares so that the Bid Amount does not exceed Rs. 200,000 | Yes |
| Total Issue size (1+2+3) | | 26,04,000 Equity shares | | | |

* Market Maker portion 1,31,000 equity shares is added to NIB Category

| Category | Max Quantity | Max Value |
|----------|-------------------------|--------------------|
| QIB* | 24,73,000 Equity Shares | Rs. 31,15,98,000/- |
| NIB* | 12,37,000 Equity Shares | Rs. 15,58,62,000/- |

*All Above figures are calculated at higher price band of Rs.126/-

- In view of Exchange Circular dated June 05, 2024 following shall be applicable for all issues opening from *on or after July 03, 2024*
- I. Rejection of Duplicate PAN Bids
Multiple bidding in different categories/ same category/ different application nos. with same PAN shall be rejected upfront on the Exchange platform with appropriate remark.
Exceptions:
 1. Individual Category (IND)
 - Bidding by the Individual Investor in the reserved categories like Employee (EMP), Shareholder (SHA), and Policyholder (POL) in addition to Individual (IND) category with same PAN shall be allowed.
 2. QIB category (FI/FII/MF/IC/OTH):
 - Bidding with multiple applications with same PAN and same category but different demat details shall be allowed.
- II. PAN Validation
Application with PAN having fourth character as "P" or "H" shall be allowed to bid in Individual (IND) and Shareholder (SHA) categories. Application with PAN having fourth character as "P" shall be allowed to bid in Policyholder (POL) and Employee (EMP) categories only. For all other categories, application with PAN having fourth character as "P" or "H" shall be rejected.
- III. DP ID / Client ID or PAN Mismatch
Applications with DP ID / Client ID or PAN Mismatch status shall not form part of LIVE Demand Data displayed for the SME IPO on the Exchange website. Also, such applications shall not form part of Final Bid Book shared by the Exchange with Registrar and Transfer Agent (RTA).
Modification of DP ID / Client ID or PAN (Either DP ID/Client ID or PAN can be modified but not BOTH) shall be allowed only during the bidding period for applications with mismatch status.
- IV. Validation of Reserved Category Bid
The Exchange book building platform shall verify the eligibility of the applicant prior to acceptance of bid for the reserved categories like Employee (EMP), Shareholder (SHA), Policyholder (POL) etc. based on the details shared by the company/ issuer.