

PSL

PURPLE STYLE LABS

Date: August 28, 2026

To,

General Manager
Listing Department
BSE Limited
P.J. Tower, Dalal Street
Mumbai 400 001

Vice President
Listing Department
National Stock Exchange of India Limited
'Exchange Plaza', Bandra-Kurla Complex
Bandra (East), Mumbai 400 051

Re: Initial public offering of equity shares of face value of ₹ 10 each ("Equity Shares" and such offering, the "Issue") of Purple Style Labs Limited (the "Company").

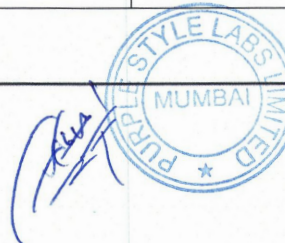
Dear Sir/ Madam,

The IPO Committee of the Company in their meeting held on August 28, 2026, in consultation with Axis Capital Limited and IIFL Capital Services Limited (*formerly known as IIFL Securities Limited*) (collectively, the "**BRLMs**"), has finalized the allocation of 53,21,739 Equity Shares in aggregate, to Anchor Investors at the Anchor Investor Allocation Price of ₹ 575 per Equity Share (including share premium of ₹ 565 per Equity Share) in connection with the Issue, in the following manner:

S. No.	Name of the Anchor Investor	No. of Equity Shares allocated	No. of Equity Shares allocated as a % of Anchor Investor Portion	Bid Price / Anchor Investor Allocation Price (₹ per Equity Share)	Total Amount allocated at the Anchor Investor Allocation Price (₹)
1	ICICI PRUDENTIAL SMALLCAP FUND	15,30,412	28.76%	575.00	87,99,86,900.00
2	JUPITER INDIA FUND	8,63,746	16.23%	575.00	49,66,53,950.00
3	THE JUPITER GLOBAL FUND - JUPITER INDIA SELECT	4,40,596	8.28%	575.00	25,33,42,700.00
4	ADITYA BIRLA SUN LIFE INSURANCE COMPANY LIMITED	11,82,584	22.22%	575.00	67,99,85,800.00
5	ITI MULTI CAP FUND	1,04,390	1.96%	575.00	6,00,24,250.00
6	ITI FLEXI CAP FUND	1,04,390	1.96%	575.00	6,00,24,250.00
7	SINGULARITY EQUITY FUND I	1,73,895	3.27%	575.00	9,99,89,625.00
8	INTEGRATED CORE STRATEGIES (ASIA) PTE. LTD.	2,60,858	4.90%	575.00	14,99,93,350.00
9	MORGAN STANLEY ASIA (SINGAPORE) PTE.	1,73,914	3.27%	575.00	10,00,00,550.00

Registered Office Address

Purple Style Labs Limited
CTS No. 1081, Plot No. 110, TPS Village, Service Road, Western Express Highway,
Vile Parle (East), Mumbai, Maharashtra - 400057 (India)



Web : www.purplestylelabs.com
Email : info@purplestylelabs.com
Phone : +91 22 5033 3600
CIN : U18204MH2015PLC267215

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S. No.	Name of the Anchor Investor	No. of Equity Shares allocated	No. of Equity Shares allocated as a % of Anchor Investor Portion	Bid Price / Anchor Investor Allocation Price (₹ per Equity Share)	Total Amount allocated at the Anchor Investor Allocation Price (₹)
10	BOFA SECURITIES EUROPE SA - ODI	4,86,954	9.15%	575.00	27,99,98,550.00
TOTAL		53,21,739	100.00%		3,05,99,99,925.00

Out of the total allocation of 53,21,739 Equity Shares to the Anchor Investors, 17,39,192 Equity Shares (i.e. 32.68% of the total allocation to Anchor Investors) were allocated to 2 domestic Mutual Funds applying through 3 schemes. Set forth below is the scheme-wise details of the mutual funds:

S. No.	Name of the Mutual Fund Scheme	No. of Equity Shares allocated	No. of Equity Shares allocated as a % of Anchor Investor Portion	Bid Price / Anchor Investor Allocation Price (₹ per Equity Share)	Total amount allocated at Anchor Investor Allocation Price (₹)
1	ICICI PRUDENTIAL SMALLCAP FUND	15,30,412	28.76%	575.00	87,99,86,900.00
2	ITI MULTI CAP FUND	1,04,390	1.96%	575.00	6,00,24,250.00
3	ITI FLEXI CAP FUND	1,04,390	1.96%	575.00	6,00,24,250.00
TOTAL		17,39,192	32.68%		1,00,00,35,400.00

Out of the total allocation of 53,21,739 Equity Shares to the Anchor Investors, 11,82,584 Equity Shares (i.e. 22.22% of the total allocation to Anchor Investors) were allocated to 1 Life Insurance Company, whose details are set forth below:

S. No.	Name of the Life Insurance Company	No. of Equity Shares allocated	No. of Equity Shares allocated as a % of Anchor Investor Portion	Bid Price / Anchor Investor Allocation Price (₹ per Equity Share)	Total amount allocated at Anchor Investor Allocation Price (₹)
1	ADITYA BIRLA SUN LIFE INSURANCE COMPANY LIMITED	11,82,584	22.22%	575.00	67,99,85,800.00
TOTAL		11,82,584	22.22%		67,99,85,800.00

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As per the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirement) Regulations, 2018, as amended (“**SEBI ICDR Regulations**”), in case the Issue Price discovered through book building process is higher than the Anchor Investor Allocation Price, Anchor Investors will be required to pay the difference by the Anchor Investor Pay-in Date as specified in the revised confirmation of allocation note.

Further, as per the SEBI ICDR Regulations, we shall abide by Schedule XIII, Part A, Clause 10 and all relevant sub-clauses.

All capitalized terms used and not defined herein shall have the respective meanings assigned to them in the Red Herring Prospectus dated August 24, 2026, filed with the Registrar of Companies, Mumbai – I at Mumbai read with corrigendum to red herring prospectus dated August 25, 2026 (the “**RHP**”).

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

Thanking you,

Yours faithfully,

For **Purple Style Labs Limited**

Abhishek Agarwal

DIN: 07237807

Whole-time Director and Chief Executive Officer



cc:

Securities and Exchange Board of India

Corporation Finance Department

Division of Issues and Listing - I

SEBI Bhavan, Plot No. C4 A, ‘G’ Block

Bandra Kurla Complex

Bandra (East)

Mumbai 400 051, India

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