

PSL

IPO NOTE

PURPLE STYLE LABS LIMITED



Rating:

AVOID



ISSUE OFFER

Issue Opens on	AUG 31, 2026
Issue Close on	SEP 02, 2026
Total IPO size (cr)	₹680 CR
Fresh issue (cr)	₹680 CR
Offer For Sale (cr)	-
Price Band (INR)	₹546-575
Market Lot	26 SHARES
Face Value (INR)	₹10
Listing At	BSE, NSE
Market Cap (Pre IPO)	₹4,639.63 CR.

MINIMUM INVESTMENT DETAILS

Number of Shares	1,18,26,086
Minimum Investment Amount	₹14,950
Small-HNI (Min)/ 364 Shares	₹2,09,300
Big-HNI (Min)/ 1,742 Shares	₹10,01,650

INDICATIVE TIMETABLE

Basis of Allotment	03-09-2026
Refunds/Unblocking ASBA Fund	04-09-2026
Credit of Share to Demat A/c	04-09-2026
Listing Date	07-09-2026

ISSUE BREAK-UP (%)

QIB Portion		75%
NII Portion		15%
Retail Portion		10%

Purple Style Labs is a multi-brand luxury fashion platform operating under Pernia's Pop-Up Shop, offering curated fashion, jewellery and accessories across categories, with a focus on wedding and occasion wear.

OBJECTS OF THE ISSUE

- Investment in subsidiary for lease liabilities and office expenses
- Sales & marketing expenses
- General corporate purposes

FINANCIALS (RESTATED CONSOLIDATED)

PARTICULARS (IN CRORE)	FY 2026	FY 2025	FY 2024
Equity Share Capital	68.23	0.04	0.02
Net Worth	-52.28	117.50	39.51
Revenue from operations	557.83	489.90	504.37
EBITDA Margin%	5.44%	8.57%	6.27%
Net Profit/Loss of the year	-285.40	-188.38	-47.71

FINANCIAL RATIOS OF FY26



OUTLOOK & VALUATION

- PAT loss ballooned from ₹477 mn (FY24) to ₹1,884 mn (FY25) to ₹2,854 mn (FY26), with no visible path to breakeven.
- P/E and P/B are not meaningful due to losses and negative net worth. The company also has no listed peers for comparison.
- At ~9.3-9.6x FY26 revenue, the IPO valuation appears expensive for a loss-making business.
- Around 55% of net proceeds will go toward lease liabilities, while ₹1,389 mn is allocated to marketing, with limited funds for growth investments.
- Given the widening losses, negative net worth, and high valuation, we recommend avoiding the IPO.



COMPANY PROFILE

- It operates as a multi-brand luxury omni-channel fashion platform under the brand “Pernia’s Pop-Up Studio.”
- The company curates and retails designer-led fashion across womenswear, menswear, jewellery, accessories and kidswear, with a strong focus on wedding and occasion wear.
- Its operations span a network of large-format physical experience centres and a digital platform, creating an integrated online and offline customer journey.
- Purple Style Labs follows an asset-light, marketplace-led business model.
- It partners with a wide portfolio of designer brands and earns revenue through product sales and allied services.
- The platform serves customers in India and overseas. Key strengths include strong brand recall in luxury ethnic wear, deep relationships with leading designers, an omni-channel presence, and curated customer experiences that blend technology with personalised styling.



COMPETITIVE STRATEGIES

- Expand footprint in key luxury markets
- Deepen existing customer base
- Increase and optimize product categories and Designer Brand mix
- Continue to focus on profitability and cost structure



KEY CONCERNS

- High dependence on womenswear and wedding-related demand.
- Significant reliance on physical experience centres for revenue generation.
- Continued operating losses and negative retained earnings.
- Revenue concentration among a limited number of top designer brands.
- Exposure to foreign markets and currency fluctuation risks



KEY STRENGTHS

- Leading multi-brand luxury omni-channel fashion platform in India.
- Strong brand recall through Pernia’s Pop-Up Studio in wedding and occasion wear.
- Wide portfolio of established and emerging designer brands.
- Integrated online platform and large-format physical experience centres.
- Growing international customer base with global shipping capabilities.

COMPARISON WITH LISTED INDUSTRY PEERS

Due to the company's distinct market positioning and specialized operational scale, direct listed peers do not exist in domestic or international markets. Consequently, standard peer benchmark comparisons have been omitted.



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