

PURPLE STYLE LABS LIMITED

IPO Note



Subscribe

Redefining Luxury Through Fashion & Design

Purple Style Labs Limited, incorporated in 2015 with its registered office in Mumbai, operates Pernia's Pop-Up Shop, an omnichannel platform for Indian luxury fashion. The company integrates its online platforms with a physical network of 14 Experience Centers globally, including Delhi, Mumbai, London, and New York. Serving a diverse target demographic focused on wedding and occasion wear, the omnichannel model processed 95,565 orders from 66,713 customers in Fiscal 2026. This physical-digital ecosystem achieved a Total PPUS GMV of INR 721.56 cr in Fiscal 2026.

The platform hosts a curated ecosystem of 1,109 Active Designer Brands as of March 31, 2026, offering premium labels such as Seema Gujral and Amit Aggarwal. Sourcing across womenswear, menswear, and jewelry, PPUS leverages its brand relationships to command high average order values, which reached INR 75,504.88 in Fiscal 2026. Sourcing is optimized through back-ordering and consignment models that minimize inventory holding costs and enhance working-capital efficiency. The company retains a valuable customer base, particularly among the Non-Resident Indian diaspora, with repeat customers accounting for 28.80% of total customers in Fiscal 2026.

Financial performance reflects robust growth, with revenue from operations rising to INR 557.84 cr in Fiscal 2026 from INR 489.91 cr in Fiscal 2025. EBITDA stood at INR 30.37 cr in Fiscal 2026, representing a 5.44% margin, compared to INR 41.99 cr and an 8.57% margin in Fiscal 2025. Despite positive operating profit before working capital changes of INR 38.81 cr, the company reported a net loss of INR 285.40 cr in Fiscal 2026, impacted by INR 117.93 cr in employee share-based payment expenses. Net cash used in operating activities was INR 34.90 cr, with inventories at INR 163.38 cr.

To capture luxury demand, the company intends to expand its retail footprint through Large Format Experience Centers, scale up new product categories such as menswear and real jewelry, and invest in brand building. Key growth channels are funded by the Fresh Issue, earmarking INR 371.13 cr for lease liabilities of Experience Centers in India and INR 138.90 cr for marketing. Stated business risks include past losses and negative retained earnings of INR 710.29 cr, substantial revenue dependency on womenswear (representing 77.70% of Total PPUS GMV), supplier concentration among its top designer brands, and outstanding intellectual property litigation.

Key Consolidated Financial Data (INR Cr, unless specified):

	Revenue	EBITDA	Net Profit	EBITDA (%)	Net Profit (%)	Adj EPS (INR)	Adj BVPS (INR)	ROE (%)	ROIC (%)	EV/EBITDA (X)	P/BV (X)	P/E (X)
FY24	488.9	26.0	(47.7)	5.3	(9.8)	(5.9)	4.9	(120.8)	(8.3)	183.0	117.4	(97.2)
FY25	483.4	37.9	(188.4)	7.8	(39.0)	(23.3)	14.6	(160.3)	(7.6)	125.1	39.5	(24.6)
FY26	552.6	21.1	(285.4)	3.8	(51.6)	(35.4)	(6.5)	545.9	(26.2)	236.4	(88.7)	(16.3)

Source: Ventura Research & Company update

Industry	Retail
----------	--------

Scrip Details

Listing	BSE & NSE
Open Date	31 st Aug, 2026
Close Date	2 nd Sept, 2026
Price Band	INR 546 - 575
Face Value	INR 10
Market Lot	26 Shares
Minimum Lot	1

Issue Structure

Issue Size (INR cr)	680
Issue Size sh. (in cr.)	1.18
QIB Share (%)	≥ 75%
Non-Inst Share (%)	≤ 15%
Retail Share (%)	≤ 50%
Pre-Issue sh. (in cr.)	6.82
Post Issue sh. (in cr.)	8.07
Post Issue Market Cap (in INR cr)	4,639.63

Shareholding (%)	Pre (%)	Post (%)
Promoter	26.34	22.26
Public	73.66	77.74
TOTAL	100	100

Issue Structure and Offer Details:

PURPLE STYLE LABS IPO is a book build issue comprising of **INR 680 crores**. The issue is entirely a **fresh issue of 1.18 crore shares of INR 680 crore**.

Issue Structure	
Investor Category	Allocation
QIB	Not less than 75% of the Net Offer
NII (HNI)	Not more than 15% of the Net Offer
Retail	Not more than 10% of the Net Offer

Number of shares based on a higher price band of INR 575

Source: Company Reports

Objects of the Issue:

1. **Lease Liabilities:** Allocation of INR 371.13 Crores for investment in our wholly owned Subsidiary, PSL Retail for expenditure towards lease liabilities of Experience Centers and back-end offices in India.
2. **Sales and Marketing:** Deployment of INR 138.90 Crores towards funding sales and marketing expenses to be incurred by our Company.
3. **General Corporate Purposes:** Deployment of the balance Net Proceeds towards general corporate purposes including ordinary business expenses, strategic initiatives, and corporate contingencies as approved by the Board.

Financial Summary

Fig in INR Cr (unless specified)	FY24	FY25	FY26	Fig in INR Cr (unless specified)	FY24	FY25	FY26
Income Statement				Per share data & Yields			
Revenue	488.9	483.4	552.6	Adjusted EPS (INR)	(5.9)	(23.3)	(35.4)
YoY Growth (%)	51.7	(1.1)	14.3	Adjusted Cash EPS (INR)	(1.1)	(16.6)	(22.9)
Raw Material Cost	297.5	283.9	348.4	Adjusted BVPS (INR)	4.9	14.6	(6.5)
RM Cost to Sales (%)	60.9	58.7	63.0	Adjusted CFO per share (INR)	(3.9)	(5.6)	(4.3)
Employee Cost	58.7	66.2	82.0	CFO Yield (%)	(0.7)	(1.0)	(0.8)
Employee Cost to Sales (%)	12.0	13.7	14.8	Adjusted FCF per share (INR)	(5.8)	(7.5)	(10.4)
Other Expenses	106.7	95.4	101.1	FCF Yield (%)	(1.0)	(1.3)	(1.8)
Other Exp to Sales (%)	21.8	19.7	18.3	Solvency Ratio (X)			
EBITDA	26.0	37.9	21.1	Total Debt to Equity	2.9	1.0	(7.1)
Margin (%)	5.3	7.8	3.8	Net Debt to Equity	2.9	0.9	(6.8)
YoY Growth (%)	42,470.5	45.9	(44.2)	Net Debt to EBITDA	4.4	2.7	16.8
Depreciation & Amortization	38.6	54.6	100.7	Return Ratios (%)			
EBIT	(12.6)	(16.7)	(79.6)	Return on Equity	(120.8)	(160.3)	545.9
Margin (%)	(2.6)	(3.5)	(14.4)	Return on Capital Employed	(8.1)	(7.3)	(24.9)
YoY Growth (%)	(56.7)	32.7	375.8	Return on Invested Capital	(8.3)	(7.6)	(26.2)
Other Income	5.7	4.1	9.2	Working Capital Ratios			
Bill discounting & other charges	40.8	53.0	97.1	Payable Days (Nos)	80	54	42
Fin Charges Coverage (X)	(0.3)	(0.3)	(0.8)	Inventory Days (Nos)	172	206	171
Exceptional Item	0.0	(122.8)	(117.9)	Receivable Days (Nos)	1	1	2
PBT	(47.7)	(188.4)	(285.4)	Net Working Capital Days (Nos)	93	153	131
Margin (%)	(9.8)	(39.0)	(51.6)	Net Working Capital to Sales (%)	15.6	24.8	22.9
YoY Growth (%)	15.3	294.9	51.5	Valuation (X)			
Tax Expense	0.0	0.0	0.0	P/E	(97.2)	(24.6)	(16.3)
Tax Rate (%)	0.0	0.0	0.0	P/BV	117.4	39.5	(88.7)
PAT	(47.7)	(188.4)	(285.4)	EV/EBITDA	183.0	125.1	236.4
Margin (%)	(9.8)	(39.0)	(51.6)	EV/Sales	9.7	9.8	9.0
YoY Growth (%)	15.3	294.9	51.5	Cash Flow Statement			
Min Int/Sh of Assoc	0.0	0.0	0.0	PBT	(47.7)	(188.4)	(285.4)
Net Profit	(47.7)	(188.4)	(285.4)	Adjustments	45.4	186.8	257.0
Margin (%)	(9.8)	(39.0)	(51.6)	Change in Working Capital	(29.1)	(43.6)	(6.5)
YoY Growth (%)	15.3	294.9	51.5	Less: Tax Paid	0.0	0.0	0.0
Balance Sheet				Cash Flow from Operations	(31.3)	(45.2)	(34.9)
Share Capital	2.0	1.9	68.2	Net Capital Expenditure	(15.5)	(14.9)	(48.8)
Total Reserves	37.5	115.6	(120.5)	Change in Investments	(1.3)	2.8	(3.6)
Shareholders Fund	39.5	117.5	(52.3)	Cash Flow from Investing	(16.8)	(12.1)	(52.5)
Long Term Borrowings	1.0	0.0	0.0	Change in Borrowings	54.0	(30.8)	189.6
Deferred Tax Assets / Liabilities	0.0	0.0	0.0	Less: Finance Cost	(40.8)	(53.0)	(97.1)
Other Long Term Liabilities	167.2	146.1	347.0	Proceeds from Equity	30.5	148.3	0.0
Long Term Trade Payables	0.0	0.0	0.0	Buyback of Shares	0.0	0.0	0.0
Long Term Provisions	1.7	2.5	3.9	Dividend Paid	0.0	0.0	0.0
Total Liabilities	209.4	266.2	298.7	Cash flow from Financing	43.8	64.5	92.5
Net Block	228.5	194.3	502.1	Net Cash Flow	(4.4)	7.2	5.2
Capital Work in Progress	0.8	3.4	0.0	Forex Effect	0.0	0.0	0.0
Intangible assets under developme	0.0	0.0	0.0	Opening Balance of Cash	7.6	3.2	10.4
Non Current Investments	2.6	0.0	0.0	Closing Balance of Cash	3.2	10.4	15.6
Long Term Loans & Advances	21.3	44.1	53.0				
Other Non Current Assets	0.0	0.0	0.4				
Net Current Assets	(43.8)	24.3	(256.8)				
Total Assets	209.4	266.2	298.7				

Source: Ventura Research

Disclosures and Disclaimer

Ventura Securities Limited (VSL) is a SEBI registered intermediary offering broking, depository and portfolio management services to clients. VSL is member of BSE, NSE and MCX-SX. VSL is a depository participant of NSDL. VSL states that no disciplinary action whatsoever has been taken by SEBI against it in last five years except administrative warning issued in connection with technical and venial lapses observed while inspection of books of accounts and records. Ventura Commodities Limited, Ventura Guaranty Limited, Ventura Insurance Brokers Limited and Ventura Allied Services Private Limited are associates of VSL. Research Analyst (RA) involved in the preparation of this research report and VSL disclose that neither RA nor VSL nor its associates (i) have any financial interest in the company which is the subject matter of this research report (ii) holds ownership of one percent or more in the securities of subject company (iii) have any material conflict of interest at the time of publication of this research report (iv) have received any compensation from the subject company in the past twelve months (v) have managed or co-managed public offering of securities for the subject company in past twelve months (vi) have received any compensation for investment banking merchant banking or brokerage services from the subject company in the past twelve months (vii) have received any compensation for product or services from the subject company in the past twelve months (viii) have received any compensation or other benefits from the subject company or third party in connection with the research report. RA involved in the preparation of this research report discloses that he / she has not served as an officer, director or employee of the subject company. RA involved in the preparation of this research report and VSL discloses that they have not been engaged in the market making activity for the subject company. Our sales people, dealers, traders and other professionals may provide oral or written market commentary or trading strategies to our clients that reflect opinions that are contrary to the opinions expressed herein. We may have earlier issued or may issue in future reports on the companies covered herein with recommendations/ information inconsistent or different those made in this report. In reviewing this document, you should be aware that any or all the foregoing, among other things, may give rise to or potential conflicts of interest. We may rely on information barriers, such as "Chinese Walls" to control the flow of information contained in one or more areas within us, or other areas, units, groups or affiliates of VSL. This report is for information purposes only and this document/material should not be construed as an offer to sell or the solicitation of an offer to buy, purchase or subscribe to any securities, and neither this document nor anything contained herein shall form the basis of or be relied upon in connection with any contract or commitment whatsoever. This document does not solicit any action based on the material contained herein. It is for the general information of the clients / prospective clients of VSL. VSL will not treat recipients as clients by virtue of their receiving this report. It does not constitute a personal recommendation or take into account the particular investment objectives, financial situations, or needs of clients / prospective clients. Similarly, this document does not have regard to the specific investment objectives, financial situation/circumstances and the needs of any specific person who may receive this document. The securities discussed in this report may not be suitable for all investors. The appropriateness of a particular investment or strategy will depend on an investor's individual circumstances and objectives. Persons who may receive this document should consider and independently evaluate whether it is suitable for his/ her/their particular circumstances and, if necessary, seek professional/financial advice. And such person shall be responsible for conducting his/her/their own investigation and analysis of the information contained or referred to in this document and of evaluating the merits and risks involved in the securities forming the subject matter of this document. The projections and forecasts described in this report were based upon a few estimates and assumptions and are inherently subject to significant uncertainties and contingencies. Projections and forecasts are necessarily speculative in nature, and it can be expected that one or more of the estimates on which the projections and forecasts were based will not materialize or will vary significantly from actual results, and such variances will likely increase over time. All projections and forecasts described in this report have been prepared solely by the authors of this report independently of the Company. These projections and forecasts were not prepared with a view toward compliance with published guidelines or generally accepted accounting principles. No independent accountants have expressed an opinion or any other form of assurance on these projections or forecasts. You should not regard the inclusion of the projections and forecasts described herein as a representation or warranty by VSL, its associates, the authors of this report or any other person that these projections or forecasts or their underlying assumptions will be achieved. For these reasons, you should only consider the projections and forecasts described in this report after carefully evaluating all of the information in this report, including the assumptions underlying such projections and forecasts. The price and value of the investments referred to in this document/material and the income from them may go down as well as up, and investors may realize losses on any investments. Past performance is not a guide for future performance. Future returns are not guaranteed, and a loss of original capital may occur. Actual results may differ materially from those set forth in projections. Forward-looking statements are not predictions and may be subject to change without notice. We do not provide tax advice to our clients, and all investors are strongly advised to consult regarding any potential investment. VSL, the RA involved in the preparation of this research report and its associates accept no liabilities for any loss or damage of any kind arising out of the use of this report. This report/document has been prepared by VSL, based upon information available to the public and sources, believed to be reliable. No representation or warranty, express or implied is made that it is accurate or complete. VSL has reviewed the report and, in so far as it includes current or historical information, it is believed to be reliable, although its accuracy and completeness cannot be guaranteed. The opinions expressed in this document/material are subject to change without notice and have no obligation to tell you when opinions or information in this report change. This report or recommendations or information contained herein do/does not constitute or purport to constitute investment advice in publicly accessible media and should not be reproduced, transmitted or published by the recipient. The report is for the use and consumption of the recipient only. This publication may not be distributed to the public used by the public media without the express written consent of VSL. This report or any portion hereof may not be printed, sold or distributed without the written consent of VSL. This document does not constitute an offer or invitation to subscribe for or purchase or deal in any securities and neither this document nor anything contained herein shall form the basis of any contract or commitment whatsoever. This document is strictly confidential and is being furnished to you solely for your information, may not be distributed to the press or other media and may not be reproduced or redistributed to any other person. The opinions and projections expressed herein are entirely those of the author and are given as part of the normal research activity of VSL and are given as of this date and are subject to change without notice. Any opinion estimates or projection herein constitutes a view as of the date of this report and there can be no assurance that future results or events will be consistent with any such opinions, estimate or projection. This document has not been prepared by or in conjunction with or on behalf of or at the instigation of, or by arrangement with the company or any of its directors or any other person. Information in this document must not be relied upon but as having been authorized or approved by the company or its directors or any other person. Any opinions and projections contained herein are entirely those of the authors. None of the company or its directors or any other person accepts any liability whatsoever for any loss arising from any use of this document or its contents or otherwise arising in connection therewith. The information contained herein is not intended for publication or distribution or circulation in any manner whatsoever and any unauthorized reading, dissemination, distribution or copying of this communication is prohibited unless otherwise expressly authorized. Please ensure that you have read "Risk Disclosure Document for Capital Market and Derivatives Segments" as prescribed by Securities and Exchange Board of India before investing in Securities Market.

Ventura Securities Limited - SEBI Registration No.: INH000001634

Corporate Office: I-Think Techno Campus, 8th Floor, 'B' Wing, Off Pokhran Road No 2, Eastern Express Highway, Thane (W) – 400608