IPO FACT SHEET

IPO : Purple Style Labs Limited August 2026

Snapshot

The company operates as a technology-enabled **omnichannel luxury fashion platform**, offering customers access to a curated portfolio of products from leading designer brands through digital channels and strategically located Experience Centers. As of March 31, 2026, it offered products from **1,109 active designer brands**, covering categories including menswear and other luxury fashion segments. Its omnichannel model combines online convenience with personalized in-store experiences across India and international markets, including the UK and US. The company follows a flexible procurement and backorder-led model, helping reduce inventory requirements while maintaining a broad product assortment.

Opening Date	Friday, August 28, 2026
Closing Date	Wednesday, September 2, 2026
Price Band	Rs. 546 to 575 per share
Bid Lot	26 Shares
Issue Size	1,18,26,086 shares (aggregating up to Rs. 680 Cr)
Fresh Issue	1,18,26,086 shares (aggregating up to Rs. 680 Cr)
Registrar	Kfin Technologies Ltd.

Company Vision

The company's vision is centered on building a leading global destination for luxury fashion by combining a wide selection of designer brands with a seamless and personalized omnichannel shopping experience. Its strategy focuses on strengthening its digital platform while expanding its network of Experience Centers in key domestic and international markets. By integrating online convenience with physical retail, personalized styling and premium customer service, the company aims to enhance customer engagement and loyalty. Continued expansion of its designer-brand portfolio, product categories and large-format Experience Centers is expected to support its objective of creating a differentiated luxury fashion ecosystem and strengthening its brand equity.

Key Financials

Amount in cr.	FY2026	FY2025	FY2024
Assets	830	497	458
Total Income	567	494	510
Profit After Tax	-285	-188	-48
EBITDA	30.37	41.99	31.63
NET Worth	-52	118	40
Reserves and Surplus	-116	118	39
Total Borrowing	371	113	116

Growth Prospects

The company has significant growth opportunities through expansion of its luxury fashion portfolio, customer base, geographic presence and omnichannel capabilities. Its focus on menswear and introduction of new product categories have helped diversify revenue streams and increase customer engagement. The company can further benefit from expanding Experience Centers across major cities, strengthening its online platform and increasing its presence in international markets. Its network of 1,109 active designer brands provides a broad product assortment and supports customer acquisition. The combination of digital reach, physical experiences and personalized services provides potential for sustained long-term growth.

Risk Assessment

The company operates in a competitive luxury fashion market and its performance depends significantly on its ability to attract new customers, retain existing customers and maintain strong customer engagement. A substantial portion of its business is dependent on repeat customers, creating a risk if customer preferences or purchasing patterns change. Its international operations also expose it to foreign-exchange fluctuations, changing trade policies and geopolitical developments. In particular, changes in US tariffs on Indian goods could increase product and shipping costs and negatively affect international sales. Competition from designer brands and other luxury platforms may further pressure growth, pricing and profitability.