


एसबीएफसी फाइनेंस लिमिटेड		
पंजीकृत कार्यालय: यूनिट नंबर 103, पहली मंजिल, सी एंड बी स्क्वायर, संपम कॉम्प्लेक्स, ग्राम चाकाला, अंधेरी-कुर्ला रोड, अंधेरी (पूर्व), मुंबई-400059		
कच्चा सूचना		
(प्रतिभूति हित (प्रवर्तन) नियम, 2002 के नियम 8(2) के अनुसार)		
जैसा की वित्तीय परिसरपरिचयों के प्रतिभूतिकरण और पुनर्मिर्माण तथा प्रतिभूति हित प्रवर्तन अधिनियम,2002 के अंतर्गत एसबीएफसी फाइनेंस लिमिटेड के प्राधिकृत अधिकारी के रूप में तथा प्रतिभूति हित प्रवर्तन नियम,2002के नियम8 के साथ पठित अधिनियम की धारा 13 (12) के अंतर्गत प्रदत्त शक्तियों का प्रयोग करते हुए अधिहतावली में मांग सूचना जारी कर ऋणधारको/सह-ऋणधारको को उक्त सूचना की प्राप्ति की तिथि से 60 दिनों के भीतर उक्त मांग सूचना में वर्णित राशि वापस लौटने का निर्देश दिया था। ऋणधारक/सह-ऋणधारको इस राशि को वापस लौटने में विफल रहे, अतःएतदवसाम आम जनता और विशेष रूप से ऋणधारको/सह-ऋणधारको को सूचित किया जाता है की अधोहतावली निम्न वर्णित तिथि को उक्त नियमों के नियम 8 के साथ पठित उक्त अधिनियम की धारा 13 (4) के तहत उन्हें प्रदत्त शक्तियों का प्रयोग करते हुए नीचे वर्णित संपत्ति का कब्जा ले लिया है। विशेष रूप से ऋणधारको/सह-ऋणधारको और आम जनता को सूचित किया जाता है की वे नीचे वर्णित संपत्ति का व्यवसाय न करें और उक्त संपत्ति का किसी तरह का व्यवसाय एएसबीएफसी फाइनेंस लिमिटेड के चार्ज के अधीन होगा।		
ऋणधारको का नाम और पता और मांग सूचना की तारीख	संपत्ति को का विवरण और करने की तारीख	कच्चा सूचना में मांग की तारीख (रु.)
1. श्री ईश्वरान कुमार रहेला 2. श्रीमती सरोजो देवी 3. श्री प्रदीपा प्रदीपा सभी का पता: गोकुलपुर शाहपुर पुलिस चौकी, शाहपुर 251318 मांग सूचना की तारीख: 23 जून 2025 ऋण सहायता सं.: 4021060000302780 (PR01348011) और 4021060000287070 (PR01318936)	संपत्ति का वह सभी भाग और हिस्सा जो खसरा नं. 1020 कच्चा शाहपुर, मोहल्ला, खसरा नं. 1020 कच्चा शाहपुर, मोहल्ला, सौकरपुर गोकुलपुर वाई नंबर 3 परमाना शिकारपुर, तहसील बुढ़ाना, जिला मुजरफनगर शाहपुर, 251318, उत्तर प्रदेश में स्थित है। कच्चा लेने की तारीख: 20 सितंबर, 2025	रु. 19,30,104/- (उत्तरी चालू तीस हजार एक सौ चार रुपये मात्र) 20 जून 2025 को
ऋणधारका का क्या प्रतिभूत संपत्ति को वित्तीयित करने के लिए उपयुक्त समय के संदर्भ में अधिनियम की धारा 13की उप-धारा (8) के प्रावधानों के प्रति आकृष्ट की जाती है।		
स्थान: शाहपुर		
दिनांक: 24.09.2025		
हस्ता/- (प्राधिकृत अधिकारी) एसबीएफसी फाइनेंस लिमिटेड		

इटेक कैपिटल लिमिटेड	
708, मंजूषा बिल्डिंग, 57 नेहरू फ्लेस, नई दिल्ली-110019	
ई-नीलामी विकी सूचना	
[प्रतिभूति हित प्रवर्तन नियम 2002 के नियम 9(1) के अंतर्गत]	
वित्तीय आदित्यों का प्रतिभूतिकरण एवं पुनर्मिर्माण तथा प्रतिभूति हित प्रवर्तन अधिनियम, 2002 (हाफेनी अधिनियम, 2002) के अंतर्गत अवर संपत्तियों की विकी हेतु ई-नीलामी विकी सूचना।	
प्राधिकृत अधिकारी द्वारा सर्वसाधारण को तथा विशेष रूप से ऋणधारको(को), सह-ऋणधारको और गारंटरी को सूचित किया जाता है कि नीचे उल्लिखित संपत्ति इटेक कैपिटल लिमिटेड के चार्ज में है। कच्चा लेने के प्राधिकृत अधिकारी ने वित्तीय आदित्यों का प्रतिभूतिकरण एवं पुनर्मिर्माण तथा प्रतिभूति हित प्रवर्तन अधिनियम, 2002 के प्रावधानों के अंतर्गत कच्चा ले लिया है। संपत्ति को विकी नीचे उल्लिखित तिथि तक संपत्तिक ई-नीलामी द्वारा कब्ज़ी हेतु की जाएगी। नीचे दिए गए विवरण के अनुसार नीचे उल्लिखित बकाया और आगे के व्याज, मुल्य और लागत आदि का भुगतान- संपत्ति "जैसी है जहां है" और "जैसी है जैसी है" विधि में बेची जाएगी।	

क्र. सं.	उधारकर्ता और गारंटर का नाम	बंधक संपत्ति का विवरण	1. आरक्षित मूल्य/- राशि जमा (ईएमडी)/ 3. बोली वृद्धि राशि	2. बचाना (ईएमडी)/ 3. बोली वृद्धि राशि	कच्चे का प्रकार
1	बेलवॉली मोल्डर्स प्राइवेट लिमिटेड, 2. संजीव कपूर (अपने कानूनी उत्तराधिकारियों सुरिता कपूर, सुचि कपूर, संजना माथुर, सिद्धांत कपूर के माध्यम से दिगनत), 3. सुरिता कपूर।	मकान नंबर-जीएफ-2, ग्राउंड फ्लोर टावर-ए, ब्लॉक-डी पल्लेस गेटवे टावर, प्लॉट नंबर डी-एए, सेक्टर-44, नोएडा यू.पी.	1) 6,51,99,000 /— 2) 65,19,900 /— 3) 50,000 /—		भौतिक

विहीनराण तिथि और समय: 10-10-2025 से 17-10-2025 तक सभी संपत्तियों के लिए, सुबह 11:00 बजे से शाम 4:00 बजे के बीच, श्री दिनेश नेगी से 9643802772 पर सुबह 11:00 बजे से शाम 6:00 बजे के बीच संपर्क करें।	
ईएमडी जमा कच्चे की तिथि और समय: 27-10-2025 को या उससे पहले शाम 5:00 बजे तक, भागीदारी अनुरोध पत्र, केवाईडी, बैंक काई, ईएमडी प्रमाण के साथ dinesh.negi@intecapital.com, nodalficer.north@intecapital.com, संपर्क संख्या: 011-46522315 पर भेजें।	
ई-नीलामी की तिथि और समय: 28-10-2025, दोपहर 12:00 बजे से दोपहर 2:00 बजे के बीच।	
इच्छुक जेनाओं/बोलीदाताओं को ईएमडी राशि केवल इटेक कैपिटल लिमिटेड के पक्ष में ईमेल द्वारा उपर के माध्यम से जमा कच्ची होगी।	
ई-नीलामी के नियम और शर्तें	
1. निधिलेश कुमार- 7080804466, mithalesh.kumar@cindia.com और delhi@cindia.com से उनकी वेबसाइट <a href="https://bankauctions.com">https://bankauctions.com</a> पर ऊपर दी गई तालिका में उल्लिखित तिथियों पर 5 मिनट के असीमित वित्ताार के साथ संपर्क करें। बोलीदाताओं को सलाह दी जाती है कि वे अपनी बोलीदाता जमा करने से पहले नीलामी विकी के विस्तृत नियम और शर्तें <a href="https://www.bankauctions.com">https://www.bankauctions.com</a> लिंक पर जाकर देख लें।	
2. इच्छुक बोलीदाताओं को पेटा पर पंजीकरण करना होगा और नीलामी सेवा प्रदाता (CI INDIA) से लॉगिन आईडी और पासवर्ड, जो ई-बोली के लिए अनिवार्य है, पहले ही प्राप्त कर लेना होगा। संपत्ति बोलीदाता केवल अपने पंजीकृत मोबाइल नंबर से ही ई-नीलामी पर ऑनलाइन प्रविष्टि प्राप्त कर सकते हैं।	
3. वेबसाइट पर प्रस्तावनीयता दस्तावेज के साथ उपलब्ध निवारित भाग में आवेदन करके नीलामी प्रक्रिया में भागीदारी के लिए अनिवार्य है।	
दिनांक: 23-09-2025	हस्ता/- प्राधिकृत अधिकारी
स्थान: दिल्ली	इटेक कैपिटल लिमिटेड

This advertisement is for information purposes only and does not constitute an offer or an invitation or a recommendation to purchase, to hold or sell securities. This is not an announcement for the offer document. All capitalized terms used herein and not defined herein shall have the meaning assigned to them in the Letter of offer dated August 29, 2025 the "Letter of Offer" or ("LOF") filed with the BSE Limited ("BSE") and the Securities and Exchange Board of India ("SEBI").



# DEEP DIAMOND INDIA LIMITED

(CIN- L24100MH1994PLC082609)

Our Company was originally incorporated as "Deep Diamond India Limited" a limited company vide a certificate of incorporation dated November 02, 1994, issued by the Registrar of Companies, Mumbai, Maharashtra, under the provisions of the Companies Act, 1956. For further details please refer to the section titled "General Information" beginning on page 49 of the Letter of offer.

**Registered Office:** 309, 3<sup>rd</sup> Floor, V Star Plaza Plot No. 16 Chandavarkar Road, Opp. Saraswat Bank Borivali West, Opposite Raj Mahal Hotel, Borivali West, Mumbai, Maharashtra, India, 400092

**Corporate office:** 506-509 Fifth Floor, Apeksha, Plot no. 256, Main Road, Hiran Magri, Sector 11, Udaipur, Rajasthan -313001. Tel: 0294-3569097;

**Email id:** [info.deepdiamondindia@gmail.com](mailto:info.deepdiamondindia@gmail.com); **Website:** [www.deepdiamondindia.in](http://www.deepdiamondindia.in)

**Contact Person:** Mr. Rakesh Vishnoi, Company Secretary & Compliance Officer

**PROMOTERS OF THE COMPANY:** This is to inform you that out of total 15 Promoters, 10 Promoters on 18<sup>th</sup> February, 2023 and the remaining 5 promoters on 16<sup>th</sup> August, 2023 pursuant to Regulation 31A of SEBI (LODR) Regulations, 2015, applied to BSE Limited, seeking to reclassify the following "Outgoing Promoters" from Promoters to Public category. The application is still under process and pending for approval.

## THE ISSUE

**ISSUE OF UPTO 9,61,00,000 EQUITY SHARES OF FACE VALUE OF RE. 1.00 EACH ("EQUITY SHARES") OF DEEP DIAMOND INDIA LIMITED ("DOL" OR THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF RS. 4.16 PER EQUITY SHARE (INCLUDING PREMIUM OF RS. 3.16 PER EQUITY SHARE) ("ISSUE PRICE") FOR AN AGGREGATE AMOUNT NOT EXCEEDING RS. 3,997.76 LAKHS TO THE ELIGIBLE EQUITY SHAREHOLDERS ON RIGHTS BASIS IN THE RATIO OF 2 (TWO) EQUITY SHARES FOR EVERY 1 (ONE) EQUITY SHARE HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, I.E. AUGUST 29, 2025 (THE "ISSUE"). THE ISSUE PRICE IS 4.16 TIMES OF FACE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, PLEASE SEE THE CHAPTER TITLED "TERMS OF THE ISSUE" ON PAGE 128 OF THE LETTER OF OFFER.**

@assuming full subscription.

ATTENTION INVESTORS		
<b>NOTICE TO THE READER ("NOTICE") – CORRIGENDUM CUM ADDENDUM TO LETTER OF OFFER DATED AUGUST 29, 2025 AND CORRIGENDUM CUM ADDENDUM DATED SEPTEMBER 05, 2025 AND SEPTEMBER 11, 2025 RESPECTIVELY.</b>		
This notice should be read in conjunction with the LOF dated August 29, 2025 and Corrigendum cum addendum dated September 05, 2025 and September 11, 2025 respectively filed by the Company with the Stock Exchange and SEBI and the ALOF and CAF that have been sent to the Eligible Equity Shareholders of the Company. The Eligible Equity Shareholders are requested to please note the following:		
<b>NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY</b>		
RIGHTS ISSUE	ISSUE CLOSING DATE (OLD)	ISSUE CLOSING DATE (NEW)
PERIOD EXTENDED	WEDNESDAY, SEPTEMBER 24, 2025	TUESDAY, SEPTEMBER 30, 2025
This is to inform all eligible shareholders of the Company that the Rights Issue, which opened on Tuesday, September 9, 2025, and was originally scheduled to close on Friday, September 19, 2025, which was earlier extended to Wednesday, September 24, 2025 has now been further extended to Tuesday, September 30, 2025. The extension was approved by the Rights Issue Committee at its meeting held on September 23, 2025, to provide shareholders with additional time and opportunity to exercise their rights under the Rights Issue. Accordingly, the last date of submission of the duly filled in CAF (along with the amount payable on application) is Tuesday, September 30, 2025. Equity Shareholders of the Company who are entitled to apply for the Rights Issue as mentioned above are requested to take note of the Issue Closure Date as Tuesday, September 30, 2025.		

REVISED ISSUE SCHEDULE	
Event Indicative	Indicative Date
Last date for credit of Rights entitlements	September 08, 2025
Issue Opening Date	September 09, 2025
Last Date on Market Renunciation of Rights Entitlements	September 18, 2025
Issue Closing Date	September 30, 2025
Finalization Of Basis of Allotment (On or About)	October 06, 2025
Date Of Allotment (On or About)	October 06, 2025
Date of Credit (On or About)	October 09, 2025
Date of Listing / Trading (On or About)	October 13, 2025
This Corrigendum cum addendum shall be available on the respective websites of the Stock Exchange at <a href="http://www.bseindia.com">www.bseindia.com</a> and the website of the Company at <a href="http://www.deepdiamondindia.in">www.deepdiamondindia.in</a> Accordingly, there is no change in the LOF, CAF and ALOF dated August 29, 2025 and corrigendum cum addendum dated September 05, 2025 and September 11, 2025 respectively except for modification in the Issue Closing date. Change in Issue closing date resultant change in indicative time table of post issue activities on account of extension of Issue closing date.	
<b>INVESTORS MAY PLEASE NOTE THE LETTER OF OFFER, ABRIDGED LETTER OF OFFER, COMMON APPLICATION FORM AND CORRIGENDUM CUM ADDENDUM DATED SEPTEMBER 05, 2025 AND SEPTEMBER 11, 2025 RESPECTIVELY SHALL BE READ IN CONJUNCTION WITH THIS CORRIGENDUM CUM ADDENDUM.</b>	
<b>For Deep Diamond India Limited On Behalf of the Board of Directors</b>	
Sd/- <b>Narayan Singh Rathore</b> Managing Director DIN: 10900646	
<b>Date: September 23, 2025</b> <b>Place: Mumbai</b>	
<b>Disclaimer:</b> Our Company is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and has filed a Letter of Offer dated August 29, 2025 with the Securities and Exchange Board of India and BSE. The Letter of Offer is available on the website of SEBI at <a href="http://www.sebi.gov.in">www.sebi.gov.in</a> , website of Stock Exchange where the Equity Shares are listed i.e., BSE at <a href="http://www.bseindia.com">www.bseindia.com</a> . Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer including the section "Risk Factors" beginning on page 24 of the Letter of Offer. This announcement has been prepared for publication in India and may not be released in the United States. This announcement does not constitute an offer of Rights Equity Shares for sale in any jurisdiction, including the United States, and any Rights Equity Shares described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933, as amended, or an exemption from registration. There will be no public offering of Rights Equity Shares in the United States.	



## अनंत राज लिमिटेड

(सीआईएन : L45400HR1985PLC021622)  
पंजीकृत कार्यालय: प्लॉट संख्या सीपी -1, सेक्टर-8, आईएनटी मनेवर, मुद्राम, हाथिया-122051, दुमनापूर(124) 4266817,  
गुजरात एच-86, कर्नाट सड़क, नई दिल्ली-110001। दूरभाष 011-43034400,  
23234127, 23232880, 43526879

ईमेल: [secretarial@anantrajlimited.com](mailto:secretarial@anantrajlimited.com) वेबसाइट: [www.anantrajlimited.com](http://www.anantrajlimited.com)

### 28.07.2025 से 06.11.2025 तक 100 दिवसीय अभिराज "सखम निवेशक"

निवेशक शिक्षा एवं संरक्षण निधि प्राधिकरण (आईईपीएफ), कॉर्पोरेट मामलों के मंत्रालय ने निवेशक शिबिर के उद्देश्यों और निवेशक शिक्षा एवं सूचना के अपने व्यापक अभियान के अनुरूप, 28 जुलाई, 2025 से 6 नवंबर, 2025 तक 100 दिनों का अभियान – "सखम निवेशक" शुरू किया है। यह अभियान उन शेयरधारकों को लक्षित करता है जिनके लामाश का भुगतान नहीं हुआ है/दावा नहीं किया गया है। आईईपीएफ के निर्देशानुसार, अनंत राज लिमिटेड ("कंपनी") ने उन शेयरधारकों के लिए 100 दिनों का अभियान, "सखम निवेशक" शुरू किया है, जिनके लामाश का भुगतान नहीं हुआ है/दावा नहीं किया गया है या जो अपने ग्राहक को जानें (केवाईडी) और नामांकन विवरण अपडेट करना चाहते हैं और यह सूचना कंपनी द्वारा उपरोक्त अभियान के एक भाग के रूप में जारी की जा रही है। इस अभियान के माध्यम से, कंपनी का उद्देश्य अपने शेयरधारकों को दावा न किए गए लामाश के बारे में जागरूकता बढ़ाकर और समय पर केवाईडी और नामांकन विवरण अपडेट करके उन्हें अपने लामाश/शेयर प्राप्त करने में मदद करके उन्हें सशक्त बनाना है। हम अपने सभी शेयरधारकों से, जिनके पास गैर भुगतान/अदावायुक लामाश है, आग्रह करते हैं कि वे अपने पैर और केवाईडी विवरण जैसे संपर्क विवरण (पिन और मोबाइल नंबर के साथ डाक पता), बैंक खाता विवरण और उनके संबंधित फोडियो नंबर के लिए नमूना हस्ताक्षर, नामांकन जानकारी को अद्यतन करके सक्रिय कदम उठाएं ताकि लामाश की निष्पत्ति प्राप्त सुनिश्चित हो सके और उनके शेयर/लामाश आईईपीएफ घट्टे स्थानांतरित होने से सुरक्षित रहें। धृक् गैर भुगतान या अदावायुक लामाश वाले शेयरधारकों के लिए शेयरों पर लामाश केवल इलेक्ट्रॉनिक मॉड के माध्यम से देय हैं, इसलिए आवश्यक जानकारी/दस्तावेजों के अद्यतन होने के बाद ही राशि शेयरधारक के बैंक खाते में जमा की जाएगी। भौतिक शेयरधारकों से अनुरोध है कि वे कंपनी से अनंत राज लिमिटेड, एच 65, कर्नाट सर्कस, नई दिल्ली-110001 या रजिस्ट्रार एवं ट्रांसकर एजेंट, यानी अलंकित असाइनमेंट्स लिमिटेड, 205-208 अनाकरकी कॉम्प्लेक्स, ब्रडबावागन एक्सप्रेसवेन, नई दिल्ली-110055 से संपर्क करके संबंधित दस्तावेज जैसे फॉर्म आईएसआर-1, आईएसआर-2,आईएसआर-3, एएसए -13, एएसए-14 को जमा करके अपने केवाईडी विवरण, पैर और नामांकन के विवरण को अद्यतन करें। इन फॉर्मों का लिंक आरएफ की वेबसाइट [www.alankit.com](http://www.alankit.com) और कंपनी की वेबसाइट [www.anantrajlimited.com](http://www.anantrajlimited.com) पर उपलब्ध है।

इलेक्ट्रॉनिक रूप (ईमैल फॉर्म) में शेयर रखने वाले शेयरधारक अपने केवाईडी और अन्य विवरणों को अपडेट करवाने के लिए अपने संबंधित डिजिटल राइट्सिस्टेंस (डीपी) से संपर्क कर सकते हैं।


किसी भी अतिरिक्त जानकारी, सहायता या स्पष्टीकरण के लिए, शेयरधारक निम्नलिखित पते पर ईमेल भेजकर संपर्क कर सकते हैं:

आरएफ :	Info@alankit.com/rt@alankit.com
कंपनी:	secretarial@anantrajlimited.com

कृपे अनंत राज लिमिटेड  
हस्ताक्षरकर्ता /—  
नीरज कुमार  
कंपनी संचालक

स्था: नई दिल्ली  
दिनांक: 23-09-2025  
सदयता संख्या ए5302

THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES OR UNITS NOR IS IT A PROSPECTUS ANNOUNCEMENT, NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY, OUTSIDE INDIA. INITIAL PUBLIC OFFERING OF EQUITY SHARES ON THE MAIN BOARD OF BSE LIMITED ("BSE") AND NATIONAL STOCK EXCHANGE OF INDIA LIMITED ("NSE"), AND TOGETHER WITH BSE, THE "STOCK EXCHANGES") IN COMPLIANCE WITH CHAPTER II OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018, AS AMENDED ("SEBI ICDR REGULATIONS")



(Please scan this QR code to view the Draft Red Herring Prospectus)

## PUBLIC ANNOUNCEMENT

# PERNIA'S

## POP-UP SHOP

## PURPLE STYLE LABS LIMITED

Our Company was incorporated as "Purple Style Labs Private Limited" at Mumbai, Maharashtra as a private limited company under the Companies Act, 2013, pursuant to a certificate of incorporation dated August 6, 2015 issued by the Deputy Registrar of Companies, Maharashtra at Mumbai. Subsequently, our Company was converted to a public limited company and the name of our Company changed to Purple Style Labs Limited" pursuant to a Board resolution dated October 23, 2023 and Shareholders' resolution dated November 21, 2023, and a fresh certificate of incorporation dated December 13, 2023 was issued by the Registrar of Companies, Maharashtra at Mumbai ("RoC"). For further details, see "History and Certain Corporate Matters – Brief history of our Company" on page 205 of the draft red herring prospectus dated September 22, 2025 ("DRHP").

**Registered and Corporate Office:** CTS No. 1081, Plot no. 110, TPS Village, Service Road, Western Express Highway, Vile Parle East, Mumbai - 400 057, Maharashtra, India  
**Tel:** +91 22 5033 3600; **Website:** [www.purplestylelabs.com](http://www.purplestylelabs.com); **Contact person:** Gulshan Mumtaz Khan, Company Secretary and Compliance Officer  
**E-mail:** [investor.relations@purplestylelabs.com](mailto:investor.relations@purplestylelabs.com); **Corporate Identity Number:** U18204MH2015PLC267215

### OUR PROMOTER: ABHISHEK AGARWAL

INITIAL PUBLIC OFFERING OF UP TO [●] EQUITY SHARES OF FACE VALUE OF ₹10 EACH ("EQUITY SHARES") OF PURPLE STYLE LABS LIMITED (OUR "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹[●] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹[●] PER EQUITY SHARE) ("ISSUE PRICE") AGGREGATING UP TO ₹6,600.00 MILLION (THE "ISSUE") COMPRISING A FRESH ISSUE OF UP TO [●] EQUITY SHARES OF FACE VALUE OF ₹10 EACH AGGREGATING UP TO ₹6,600.00 MILLION (THE "FRESH ISSUE").

OUR COMPANY, IN CONSULTATION WITH THE BRLMS, MAY CONSIDER A PRE-IPO PLACEMENT OF SPECIFIED SECURITIES AGGREGATING UP TO ₹1,300.00 MILLION, AS MAY BE PERMITTED UNDER APPLICABLE LAW, PRIOR TO FILING OF THE RED HERRING PROSPECTUS WITH THE ROC. THE PRE-IPO PLACEMENT, IF UNDERTAKEN, WILL BE AT A PRICE TO BE DECIDED BY OUR COMPANY, IN CONSULTATION WITH THE BRLMS. IF THE PRE-IPO PLACEMENT IS COMPLETED, THE AMOUNT RAISED PURSUANT TO THE PRE-IPO PLACEMENT WILL BE REDUCED FROM THE FRESH ISSUE, SUBJECT TO COMPLIANCE WITH RULE 19(2)(B) OF THE SECURITIES CONTRACTS (REGULATION) RULES, 1957, AS AMENDED. THE PRE-IPO PLACEMENT, IF UNDERTAKEN, SHALL NOT EXCEED 20% OF THE SIZE OF THE FRESH ISSUE. PRIOR TO THE COMPLETION OF THE ISSUE, OUR COMPANY SHALL APPROPRIATELY INTIMATE THE SUBSCRIBERS TO THE PRE-IPO PLACEMENT, PRIOR TO ALLOTMENT PURSUANT TO THE PRE-IPO PLACEMENT, THAT THERE IS NO GUARANTEE THAT OUR COMPANY MAY PROCEED WITH THE ISSUE OR THE ISSUE MAY BE SUCCESSFUL AND WILL RESULT INTO LISTING OF THE EQUITY SHARES ON THE STOCK EXCHANGES. FURTHER, RELEVANT DISCLOSURES IN RELATION TO SUCH INTIMATION TO THE SUBSCRIBERS TO THE PRE-IPO PLACEMENT (IF UNDERTAKEN) SHALL BE APPROPRIATELY MADE IN THE RELEVANT SECTIONS OF THE RED HERRING PROSPECTUS AND THE PROSPECTUS. THE ISSUE SHALL CONSTITUTE [●]% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE FACE VALUE OF EQUITY SHARES IS ₹10 EACH. THE ISSUE PRICE IS [●] TIMES THE FACE VALUE OF THE EQUITY SHARES. THE PRICE BAND AND THE MINIMUM BID LOT SHALL BE DECIDED BY OUR COMPANY, IN CONSULTATION WITH THE BRLMS AND WILL BE ADVERTISED IN ALL EDITIONS OF [●], AN ENGLISH NATIONAL DAILY NEWSPAPER, ALL EDITIONS OF [●], A HINDI NATIONAL DAILY NEWSPAPER AND [●] EDITION OF [●], A MARATHI DAILY NEWSPAPER (MARATHI BEING THE REGIONAL LANGUAGE OF MAHARASHTRA, WHERE OUR REGISTERED AND CORPORATE OFFICE IS LOCATED), EACH WITH WIDE CIRCULATION, AT LEAST TWO WORKING DAYS PRIOR TO THE BID/ISSUE OPENING DATE AND SHALL BE MADE AVAILABLE TO THE STOCK EXCHANGES FOR THE PURPOSE OF UPLOADING ON THEIR RESPECTIVE WEBSITES IN ACCORDANCE WITH THE SEBI ICDR REGULATIONS.

In case of any revision in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision in the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar unforeseen circumstances, our Company, may, in consultation with the BRLMs, for reasons to be recorded in writing, extend the Bid/ Issue Period for a minimum of one Working Day, subject to the Bid/ Issue Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/ Issue Period, if applicable, shall be widely disseminated by notification to the Stock Exchanges, by issuing a public notice, and also by indicating the change on the respective websites of the BRLMs and at the terminals of the Syndicate Members and by intimation to the Self-Certified Syndicate Banks ("SCSBs"), other Designated Intermediaries and the Sponsor Bank(s), as applicable.

This is an Issue in terms of Rule 19(2)(b) of the SCRR read with Regulation 31 of the SEBI ICDR Regulations. This Issue is being made through the Book Building Process in compliance with Regulation 6(2) of the SEBI ICDR Regulations wherein not less than 75% of the Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") and such portion the "QIB Portion" provided that our Company in consultation with the BRLMs, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price, in accordance with the SEBI ICDR Regulations. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs (other than Anchor Investors) including Mutual Funds; subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining QIB Portion for proportionate allocation to QIBs. Further, not more than 15% of the Issue shall be available for allocation to Bidders of which (a) one-third portion shall be reserved for Bidders with application size of more than ₹0.20 million and up to ₹1.00 million; and (b) two-thirds of the portion shall be reserved for Bidders with application size of more than ₹1.00 million, provided that the unsubscribed portion in either of such sub-categories may be allocated to Bidders in other sub-category of the NIBs in accordance with SEBI ICDR Regulations, subject to valid Bids being received above the Issue Price and not more than 10% of the Issue shall be available for allocation to Retail Individual Bidders ("RIB") in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Issue Price. All Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA accounts and UPI ID (in case of UPI Bidders using the UPI Mechanism), in which case the corresponding Bid Amounts will be blocked by the SCSBs or under the UPI Mechanism, as applicable to participate in the Issue. Anchor Investors are not permitted to participate in the Anchor Investor Portion of the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 377 of the DRHP.

This public announcement is being made in compliance with the provisions of Regulation 26(2) of the SEBI ICDR Regulations to inform the public that our Company is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its Equity Shares pursuant to the Issue and has filed the DRHP dated September 22, 2025, with the Securities and Exchange Board of India ("SEBI") and with the Stock Exchanges. Pursuant to Regulation 26(1) of the SEBI ICDR Regulations, the DRHP filed with SEBI and the Stock Exchanges has been made public for comments; if any, for a period of at least 21 days from the date of such filing by hosting it on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), websites of the Stock Exchanges at [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com), on the website of the Company at [www.purplestylelabs.com](http://www.purplestylelabs.com); and on the websites of the Book Running Lead Managers ("BRLMs"), i.e. Axis Capital Limited and IIFL Capital Services Limited (formerly known as IIFL Securities Limited) at [www.axiscapital.co.in](http://www.axiscapital.co.in) and [www.iiflcap.com](http://www.iiflcap.com), respectively. Our Company invites the public to give their comments on the DRHP filed with SEBI and the Stock Exchanges, with respect to disclosures made in the DRHP. The members of the public are requested to send a copy of the comments to SEBI, to the Company Secretary and Compliance Officer of our Company and/or the BRLMs at their respective addresses mentioned herein. All comments must be received by SEBI and/or our Company and/or the Company Secretary and Compliance Officer of our Company and/or the BRLMs in relation to the Issue on or before 5.00 p.m. on the 21<sup>st</sup> day from the aforesaid date of filing of the DRHP with SEBI.

Investments in equity and equity-related securities involve a degree of risk and Bidders should not invest any funds in the Issue unless they can afford to take the risk of losing their entire investment. Bidders are advised to read the risk factors carefully before taking an investment decision in the Issue. For taking an investment decision, Bidders must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares in the Issue have not been recommended or approved by SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of the DRHP. Specific attention of the Bidders is invited to "Risk Factors" beginning on page 24 of the DRHP.

Any decision to invest in the Equity Shares described in the DRHP may only be taken after a Red Herring Prospectus ("RHP") has been filed with the RoC and must be made solely on the basis of such RHP as there may be material changes in RHP from DRHP. The Equity Shares, when issued through the RHP, are proposed to be listed on the Stock Exchanges.

For details of the share capital and capital structure and the names of the signatories to the Memorandum of Association and the number of shares subscribed by them of our Company, please see the section titled "Capital Structure" beginning on page 72 of the DRHP. The liability of the members of our Company is limited by their shares. For details of the main objects of our Company as contained in the Memorandum of Association, please see the section titled "History and Certain Corporate Matters" beginning on page 205 of the DRHP.

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In case of any revision in the Price Band, the Bid/Issue Period will be extended by at least three additional Working Days after such revision in the Price Band, subject to the Bid/Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar unforeseen circumstances, our Company, may, in consultation with the BRLMs, for reasons to be recorded in writing, extend the Bid/Issue Period for a minimum of one Working Day, subject to the Bid/Issue Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/Issue Period, if applicable, shall be widely disseminated by notification to the Stock Exchanges, by issuing a public notice, and also by indicating the change on the respective websites of the BRLMs and at the terminals of the Syndicate Members and by intimation to the Self-Certified Syndicate Banks ("SCSBs"), other Designated Intermediaries and the Sponsor Bank(s), as applicable.

This is an Issue in terms of Rule 19(2)(b) of the SCRR read with Regulation 31 of the SEBI ICDR Regulations. This Issue is being made through the Book Building Process in compliance with Regulation 6(2) of the SEBI ICDR Regulations wherein not less than 75% of the Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") and such portion the "QIB Portion") provided that our Company in consultation with the BRLMs, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price, in accordance with the SEBI ICDR Regulations. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs (other than Anchor Investors) including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining QIB Portion for proportionate allocation to QIBs. Further, not more than 15% of the Issue shall be available for allocation to NIBs of which (a) one-third portion shall be reserved for Bidders with application size of more than ₹0.20 million and up to ₹1.00 million; and (b) two-thirds of the portion shall be reserved for Bidders with application size of more than ₹1.00 million, provided that the unsubscribed portion in either of such sub-categories may be allocated to Bidders in other sub-category of the NIBs in accordance with SEBI ICDR Regulations, subject to valid Bids being received above the Issue Price and not more than 10% of the Issue shall be available for allocation to Retail Individual Bidders ("RIB") in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Issue Price. All Bidders (except Anchor Investors) are required to mandatorily utilize the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA accounts and UPI ID (in case of UPI Bidders using the UPI Mechanism), in which case the corresponding Bid Amounts will be blocked by the SCSBs or under the UPI Mechanism, as applicable to participate in the Issue. Anchor Investors are not permitted to participate in the Anchor Investor Portion of the Issue through the ASBA process. For details, see "Issue Procedure" beginning on page 377 of the DRHP.

This public announcement is being made in compliance with the provisions of Regulation 26(2) of the SEBI ICDR Regulations to inform the public that our Company is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its Equity Shares pursuant to the Issue and has filed the DRHP dated September 22, 2025, with the Securities and Exchange Board of India ("SEBI") and with the Stock Exchanges. Pursuant to Regulation 26(1) of the SEBI ICDR Regulations, the DRHP filed with SEBI and the Stock Exchanges has been made public for comments, if any, for a period of at least 21 days from the date of such filing by hosting it on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), websites of the Stock Exchanges at [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com), on the website of the Company at [www.purplestylelabs.com](http://www.purplestylelabs.com); and on the websites of the Book Running Lead Managers ("BRLMs"), i.e. Axis Capital Limited and IIFL Capital Services Limited (formerly known as IIFL Securities Limited) at [www.axiscapital.co.in](http://www.axiscapital.co.in) and [www.iiflcap.com](http://www.iiflcap.com), respectively. Our Company invites the public to give their comments on the DRHP filed with SEBI and the Stock Exchanges, with respect to disclosures made in the DRHP. The members of the public are requested to send a copy of the comments to SEBI, to the Company Secretary and Compliance Officer of our Company and/or the BRLMs at their respective addresses mentioned herein. All comments must be received by SEBI and/or our Company and/or the Company Secretary and Compliance Officer of our Company and/or the BRLMs in relation to the Issue on or before 5.00 p.m. on the 21<sup>st</sup> day from the aforesaid date of filing of the DRHP with SEBI.

Investments in equity and equity-related securities involve a degree of risk and Bidders should not invest any funds in the Issue unless they can afford to take the risk of losing their entire investment. Bidders are advised to read the risk factors carefully before taking an investment decision in the Issue. For taking an investment decision, Bidders must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares in the Issue have not been recommended or approved by SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of the DRHP. Specific attention of the Bidders is invited to "Risk Factors" beginning on page 24 of the DRHP.

Any decision to invest in the Equity Shares described in the DRHP may only be taken after a Red Herring Prospectus ("RHP") has been filed with the RoC and must be made solely on the basis of such RHP as there may be material changes in RHP from DRHP. The Equity Shares, when issued through the RHP, are proposed to be listed on the Stock Exchanges.

For details of the share capital and capital structure and the names of the signatories to the Memorandum of Association and the number of shares subscribed by them of our Company, please see the section titled "Capital Structure" beginning on page 72 of the DRHP. The liability of the members of our Company is limited by their shares. For details of the main objects of our Company as contained in the Memorandum of Association, please see the section titled "History and Certain Corporate Matters" beginning on page 205 of the DRHP.

BOOK RUNNING LEAD MANAGERS TO THE ISSUE		REGISTRAR TO THE ISSUE
 <b>AXIS CAPITAL</b>	 <b>IIFL CAPITAL</b>	 <b>KFINTECH</b>
<b>Axis Capital Limited</b> 1 <sup>st</sup> Floor, Axis House, Pandurang Budhkar Marg Worli, Mumbai - 400 025, Maharashtra, India Tel: +91 22 4325 2183 E-mail: <a href="mailto:psl ipo@axiscap.in">psl ipo@axiscap.in</a> Website: <a href="http://www.axiscapital.co.in">www.axiscapital.co.in</a> Investor Grievance ID: <a href="mailto:complaints@axiscap.in">complaints@axiscap.in</a> Contact Person: Mayuri Arya / Jigar Jain SEBI Registration Number: INM000012029	<b>IIFL Capital Services Limited (formerly known as IIFL Securities Limited)</b> 24 <sup>th</sup> Floor, One Lodha Place, Senapati Bapat Marg Lower Parel (West), Mumbai - 400 013, Maharashtra, India Tel: +91 22 4648 4728 E-mail: <a href="mailto:psl ipo@iiflcap.com">psl ipo@iiflcap.com</a> Investor Grievance E-mail: <a href="mailto:ig.ib@iiflcap.com">ig.ib@iiflcap.com</a> Website: <a href="http://www.iiflcap.com">www.iiflcap.com</a> Contact Person: Yogesh Malpani / Pawan Kumar Jain SEBI Registration Number: INM000010940	<b>KFin Technologies Limited</b> 301, The Centrium, 3 <sup>rd</sup> Floor, 57, Lal Bahadur Shastri Road Nav Pada, Kurla (West), Mumbai - 400 070 Maharashtra, India Tel: +91 40 67162222 E-mail: <a href="mailto:purplestyle ipo@kfintech.com">purplestyle ipo@kfintech.com</a> Website: <a href="http://www.kfintech.com">www.kfintech.com</a> Investor Grievance ID: <a href="mailto:eiward.ris@kfintech.com">eiward.ris@kfintech.com</a> Contact Person: M Murali Krishna SEBI Registration Number: INR000002221

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the DRHP.

**Date:** Mumbai, Maharashtra  
**Date:** September 23, 2025

**For PURPLE STYLE LABS LIMITED**  
On behalf of the Board of Directors  
Sd/-  
**Gulshan Mumtaz Khan**  
Company Secretary and Compliance Officer

PURPLE STYLE LABS LIMITED is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its Equity Shares and has filed the DRHP with SEBI and the Stock Exchanges on September 22, 2025. The DRHP is available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), as well as on the websites of the Stock Exchanges i.e. BSE and NSE at [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com), respectively, on the website of the Company at [www.p](http://www.purplestylelabs.com)

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