

PURPLE FINANCE LIMITED

(CIN: L67120MH1993PLC075037)

Registered Office at: 11, Indu Chamber, 349/353, 1st Floor, Samuel Street, Vadgadi, Masjid Bunder (West), Mumbai - 400 003, Maharashtra, India.

Corporate Office at: 5/502, 5th Floor, Hallmark Business Plaza, Opp. Guru Nanak Hospital, Bandra (E), Mumbai - 400 051, Maharashtra, India.

Telephone No.: +91 22 6916 5100 • Email ID: compliance@purplefinance.in

Open Offer for acquisition up to 1,76,48,152 fully paid-up equity shares having face value of ₹10 each representing 26.00% of Emerging Voting Capital of Purple Finance Limited (“Purple”/“Target Company”) at a price of ₹55.00 per equity share from the public shareholders of the Target Company by Allied Commodities Private Limited (“Acquirer 1”) and Mr. Sandeep Jindal (“Acquirer 2”) (“Acquirer 1” and “Acquirer 2” hereinafter collectively referred to as “Acquirers”) together with Intellect Stock Broking Limited (“PAC 1”), Intellect Money Finvest Private Limited (“PAC 2”), Mr. Amitabh Chaturvedi (“PAC 3”) and AC Enterprises Private Limited (“PAC 4”) (“PAC 1”, “PAC 2”, “PAC 3” and “PAC 4” are hereinafter collectively referred to as “PACs”) pursuant to and in compliance with Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereto (“SEBI (SAST) Regulations, 2011”).

This Post Offer Advertisement is issued by Mark Corporate Advisors Private Limited (“Manager to the Offer”), in respect of the Open Offer, on behalf of the Acquirers and the PACs, pursuant to and in compliance with Regulation 18 (12) of SEBI (SAST) Regulations, 2011. The Detailed Public Statement with respect to the Offer was made on Friday, February 13, 2026, in the following newspapers:

Publication	Language	Edition(s)
Business Standard	English	All Editions
Business Standard	Hindi	All Editions
Navshakti	Marathi	Mumbai Edition

1)	Name of the Target Company	:	Purple Finance Limited
2)	Name of the Acquirers and the PACs	:	Acquirers: 1. Allied Commodities Private Limited 2. Mr. Sandeep Jindal PACs: 1. Intellect Stock Broking Limited 2. Intellect Money Finvest Private Limited 3. Mr. Amitabh Chaturvedi 4. AC Enterprises Private Limited
3)	Name of the Manager to the Offer	:	Mark Corporate Advisors Private Limited
4)	Name of the Registrar to the Offer	:	Purva Shareregistry (India) Private Limited
5)	Offer Details: a) Date of Opening of the Offer b) Date of Closure of the Offer	:	Wednesday, July 01, 2026 Tuesday, July 14, 2026
6)	Date of Completion of Payment of Consideration and communication of Rejection / Acceptance	:	Friday, July 17, 2026

7) Details of Acquisition by the Acquirers and PACs:

Sr. No.	Particulars			Proposed in the Letter of Offer	Actuals
7.1.	Offer Price (in ₹)			₹55.00 per Equity Share	₹55.00 per Equity Share
7.2.	Aggregate number of Shares tendered			Up to 1,76,48,152 Equity Shares ⁽¹⁾	36 Equity Shares
7.3.	Aggregate number of Shares accepted			Up to 1,76,48,152 Equity Shares ⁽¹⁾	36 Equity Shares
7.4.	Size of the Offer (Number of Equity Shares multiplied by Offer Price per Equity Share)			₹97,06,48,360 ⁽¹⁾⁽²⁾	₹1,980 ⁽²⁾
7.5.	Shareholding of the Acquirers and the PACs before Public Announcement - Number % of Emerging Voting Capital			95,87,654 ⁽³⁾ 14.12%	95,87,654 ⁽³⁾ 16.26%
7.6.	Shares acquired upon Conversion of warrant which triggered off the Regulations - Number % of Emerging Voting Capital			1,00,00,000 14.73%	45,00,000 7.64%
7.7.	Shares Acquired by way of Open Offer - Number % of Emerging Voting Capital			1,76,48,152 ⁽¹⁾ 26.00%	36 0.00%
7.8.	Shares acquired after Detailed Public Statement (“DPS”) - Number - Price Per Share % of Emerging Voting Capital			Nil Not Applicable Not Applicable	Nil Not Applicable Not Applicable
7.9.	Post Offer Shareholding of the Acquirers and the PACs - Number % of Emerging Voting Capital			3,72,35,806 ⁽³⁾ 54.86%	1,40,87,690 ⁽³⁾ 23.90%
7.10.	Pre & Post offer Shareholding of the Public: - Number % of Emerging Voting Capital	Pre-Offer 3,69,88,422 54.49%	Post Offer 2,27,93,563 ⁽⁴⁾ 33.58%	Pre-Offer 3,69,88,422 54.49%	Post Offer 3,70,02,136 ⁽⁵⁾ 62.78%
7.11.	Post Offer Shareholding of the Target Company	No. of Share		% of shareholding	
	Promoters and Promoters Group (A)	1,40,87,690		23.90%	
	Acquirers and the PACs [including Deemed PAC]				
	Existing Promoters	78,48,136		13.32%	
	Total (A)	2,19,35,826		37.22%	
	Public Shareholders (B)	3,70,02,136 ⁽⁵⁾		62.78%	
	Total (A+B)	5,89,37,962		100.00%	

⁽¹⁾ Assuming full acceptance in the Open Offer.
⁽²⁾ Excludes Brokerage and other charges.
⁽³⁾ Including 5,47,787 Equity Shares held by the Deemed PACs.
⁽⁴⁾ It includes 34,53,293 equity shares granted/to be granted under ESOP.
⁽⁵⁾ It includes 13,750 Equity Shares allotted upon exercise of vested stock option.

- 8) The Acquirers and the PACs accepts full responsibility for the information contained in this Post Offer Advertisement and for the obligations under SEBI (SAST) Regulations, 2011.
- 9) A copy of this Post Offer Advertisement will be available on the websites of SEBI, BSE Limited and will be dispatched to the registered office of the Target Company.

Capitalized terms used in this advertisement, but not defined herein, shall have the same meanings assigned to such terms in the Letter of Offer dated June 20, 2026.

Issued by Manager to the Offer:



MARK CORPORATE ADVISORS PRIVATE LIMITED
CIN: U67190MH2008PTC181996
404/1, The Summit, Sant Janabai Road (Service Lane),
Off W. E. Highway, Vile Parle (East), Mumbai-400 057.
Tel. No.: +91 22 2612 3207/08
Contact Person: Mr. Manish Gaur
E-Mail: openoffer@markcorporateadvisors.com
Investor Grievance Email ID: investorgrievance@markcorporateadvisors.com
SEBI Regn No.: INM000012128

For and on behalf of the Acquirers and the PACs:

For Allied Commodities Private Limited ("Acquirer 1") Sd/- Sandeep Jindal Director	Sd/- Sandeep Jindal ("Acquirer 2")	For Intellect Stock Broking Limited ("PAC 1") Sd/- Sandeep Jindal Director
For Intellect Money Finvest Private Limited ("PAC 2") Sd/- Sandeep Jindal Authorised Signatory	Sd/- Amitabh Chaturvedi ("PAC 3")	For AC Enterprises Private Limited ("PAC 4") Sd/- Amitabh Chaturvedi Director