



Ref: PFL/BSE-CSE/2024-25/42

Date: 17th October, 2024

To,
BSE Limited
The Corporate Relationship Department
P.J. Towers, 1st Floor,
Dalal Street,
Mumbai – 400 001
Scrip Code: 544191
Scrip ID: PURPLEFIN

To,
The Calcutta Stock Exchange Limited,
7, Lyons Range,
Dalhousie, Kolkata-700001,
West Bengal
Scrip Code: 26505

Sub: Intimation under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015- Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, we are pleased to inform you about the successful rights issue of the Company in the form of Press Release. A copy of the same is attached herewith for your reference.

You are requested to kindly take the same on your records.

Thanking You,
Yours faithfully,

For Purple Finance Limited

Ruchi Nishar
Company Secretary and Compliance Officer

Encl: As above

Purple Finance Limited

Registered Office: 11, Indu Chamber, 349/353, Samuel Street, Masjid Bunder West, Mumbai – 400003.

Corporate Office: 705/706, 7th Floor, Hallmark Business Plaza, Sant Dnyaneshwar Marg, Opp. Guru Nanak Hospital, Bandra (E), Mumbai- 400051

Tel. No.: +91-22 6916 5100 | www.purplefinance.in | CIN No. L67120MH1993PLC075037 | customersupport@purplefinance.in

Purple Finance Limited Rights Issue Oversubscribed 1.5 Times

Mumbai, 17th October, 2024: Purple Finance Limited, an MSME-focused NBFC listed on the BSE (purplefin), has announced the successful closure of its recent rights issue, which was oversubscribed by 1.5 times. The issue offered 1,12,04,985 shares at ₹40 per share, resulting in strong investor interest, with valid applications totaling 1,71,99,236 shares—53% higher than the issued amount.

This successful fundraising reflects strong investor confidence in Purple Finance's strategy to support micro, small and medium enterprises (MSMEs) in meeting their funding needs. The capital raised from the rights issue will be used to expand the company's loan book, enhancing its ability to provide essential financial services to underserved businesses. This also validates the company's vision and operational capabilities, reinforcing its position as a growing financial institution.

Purple Finance is based in 30 cities across tier-2 and tier-3 locations in Maharashtra, Gujarat, Madhya Pradesh, and Uttar Pradesh, where it plays a pivotal role in providing timely financial assistance to small businesses. The Company focuses on secured loans to MSMEs and currently serves over 1,100 customers, with a loan disbursal exceeding ₹60 crores.

This milestone represents a significant step in the Company's journey toward empowering small businesses and fostering economic development in India.

About Us:

Purple Finance, led by Founder and Executive Chairman, Amitabh Chaturvedi and a dedicated leadership team, is committed to providing tailored financial solutions to Micro, Small, and Medium Enterprises (MSMEs). Our mission is to empower businesses and fuel their growth by offering easy and accessible financing options through a digital process that ensures transparent commercials and fast turnaround times. We envision becoming the preferred financial partner for MSMEs across India, fostering entrepreneurship and business growth while maintaining strong corporate governance and a culture of risk management. Our aim is to create a large, profitable NBFC that prioritizes Environmental, Social, and Corporate Governance (ESG) objectives.

<https://www.purplefinance.in/>