ArihantCapital
Generating Wealth

IPO Note
31st August 2026

Purple Style Labs Ltd

Avoid

Rating: Avoid

Issue Offer

Total issue size: INR 6,800 Mn (11.8 Mn shares) - Fresh Issue of INR 6,800 Mn (11.8 Mn shares).

Issue Summary	
Price Band (INR)	546 – 575
Face Value (INR)	10
Implied Market Cap (INR mn)	46,396.30
Market Lot	26
Issue Opens on	31 Aug, 2026
Issue Close on	2 Sept, 2026
No. of share pre-issue	6,82,35,000
No. of share post issue	8,06,89,212
Listing	NSE / BSE

Issue Break-up (%)	
QIB Portion	≥ 50
NIB Portion	≤ 15
Retail Portion	≤ 35

Book Running Lead Managers
Axis Capital Ltd

Registrar
Kfin Technologies Ltd

Shareholding Pattern		
	Pre-Issue	Post-Issue
Promoters	28.26%	24.08%
Public & Others	71.74%	75.92%

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Purple Style Labs Limited is a luxury and designer fashion company operating an omnichannel multi-designer platform under the brand Pernia's Pop-Up Shop. The company offers apparel, jewellery, accessories and other lifestyle products from a wide range of designer brands through its online platform and physical Pernia's Pop-Up Studio stores. Alongside its multi-designer retail business, the company owns and operates fashion and lifestyle brands and provides technical and value-added services to third-party designer brands. With a presence across India and international markets including the US, UK and Middle East, the company caters to the growing demand for premium Indian designer and occasion wear.

Investment Rationale:

Multi-brand omni-channel luxury platform with strong designer moats

The company is a leading multi-brand luxury omni-channel fashion platform in India, featuring 208,490 SKUs across 1,109 Active Designer Brands as of March 31, 2026. It has diversified into high-growth categories like menswear where Gross Merchandise Value (GMV) grew from INR 960.48 Mn in FY24 to INR 1,321.04 Mn in FY26 and real jewelry. Exclusive relationships with Indian luxury designers create high barriers to entry while providing brands with controlled global reach and distribution.

Omni-channel model driving operational efficiency and unit economics

The business model seamlessly integrates a digital platform (19.14 Mn unique visitors in FY26) with physical Experience Centers in major Indian cities and international luxury capitals like London and New York. Physical centers enhance customer engagement by offering styling advice, alterations, and product trial, driving higher conversion and customer lifetime value. Expansion into Large Format Experience Centers in prestigious high-street locations boosts product assortment, store visibility, and retail revenues.

Global expansion targeting the underserved Indian diaspora

Serving customers across ~100 countries, international sales accounted for 20.29% of Total GMV in FY26, anchored by strong demand in the US (10.65% GMV; 3.19 Mn unique visitors) and the UK (5.58% GMV; 0.60 Mn unique visitors). Flagship Experience Centers in London and New York solve a key market supply gap by offering authentic Indian luxury and occasion wear to international shoppers and the diaspora.

Valuation & Outlook: Purple Style Labs Limited (Pernia's Pop-Up Shop) is well-positioned to leverage growth in India's multi-brand luxury designer wear market, supported by 14 global Experience Centers and 1,100+ active designer brands. However, widening net losses (INR 2,854 Mn in FY26), negative net worth, and heavy lease obligations present significant financial risks. **At the upper band of INR 575, the issue is valued at around 8.81x EV/Sales based on FY26 earnings. We recommend an 'Avoid' rating.**

Financial Summary:

Particulars (INR Mn)	FY24	FY25	FY26
Revenue	5,100.33	4,940.01	5,670.69
Growth (%YoY)		*-3.14%*	*14.79%*
EBITDA	316.28	419.88	303.65
Margins	*6.20%*	*8.50%*	*5.35%*
PAT	(477.10)	(1,883.83)	(2,853.99)
Margins	*-9.35%*	*-38.13%*	*-50.33%*
Debt	1,163.30	1,127.90	3,714.00

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Stock Rating Scale	Absolute Return
BUY	>20%
ACCUMULATE	12% to 20%
HOLD	5% to 12%
NEUTRAL	-5% to 5%
REDUCE	-5% to -12%
SELL	<-12%

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