



Ref: PFL/BSE-CSE/2024-25/60

Date: 19th January, 2025

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- Change in Management- Resignation of the Chief Financial Officer and Appointment of Head- Internal Audit

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 read with SEBI Circular dated 13th July, 2023 and the captioned subject, we wish to inform you that Ms. Sonal Vira, Chief Financial Officer of Purple Finance Limited has tendered her resignation from the post of the Chief Financial Officer of the Company with effect from 03rd February, 2025 consequent upon her transfer to the Internal Audit Department.

The Board places on record its sincere appreciation for the contribution and services rendered by Ms. Sonal Vira as the Chief Financial Officer (Key Managerial Personnel) of the Company.

The resignation has been accepted by the Board at their meeting held on 19th January, 2025. The resignation letter is enclosed herewith as **Annexure A**.

The detailed disclosure as required under Regulation 30 of the Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July, 2023 is enclosed as **Annexure B**.

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



Further, the Board of Directors at their meeting held on 19th January, 2025 have approved the appointment of Ms. Sonal Vira as the Head- Internal Audit w.e.f. 03rd February, 2025.

The detailed disclosure as required under Regulation 30 of the Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July, 2023 is enclosed as **Annexure-C**.

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

Purple Finance Limited

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From,
Sonal Vira.
1702, 17th Floor, Tower No.1, Crescent Bay,
Near Mahatma Phule Educational Society,
Jerbai Wadia Road, Bhoiwada, Mumbai- 400012.

To,
The Board of Directors
Purple Finance Limited
11, 1st Floor, Indu Chamber 349/353,
Samuel Street, Vadgadi, Masjid Bunder (West),
Mumbai, Maharashtra, India, 400003.

Dear Sir(s),

Subject: Resignation from the post of Chief Financial Officer of Purple Finance Limited ('The Company')

I hereby tender my resignation as the Chief Financial Officer of the Company with effect from 3rd February, 2025 consequent upon my transfer to the Internal Audit Department.

I wish to put on record my sincere thanks for the cooperation rendered to me during my tenure as the Chief Financial Officer of the Company.

Request to place this letter in the next Board Meeting and complete all the formalities with respect to my resignation.

Thanking you,
Yours Faithfully,



Sonal Vira

Date: 19.01.2025

Accepted as on 19.01.2025

For Purple Finance Limited

Anil
Director





Annexure B

THE DETAILS AS REQUIRED UNDER REGULATION 30 AND SCHEDULE III OF SEBI (LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015 READ WITH SEBI CIRCULAR NO. SEBI/HO/CFD/CFD-POD-1/P/CIR/2023/123 DATED JULY 13, 2023:

Particulars	Ms. Sonal Vira has resigned from the position of Chief Financial Officer of the Company w.e.f. 03rd February, 2025
Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Transfer to the Internal Audit Department
Date of appointment/ re-appointment/ cessation (as applicable) & term of appointment/ re-appointment	Letter dated 19 th January, 2025 effective from the 03 rd February, 2025
Brief Profile	N.A.
Disclosure of relationships between directors (in case of appointment of a Director)	N.A.

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THE DETAILS AS REQUIRED UNDER REGULATION 30 AND SCHEDULE III OF SEBI (LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015 READ WITH SEBI CIRCULAR NO. SEBI/HO/CFD/CFD-POD-1/P/CIR/2023/123 DATED JULY 13, 2023:

Particulars	Ms. Sonal Vira has been appointed as the Head- Internal Audit of the Company w.e.f. 03rd February, 2025
Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Appointment as the Head- Internal Audit
Date of appointment/ re-appointment/ cessation (as applicable) & term of appointment/ re-appointment	03 rd February, 2025
Brief Profile	Ms. Sonal Vira is a seasoned Banker with over 19 years of experience across International and Domestic Banks She has deep rooted relationships across banks, Fis and Large Indian and MNC Corporates. Specializing in lending, business scale up and transaction structuring. Strong understanding of Risks, Indian corporate laws and Compliance. Further, she has been the CFO of the Company from October, 2022.
Disclosure of relationships between directors (in case of appointment of a Director)	N.A.

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