



**Ref: PFL/BSE-CSE/2024-25/61**

**Date: 19<sup>th</sup> January, 2025**

**To,**  
**BSE Limited**  
The Corporate Relationship Department  
P.J. Towers, 1<sup>st</sup> 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- Appointment of Chief Financial Officer**

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Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 read with SEBI Circular dated 13<sup>th</sup> July, 2023 and the captioned subject and pursuant to the resignation of the Chief Financial Officer of the Company, this is to inform you that the Board of Directors of the Company at their Meeting held on 19<sup>th</sup> January, 2025 have approved appointment of Ms. Meghana Lale as the Chief Financial Officer (CFO) of Purple Finance Limited with effect from 03<sup>rd</sup> 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 13<sup>th</sup> July, 2023 is enclosed as **Annexure-A**.

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: A/a**

**Purple Finance Limited**



**Annexure A**

**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:**

<b>Particulars</b>	<b>Ms. Meghana Lale has been appointed as the Chief Financial Officer of the Company w.e.f. 03rd February, 2025</b>
Reason for change viz. appointment, <del>re-appointment, resignation, removal, death or otherwise;</del>	Due to resignation of existing CFO
Date of appointment/ <del>re-appointment/ cessation</del> (as applicable) & term of appointment/ <del>re-appointment</del>	03 <sup>rd</sup> February, 2025
Brief Profile	She is a dynamic professional with about 18 years of experience in Finance, Treasury, Accounts and Tax compliance. The Core areas handled by her are Treasury, Financial Planning and Business Budgeting, Accounting close, Regulatory reporting/compliance, Setting up of new functions and Team Management, Process Improvement projects, Balance Sheet Substantiation and Shared Services Location strategy evaluation and implementation. She has an ability of carrying a key strength of adaptability, strong execution, project planning and implementation, system enhancements for efficiency and key control improvements. She has demonstrated efficiencies in handling teams with experienced / non-experienced team members with diverse background.
Disclosure of relationships between directors (in case of appointment of a Director)	N.A.

**Purple Finance Limited**

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

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

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