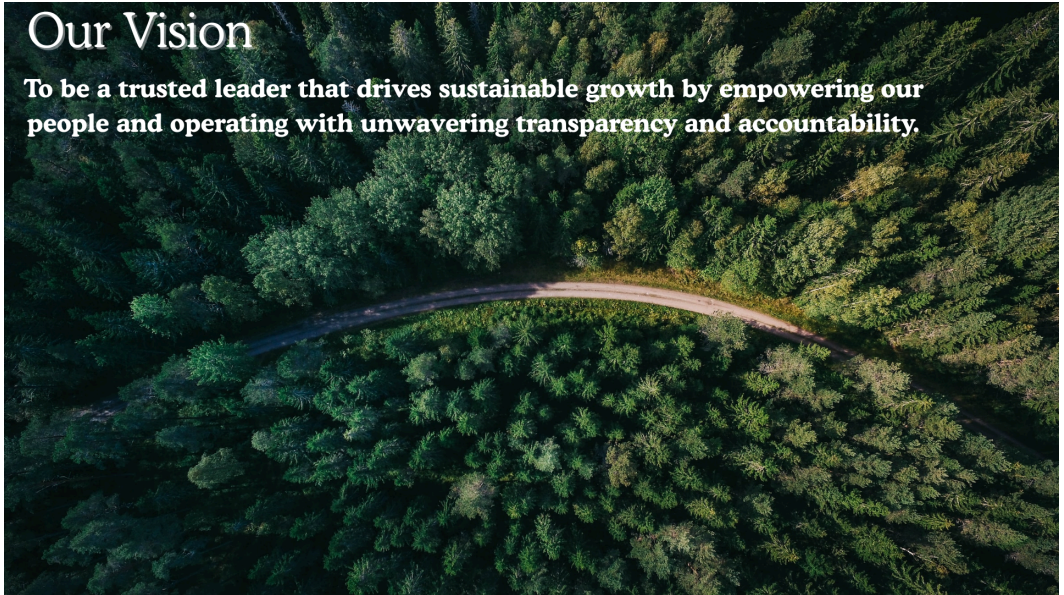




## SAM Corporate Sustainability Report

### Our Vision

To be a trusted leader that drives sustainable growth by empowering our people and operating with unwavering transparency and accountability.



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## Core Values

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## SAFETY

We put safety at the core of everything we do. Every Time.



## EXCELLENCE

We strive to be the best we can be. Every Time.



## CUSTOMER FOCUS

We understand our guests so we can truly delight them. Every Time.



## CARE

We care for our people and community. Every Time.



## INTEGRITY

We go out of our way to do the right thing. Every Time.



## TEAMWORK

We work as one team to achieve our goals. Every Time.

## SECTION A: GENERAL DISCLOSURE



### I. Company details

Questions	Responses
Corporate Identity Number (CIN) of the Listed Entity	U47912MH2024PTC417701
Name of the Listed Entity	SAM
Year of incorporation	2,012
Registered office address	C-209 A, Ghatkopar Industrial Estate, Behind R-City Mall, L.B.S Marg, Ghatkopar (W), India
Corporate address	C-209 A, Ghatkopar Industrial Estate, Behind R-City Mall, L.B.S Marg, Ghatkopar (W), India
E-mail	devashri.worah@purple.com
Telephone	Ph: + 91 22 4891-0000
Website	www.purple.com
Financial year for which reporting is being done	2024-25
Name of the Stock Exchange(s) where shares are listed	BSE Limited and National Stock Exchange of India Limited
Paid-up Capital	INR 1.4 crore
Name and contact details (telephone, email address) of the person who may be contacted in case of any queries on the BRSR report	Ms. Devashri Worah
Reporting boundary - Are the disclosures under this report made on a standalone basis (i.e., only for the entity) or on a consolidated basis (i.e., for the entity and all the entities which form a part of its consolidated financial statements, taken together).	On a standalone basis

### II. Product and Services

14. Details of business activities (accounting for 90% of the turnover) :

Description of Main Activity	Description of Business Activity	% of Turnover of the entity
1) Marketplace Third-party Beauty & Personal Care	Platform sells beauty, skincare, cosmetics, haircare, hygiene products from other brands	40.00%

Description of Main Activity	Description of Business Activity	% of Turnover of the entity
2) In-house / Owned Brands (Private Labels)	Own beauty brands such as Good Vibes, Alps Goodness, Carmesi, DermDoc, Faces Canada etc.	35.00%
3) Omnichannel Retail / Offline Stores	Physical beauty retail stores in key urban markets, offering own and third-party brands	10.00%
3) Technology & Digital / Advertising & Data Services	Advertising, data analytics, brand promotion, and personalization services offered to sellers and brands	15.00%

15. Products/Services sold by the entity (accounting for 90% of the entity's Turnover) :

Product/Service	NIC Code	% of total Turnover contributed
1) Beauty and cosmetic products	47,912	100.00%

## II. Operations

16. Number of locations where plants and/or operations/offices of the entity are situated

Location	Number of plants	Number of offices	Total
National	0	15	15
International	Nil	Nil	Nil

## IV. Employees

18. Details as at the end of Financial Year: a. Employees and workers (including differently abled): - (employee details throughout the report are provided for operational units that contribute to business)

Particulars	Total (A)	Male		Female	
		No. (B)	% (B / A)	No. (C)	% (C / A)
<b>EMPLOYEES</b>					
1) Permanent (D)	0	0		0	
2) Other than Permanent (E)	0	0	100	0	0
3) Total Employees (D+E)	336	135	36.88	231	68.75
<b>WORKERS</b>					
1) Permanent (D)	100	70	70	30	30
2) Other than Permanent (E)	30	20	66.67	10	33.33
3) Total Employees (D+E)	130	90	69.23	40	30.77

## PRINCIPLE 8: BUSINESSES SHOULD PROMOTE INCLUSIVE GROWTH AND EQUITABLE DEVELOPMENT

1. Details of Social Impact Assessments (SIA) of projects undertaken by the entity based on applicable laws, in the current financial year.

None

2. Provide information on project(s) for which ongoing Rehabilitation and Resettlement (R&R) is being undertaken by your entity.

Not applicable

**3. Describe the mechanisms to receive and redress grievances of the community.**

To ensure that grievances within the community are addressed in a timely and effective manner, it is important to have clear mechanisms in place for receiving and redressing such concerns. One such mechanism involves utilizing the proper channels to bring forth complaints. It is necessary for the complainant to submit a written report and register their grievance with either the HR Head or COO. This approach not only ensures that the complaint is properly recorded, but also allows the Company to take swift and appropriate action.

If the grievance is related to the Company, then it is the responsibility of the concerned department or function to address and provide a status report. This helps to ensure that the issue is being handled by those who are best equipped to address it.

By having a clear process in place for addressing grievances, the community can be assured that their concerns are being taken seriously and that appropriate action is being taken to address them.

Overall, having effective mechanisms for receiving and redressing grievances is crucial for maintaining a positive and supportive community. It not only helps to resolve specific issues, but it also promotes transparency and trust between the community and the company. Therefore, it is important to establish clear channels for receiving complaints and to ensure that appropriate measures are taken to address and resolve them in a timely and effective manner.

**4. Percentage of input material (inputs to total inputs by value) sourced from suppliers:**

	<b>FY'23</b>	<b>FY'22</b>
Directly sourced from MSMEs/ small producers	9.91 %	8.94 %
Sourced directly from within the district and neighboring districts	9.14 %	11.28 %