Date: 30th December, 2024

To, **BSE Limited** Phiroze Jeejeebhoy Tower, Dalal Street, Mumbai –400 001.

Dear Sir / Madam,

Sub: Intimation of Closure of Trading Window

Ref: Security Id: ASRL / Code: 541865

Pursuant to Clause 4 of Schedule B of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, as amended and trading restrictions placed by the Company's Code of Practices, Procedure and Conduct to Regulate, Monitor and Report Trading by Insiders ('the Code'), we hereby inform that the Trading Window for purchasing, selling or dealing in the Equity Shares of the Company, will remain closed for all Directors, Promoters, Designated Persons and Insiders of the Company from Wednesday, 1st January, 2025 till 48 hours after the declaration and publication of Unaudited Financial Results for Quarter ended on 31st December , 2024.

For, Add-Shop E-Retail Limited

Dineshbhai B. Pandya Managing Director DIN: 06647303