

**ADD-SHOP E-RETAIL LIMITED**  
(FORMERLY KNOWN AS ADD-SHOP PROMOTIONS LIMITED)  
CIN: L51109GJ2013PLC076482

Registered office: B-304, Imperial Heights, 150 Ft. Ring Road, Rajkot – 360 005, Gujarat (INDIA)  
Tel. No.: 0281-2363023

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Date: 25.07.2022

To,  
Dept. of Corporate Services  
BSE Limited,  
P. J. Tower,  
Dalal Street, Fort,  
Mumbai-400001

Dear Sir/Madam,

BSE Scrip Code: 541865

**Sub: LAUNCHING OF NEW PRODUCTS OF SPICES, TEA & COFFEE.**

Add-shop E-Retail Ltd is proudly announce to our Esteemed and valuable Stake holders that today is a great day with a greater news.

We are very happy and excited to announce that in a couple of months we are going to launch a complete range of spices including the taste of every corner of the country from Kashmir to Kanyakumari and from Gujarat to Assam under one brand name **ADD-SHOP E-RETAIL LIMITED**. We are also going to include tea & coffee. The R&D team has already started working on it and we have applied for the FSSAI licence provided by the government of India for manufacturing food products.

We are hoping for tremendous results towards company form this product which are used on daily bases by peoples and our customers.

This will boost our retail business in both of this state we are enjoying a good response with our products from both of this states. We received a tremendous response for our ayurvedic healthcare products as well as our agriculture products. There were a good potentiality in both of this state regarding our products.

As we had already established our company on E-Commerce business platform and we have create a historic members joining by this platform. We have create a chain between company and our franchise members to delivered goods to them at their doorstep. Our members and business partners are free to do business from anywhere at

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their fingertips. By this platform we are managing our business smoothly, and it will also provide customer satisfaction.

Add-shop would be leveraging on its robust distribution network spread across the country for its ayurvedic products and agriculture products. The company having vast distribution network of more than 1250 franchises spread across India. In addition the company is having wide customer base, which offers substantial base for marketing its products to them. Such distribution network would be major growth catalyst for the company.

This is for your information and record.

Thanking You,

Yours Faithfully,

**For, Add-Shop E-Retail Limited**  
(Formally Known as Add-Shop Promotions Limited)

  
**Dineshbhai B Pandya**  
**Managing Director**  
**DIN: 06647303**

