

**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.: 0281-2580 399

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Date: 22.11.2021

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

Dear Sir/Madam,

BSE Scrip Code: 541865

**Sub: Business Update ( Announcement Under Regulation 30 LODR)**

Add-shop E-Retail Ltd is pleased to announce to our Esteemed Stake holders that the as the board of company has meet on 18-11-2021 and The Company has decided a bonus equity shares to our shareholders into ration of 7:10 and company has already started a procedure for taking a permission of our shareholders for that.

**Managing Director**

Mr. Dinesh B Pandya the managing director of the company very much please to inform to our shareholders that as per the company's policy we are sharing our prosperity time to time with the company shareholders and by this policy we have announced second bonus:

As we have declared tremendous results in half year quarter with, outstanding performance.

- Our Revenue up with 253.20 %
- Our PBT up with 335.82 %
- Our PAT had jump with 371.39 %
- Our ann. Eps was at 14.40

The company always trying to create new landmarks in business.

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As the company has publish time to time to our shareholders regarding our business growth activities. We always achieved a target which was set by our company.

As the company has recently made a campàign for marketing of our products and to opened up a new business franchises we have created new landmark by opened a new 250 franchise during this campaign.

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 550 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**

