

ADD-SHOP E-RETAIL LIMITED

CIN: L51109GJ2013PLC076482

Registered office: B-304, Imperial Heights, 150 Ft. Ring Road, Rajkot – 360 005, Gujarat (INDIA)

Tel. No.: 0281-2363023

**To,
Department of Corporate Service
BSE Limited
P. J. Tower, Dalal Street, Fort,
Mumbai-400001**

Date: 19.12.2023

Dear Sir/Madam,

BSE SCRIP CODE: 541865

Ref : Business Update.

Sub: Strategic update of Add-Shop E-retail Ltd.

With Reference to the captioned subject, we herewith submit the business updates of our company.

Please take note of the same on your record.

Thanking you,

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Yours Faithfully,

For, Add-Shop E-Retail Limited

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

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Sub: Strategic update of Add-Shop E-retail Ltd.

We Add-Shop E-Retail Limited stands as a prominent direct selling company based in Rajkot, Gujarat, and proudly holds the distinction of being the exclusive recipient of the 100 SME Award bestowed by the Central Government of India in 2019. Our journey commenced on June 21, 2015, coinciding with the first International Yoga Day. Over the past eight years, we have experienced exponential growth, transforming from a modest beginning with a few business associates and a single franchise into a formidable entity.

Today, our network comprises more than 150,000 business associates and spans over 2,600 franchises. Our product portfolio boasts an extensive range of over 130 items, spanning diverse categories such as organic fertilizer, animal feed supplements, Ayurvedic medicine, nutraceuticals, food supplements, herbal cosmetics, personal care products, household items, and women's hygiene products.

Our consistent growth, evident in the expanding network of distributors and franchises, reflects our ongoing success. Notably, the majority of this expansion has occurred in rural areas, with only 10% in urban settings. Recognizing the potential for further development in urban markets, our future strategy focuses on a deliberate approach to urban business expansion. To facilitate this strategic move, we are working aggressively and we have taken steps such as hiring a qualified sales team and a CEO with expertise in navigating urban markets.

As part of our urban-centric initiative, we have tied up with the leading company Zeon Life Sciences in field of nutraceutical and have introduced a range of nutraceutical products, particularly addressing essential needs post-COVID. These products cater to urban lifestyles and include specialized protein formulations for both men and women, nutritional drinks designed to support the growth and health of children, and innovative sachets containing antioxidant revivals for comprehensive health benefits, conveniently portable for on-the-go use.

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Furthermore, our product line features affordable sachets with various offerings, such as Dyzalex Churn for addressing constipation, Madhumin Churn for diabetes management, Immun Kadha for immune system enhancement, and a range of everyday-use products. These initiatives reflect our commitment to adapting to changing market dynamics, addressing urban needs, and ensuring accessibility for a diverse consumer base. We look forward to the continued success of our strategic endeavours in urban expansion.

Currently, our market presence is skewed with a ratio of 10:90 between urban and rural markets. Our strategic vision involves a gradual shift in this distribution, aiming to achieve a ratio of 20:80 by the year 2024 and further advancing to a balanced 40:60 ratio by 2026. This deliberate plan underscores our commitment to expanding our footprint in urban areas over the next few years, aligning with market dynamics and opportunities for growth. With a focus on targeted urban market initiatives, we aim to achieve these milestones while ensuring sustained success for We Add-Shop E-Retail Limited.

In line with our CMD's commitment, we are dedicated to achieving continuous growth and spreading the mission of "poison-less farming and prosperous farmers" to every corner of the nation. This vision drives our efforts, and we are determined to make it a reality. Thank you for being part of this important journey towards a better, sustainable future in agriculture.

This is for your information and record.

Thanking You,

Yours Faithfully,

For, Add-Shop E-Retail Limited

Dineshbhai B Pandya

Managing Director

DIN: 06647303