

**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: 10.01.2022

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

Dear Sir/Madam,

BSE Scrip Code: 541865

**Sub: EXPANSION via E-COMMERCE BUSINESS PLATFORM AND BY NEW PRODUCTS.**

Company is pleased to announce to our Esteemed Stake holders that the Company was established on E-commerce business platform earlier and enjoying a tremendous output with this business platform. We have done historic business by this platform.

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 frachise members to delivered goods to them at their doorstep. Our members and business partners are free to do business from anywhere at their fingertips. By this platform we are managing our business smoothly, and it will also provide customer satisfaction.

As company was involved in Ayurveda based health care products and we are always trying to create a new products time by time related to health.

As per earlier information from the Company that we had launched 7 New products in past month in various category in Ayurveda which are **Immune Kadha, Detox Sudha Tablet, Gaupiyush Tablet, Herbal Tooth gel, Premium Shampoo, Natural Face wash, Aloe Vera Gel** and by these products we have received tremendous response in market.

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Now a days we are passing through Covid / Omnicron situation which was begin recently worldwide and our products provides a rich immunity to human body which helps to fight with this kind of situation. We are seeing a huge potential of our products in this kind of situation.

Company is working on **14** new products related to health and house hold and we are launching this all products very soon in market. All products are under development stage.

**Managing Director**

Our company had large network of more than 550 franchise and under that thousands of person, now we are going to create a chain between company and them. By this chain company can expand its business in all over country. We are trying to make a smooth chain between company and our customer base that will help in supply of products to their doorstep.

Add-shop would be leveraging on its robust distribution network spread across the country for its Ayurveda 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**

