

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

Date: July 27, 2022

To,
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001
(ASRL | 541865 | INE01B501018)

Dear Sir / Madam,

Sub: Outcome of Meeting of the Board of Directors of Add-Shop ERetail Limited ("Company")

Ref.: Regulation 30 and Regulation 42 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

This is further to our intimation dated July 19, 2022, the Rights Issue Committee & the Board of Directors of the Company, at their meeting held today, *inter alia* have, -

1. Approved the issue of 90,56,255 Equity Shares of face value of Rs. 10/- each at an issue price of Rs. 54/- per Equity Share (including premium of Rs. 44/- per Equity Share) aggregating to Rs. 48,90,37,770/- to all the existing equity shareholders of the Company on a rights basis ("**Rights Issue**").
2. Considered and approved the following terms of the Rights Issue:
 - a. **Instrument:** Fully paid-up Equity Shares of face value of ₹10 each
 - b. **Total number of Equity Shares and Rights Issue size:** 90,56,255 fully paid-up Equity Shares held by the Public Shareholders for an amount aggregating to Rs. 48,90,37,770/-
 - c. **Right entitlement ratio:** 1:1 [1 Equity Share for every 1 fully paid-up Equity Share held by the Eligible Equity Shareholders (Public) of the Company, as on the record date].
 - d. **Record date:** August 8, 2022 for the purpose of determining the equity shareholders (Public) entitled to receive the rights entitlement in the Rights Issue ("Eligible Equity Shareholders")
 - f. **Rights Issue period:**
 1. Rights Issue Opening Date: August 17, 2022
 2. Last date for On Market Renunciation of the Rights Entitlement : August 24, 2022*
 2. Rights Issue Closing Date: August 30, 2022

** Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date.*

3. Approved the Letter of Offer dated 27th July, 2022 to be filed with Securities and Exchange Board of India, BSE Limited, and other relevant authority as may be required. Also, approved issuance of other offer related documents.

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4. Approved the Abridged Letter of Offer and other Issue-related materials to be filed with BSE Limited, the Securities and Exchange Board of India and will be dispatched to the Eligible Equity Shareholders of the Company as on the Record Date in due course
5. Further, the Company has obtained a separate International Securities Identification Number (ISIN) **INE01B520018** for the purpose of credit of rights entitlements. The Rights Entitlements of Eligible Equity Shareholders as on record date shall be credited, prior to the issue opening date, in their respective demat accounts under the aforementioned ISIN.

The meeting of the Board commenced at 12:00 P.M. and concluded at 12:50 P.M.

You are requested to kindly take the above on your record.

Yours faithfully,

For, **Add-Shop E-Retail Limited**

(Formally Known as Add-Shop Promotions Limited)



Dineshbhai Bhanushankar Pandya
Managing Director
DIN: 06647303

