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

Date: 30.12.2023

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

Dear Sir/Madam,

BSE SCRIP CODE: 541865

Subject: Intimation of Closure of Trading Window pursuant to the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 ("Insider Trading Regulations")

With reference to the SEBI (Prohibition of Insider Trading) Regulations, 2015, as amended from time to time and in terms of Company's Code of Conduct read with clarification issued by BSE Limited vide Ref. No. LIST/COMP/01/2019-20 dated 02/04/2019, we hereby inform you that the "Trading Window" for dealing in shares & securities of the Company will remain closed for all the Directors, Promoters, Designated Employee and Connected Persons from 1st January 2024. The Trading Window will open after 48 hours from the declaration of the Un-Audited Financial Result of the Company for the quarter ended on December 31, 2023.

The date of the Board Meeting for the consideration of Unaudited Financial Results for the 03rd quarter ended 31st December, 2023 will be intimated separately to exchange in due course.

Accordingly, all Directors, Promoters, Designated Employee and Connected Persons have been advised not to trade in the securities of the Company during the aforesaid period of closure of Trading Window.

Please take note of the same on your record.

Yours faithfully,

For, Add-Shop E-Retail Limited

(Dineshbhal Pandya) Managing Director DIN: 06647303

E-Mail: info@addshop.in: Web: www.addshop.co