

Date: 09.06.2022

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

Dear Sir/Madam,

BSE Scrip Code: 541865

Sub: Company has Launched 2 New Products with organic farming category.

Company is pleased to announce to our Esteemed Stake holders that the Company had launched 2 New products in last week in agriculture category and expanded its products range with this new launching.

We have launched a new 2 products in agriculture category. With this new launching we are seeing wide market for this products across india. There are some premium range products which will create good wealth for company.

This will boosts our retail business in various states. We were already enjoying a good response with our products from all states. As we have received a tremendous response for our ayurvedic healthcare products.

Below are the products which are launched during last week.

1. DNC 90 Liquid:

Revolutionary & sustainable substitute for conventional farming

- DNC 90 liquid is Bio-stimulant
- It contains humic acid, Fulvic acid, organic carbon etc.
- DNC 90 Liquid can be used instead of granular manure.
- DNC 90 liquid will build the creation of yields with improved dietary quality.

2. Bhoomira Granules:

One step for Next generation

- It is a Bio stimulant in granule form

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

- Its mini packaging designed for urban culture
- Mini packaging will also be used for indoor plants, container plants etc.

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 1200 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

