

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

Date: 21.12.2021

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

Dear Sir/Madam,

BSE Scrip Code: 541865

Sub: Business Update

Add-shop E-Retail Ltd is pleased to update to our esteemed stakeholders that as we are growing with time and we updating the same to our shareholders time by time.

- The company has gone through a marketing campaign across india and with that campaign company received a tremendous response. Company has opened a 250 New franchise partners with this campaign. The company has expand its footprint in various states and with this we are enjoying a handsome business.

- As Company was trying to made a new products to enhance its range We have launched new 7 products which are (ayurveda based) recently and with that company has expanded its products range which helps company to grew it's sales figure and also expand market in all over india.

- Company has issued a Equity warrants to Foreign Institutional investors. It creates a shine to our shareholding as we are attracting FII's. It creates a good faith to our shareholders.

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- As company always trying to share profit with our shareholders the company has meet to consider Bonus shares and also approves the same in the ratio of 7 /10. As we already mentioned that company has Second time consider this bonus shares.

- Our company has declared tremendous figures in our quarterly results which has announced time by time and our last half year growth was eye catching.

Our company was growing rapidly and you may seed that with this figures which we have presents.

- Our Revenue up with 253.20 %
- Our PBT up with 335.82 %
- Our PAT had jump with 371.39 %
- Our ann. Eps was at 14.40

Managing Director:

As a managing director and promoter of the company we know that now a days and also in future organic farming is the key features in farming business. The company has already think to focus on organic farming in near term. And as we are involved in ayurveda based products and organic based agriculture products we have seen a large business in organic farming. We are now focus on this to grow our business with this.

Add-Shop would be leveraging on its robust distribution network spread across the country for his Ayurveda products. The company is having vast distribution network of more than 550 franchisees spread across 25 states. 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.

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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

