

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: 19/08/2023

To,

BSE Limited

Department of Corporate Services

P. J. Towers, Dalal Street, Fort,

Mumbai – 400 001

Subject: Outcome of the Board Meeting of ADD-SHOP E-RETAIL LIMITED held on 19th August 2023.

BSE SCRIP CODE: 541865

Respected Sir/Madam,

We wish to inform you that the Board of Directors of ADD-SHOP E-RETAIL LIMITED held a meeting on 19th August 2023 at the registered office of the Company has inter alia:

1. Accepted of Resignation of Mr. Dev Dineshbhai Pandya as Chief Financial Officer (CFO) of ADD-SHOP E-RETAIL LIMITED effective from the close of business hours on August 19, 2023.
2. Accepted of Resignation of Mr. Dev Dineshbhai Pandya as Director of ADD-SHOP E-RETAIL LIMITED effective from the close of business hours on August 19, 2023.
3. Accepted of Resignation of Mr. Jigar Dineshkumar Pandya as Director of ADD-SHOP E-RETAIL LIMITED effective from the close of business hours on August 19, 2023.
4. Accepted of Resignation of Ms. Deviben Dineshbhai Pandya as Director of ADD-SHOP E-RETAIL LIMITED effective from the close of business hours on August 19, 2023.
5. Accepted of Resignation of Mr. Yagnik Dilipbhai Mundadiya as an Independent Director of ADD-SHOP E-RETAIL LIMITED effective from the close of business hours on August 19, 2023.
6. Accepted of Resignation of Mr. Rushabh Vora as an Independent Director of ADD-SHOP E-RETAIL LIMITED effective from the close of business hours on August 19, 2023.
7. Approved Appointment of Mr. Pradipkumar Harjibhai Lathiya as a Chief Financial Officer (CFO) of ADD-SHOP E-RETAIL LIMITED effective from August 21, 2023. Brief Profile of Mr. Pradipkumar Harjibhai Lathiya is enclosed as Annexure A.

The Board of Directors noted the resignations of Mr. Dev Dineshbhai Pandya, Mr. Jigar Dineshkumar Pandya, Ms. Deviben Dineshbhai Pandya, Mr. Yagnik Dilipbhai Mundadiya, and Mr. Rushabh Vora from the Board of Directors and the Chief Financial Officer position, respectively. The Board accepted the resignations and wished them all the best in their future endeavours.

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The Board of Directors also approved the appointment of Mr. Pradipkumar Harjibhai Lathiya as the new Chief Financial Officer of the Company, effective from August 21, 2023.

The Board Meeting Commenced at 04:00 PM and Concluded at 06:10 PM.

Thank you for your attention.

Yours faithfully,

**FOR AND ON BEHALF OF THE BOARD OF DIRECTORS
ADD-SHOP E-RETAIL LIMITED**

**DINESHBHAI BHANUSHANKAR PANDYA
MANAGING DIRECTOR
DIN: 06647303**

ADD-SHOP E-RETAIL LIMITED
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Tel. No.: 0281-2363023

Annexure-A

The Disclosure pursuant to SEBI Master Circular SEBI/HO/CFD/PoD2/CIR/P/2023/120 dated July 11, 2023 read with SEBI Circular CIR/ CFD/CMD/4/2015 dated September 09, 2015 for the Change in ~~Directors~~, Key Managerial Personnel (~~Managing Director, Chief Executive Officer, Chief Financial Officer, Company Secretary~~ etc.), ~~Auditor and Compliance Officer~~ of the Company under Regulation 30 of the SEBI (LODR) Regulations, 2015:

a.	Name of Director / KMP	Mr. Dev Dineshbhai Pandya (PAN: CALPP1419F) Chief Financial Officer (CFO)
b.	Reason of change viz. appointment, Resignation, removal, death or otherwise	CFO is resigning to pursue new business activities in a different area CFO has confirmed that there are no other material reasons for their resignation
c.	Date of appointment/cessation (as applicable) & terms of appointment	Date of Cessation: Effective from the close of business hours on August 19, 2023
d.	Brief Profile (In case of Appointment)	Not Applicable
e.	Disclosure of relationships between Directors (in case of appointment of a director)	Not Applicable

a.	Name of Director / KMP	Mr. Pradipkumar Harjibhai Lathiya (PAN: AHRPL4946N)
b.	Reason of change viz. appointment, Resignation, removal, death or otherwise	Appointment as the New Chief Financial Officer and a Key Managerial Personnel of the Company
c.	Date of appointment/cessation (as applicable) & terms of appointment	Date of Appointment: August 21, 2023 Terms of Appointment: As per recommendations of Nomination and Remuneration Committee (NRC), Audit Committee and approved by the Board of Directors.
d.	Brief Profile (In case of Appointment)	Mr. Pradip Harjibhai Lathiya has total overall experience of 10 Years in the fields of accounts. He has sound knowledge in the field of accounts.
e.	Disclosure of relationships between Directors (in case of appointment of a director)	Not Applicable

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Annexure-B

The Disclosure pursuant to SEBI Circular CIR/CFD/CMD/4/2015 dated September 09, 2015 for the Resignation of Directors of the Company under Regulation 30 of the SEBI (LODR) Regulations, 2015:

a.	DIN	08165999
b.	Name of Director	Yagnik Dilipbhai Mundadiya
c.	Reason of change viz. appointment , Resignation, removal, death or otherwise	Resignation, due to personal reason and personal commitment. There is no other material reason for his resignation other than this.
d.	Date of appointment /cessation (as applicable) & terms of appointment	Date of Cessation: Closure of business hours of on August 19, 2023
e.	Brief Profile (In case of Appointment)	Not Applicable
f.	Disclosure of relationships between Directors (in case of appointment of a director)	Not Applicable
g.	Information as required pursuant to BSE Circular No. LIST/COMP/14/2018-19 dated June 20, 2018 & NSE Circular No. NSE/CML/2018/24 dated June 20, 2018	Not Applicable
h.	Name of listed entities in which resigning director holds directorship	Nil
i.	Membership of Board Committees	Post resignation, not a member of any Board Committees.

a.	DIN	08165987
b.	Name of Director	Rushabh Vora
c.	Reason of change viz. appointment , Resignation, removal, death or otherwise	Resignation, due to personal reason and personal commitment. There is no other material reason for his resignation other than this.
d.	Date of appointment /cessation (as applicable) & terms of appointment	Date of Cessation: Closure of business hours of on August 19, 2023
e.	Brief Profile (In case of Appointment)	Not Applicable
f.	Disclosure of relationships between Directors (in case of appointment of a director)	Not Applicable
g.	Information as required pursuant to BSE Circular No. LIST/COMP/14/2018-19 dated June 20, 2018 & NSE Circular No. NSE/CML/2018/24 dated June 20, 2018	Not Applicable
h.	Name of listed entities in which resigning director holds directorship	Nil
i.	Membership of Board Committees	Post resignation, not a member of any Board Committees.

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Annexure C

Disclosures under Regulation 30 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 and SEBI Circular CIR/ICFD/CMD/4/2015 dated 09th September, 2015:

a.	Name of Director	Mr. Dev Dineshbhai Pandya (DIN: 07905073)
b.	Reason of change viz. appointment, Resignation, removal, death or otherwise	Director is resigning to pursue new business activities in a different area. Director has confirmed that there are no other material reasons for their resignation.
c.	Date of appointment /cessation (as applicable) & terms of appointment	Date of Cessation: Effective from the close of business hours on August 19, 2023
d.	Brief Profile (In case of Appointment)	Not Applicable
e.	Disclosure of relationships between Directors (in case of appointment of a director)	Not Applicable
f.	Information as required pursuant to BSE Circular No. LIST/COMP/14/2018-19 dated June 20, 2018	Not Applicable

a.	Name of Director	Mr. Jigar Dineshkumar Pandya (DIN: 07905076)
b.	Reason of change viz. appointment, Resignation, removal, death or otherwise	Director is resigning to pursue new business activities in a different area. Director has confirmed that there are no other material reasons for their resignation.
c.	Date of appointment /cessation (as applicable) & terms of appointment	Date of Cessation: Effective from the close of business hours on August 19, 2023
d.	Brief Profile (In case of Appointment)	Not Applicable
e.	Disclosure of relationships between Directors (in case of appointment of a director)	Not Applicable
f.	Information as required pursuant to BSE Circular No. LIST/COMP/14/2018-19 dated June 20, 2018	Not Applicable

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Tel. No.: 0281-2363023

a.	Name of Director	Ms. Deviben Dineshbhai Pandya (DIN: 07905047)
b.	Reason of change viz. appointment, Resignation, removal, death or otherwise	Director is resigning to pursue other interests that align more closely with her personal goals and aspirations Director has confirmed that there are no other material reasons for their resignation.
c.	Date of appointment /cessation (as applicable) & terms of appointment	Date of Cessation: Effective from the close of business hours on August 19, 2023
d.	Brief Profile (In case of Appointment)	Not Applicable
e.	Disclosure of relationships between Directors (in case of appointment of a director)	Not Applicable
f.	Information as required pursuant to BSE Circular No. LIST/COMP/14/2018-19 dated June 20, 2018	Not Applicable

DEV DINESHBHAI PANDYA

A-104, PRADHYUMAN ROYAL HEIGHTS, NEAR A G CHOWK, KALAWAD ROAD, RAJKOT-360005, GUJARAT

By Hand Delivery

Date: 19/08/2023

To,
The Board of Directors,
ADD-SHOP E-RETAIL LIMITED
B-304 Imperial Height, 150ft Ring Road
Rajkot- 360005, Gujarat, India.

Dear Sirs/Madams,

Sub.: Resignation from the post of Chief Financial Officer (CFO) of the Company.

I am writing to inform you of my resignation as the Chief Financial Officer (CFO) of ADD-SHOP E-RETAIL LIMITED, effective from the close of business hours on August 19, 2023.

After much consideration, I have decided to pursue new business activities in a different area. While I have enjoyed my time at ADD-SHOP E-RETAIL LIMITED and appreciate the opportunities and experiences I have gained, I believe it is time for me to move on to new challenges.

I further confirm and state that there are no other material reasons other than those provided.

I want to express my gratitude to you and the entire team at ADD-SHOP E-RETAIL LIMITED for your support and guidance during my tenure. I have learned a great deal from working with such a talented and dedicated group of individuals, and I will always value the relationships I have formed here.

I request the Board to kindly accept my resignation and relieve me from my position in the company. Please make arrangements to file necessary forms with the concerned Registrar of Company and intimations to the stock exchange.

Thank you again for the opportunity to work with such a great organization.

Sincerely,



DEV DINESHBHAI PANDYA
CHIEF FINANCIAL OFFICER (CFO)

DEV DINESHBHAI PANDYA

A-104, PRADHYUMAN ROYAL HEIGHTS, NEAR A G CHOWK, KALAWAD ROAD, RAJKOT-360005, GUJARAT

By Hand Delivery

Date: 19/08/2023

To,
The Board of Directors,
ADD-SHOP E-RETAIL LIMITED
B-304 Imperial Height, 150ft Ring Road
Rajkot- 360005, Gujarat, India.

Dear Sirs/Madams,

Sub.: Resignation from the office of Director of the Company.

I am writing to inform you of my resignation from the position of Director at ADD-SHOP E-RETAIL LIMITED, effective from the close of business hours on August 19, 2023.

After much consideration, I have decided to pursue new business activities in a different area. While I have enjoyed my time at ADD-SHOP E-RETAIL LIMITED and appreciate the opportunities and experiences I have gained, I believe it is time for me to move on to new challenges.

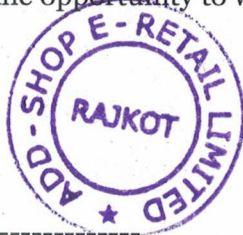
I further confirm and state that there are no other material reasons other than those provided.

I want to express my gratitude to you and the entire team at ADD-SHOP E-RETAIL LIMITED for your support and guidance during my tenure. I have learned a great deal from working with such a talented and dedicated group of individuals, and I will always value the relationships I have formed here.

I request the Board to kindly accept my resignation and relieve me from my position in the company. Please make arrangements to file necessary forms with the concerned Registrar of Company and intimations to the stock exchange.

Thank you again for the opportunity to work with such a great organization.

Sincerely,



DEV DINESHBHAI PANDYA
DIRECTOR
DIN: 07905073

JIGAR DINESHKUMAR PANDYA

A-104, PRADHYUMAN ROYAL HEIGHTS, NEAR A G CHOWK, KALAWAD
ROAD, RAJKOT-360005, GUJARAT

By Hand Delivery

Date: 19/08/2023

To,
The Board of Directors,
ADD-SHOP E-RETAIL LIMITED
B-304 Imperial Height, 150ft Ring Road
Rajkot- 360005, Gujarat, India.

Dear Sirs/Madams,

Sub.: Resignation from the office of Director of the Company.

I am writing to inform you of my resignation from the position of Director at ADD-SHOP E-RETAIL LIMITED, effective from the close of business hours on August 19, 2023.

After much consideration, I have decided to pursue new business activities in a different area. While I have enjoyed my time at ADD-SHOP E-RETAIL LIMITED and appreciate the opportunities and experiences I have gained, I believe it is time for me to move on to new challenges.

I further confirm and state that there are no other material reasons other than those provided.

I want to express my gratitude to you and the entire team at ADD-SHOP E-RETAIL LIMITED for your support and guidance during my tenure. I have learned a great deal from working with such a talented and dedicated group of individuals, and I will always value the relationships I have formed here.

I request the Board to kindly accept my resignation and relieve me from my position in the company. Please make arrangements to file necessary forms with the concerned Registrar of Company and intimations to the stock exchange.

Thank you again for the opportunity to work with such a great organization.

Sincerely,



JIGAR DINESHKUMAR PANDYA
DIRECTOR
DIN: 07905076

DEVIBEN DINESHBHAI PANDYA

A-104, PRADHYUMAN ROYAL HEIGHTS, NEAR A G CHOWK, KALAWAD ROAD, RAJKOT-360005, GUJARAT

By Hand Delivery

Date: 19/08/2023

To,
The Board of Directors,
ADD-SHOP E-RETAIL LIMITED
B-304 Imperial Height, 150ft Ring Road
Rajkot- 360005, Gujarat, India.

Dear Sirs/Madams,

Sub.: Resignation from the office of Director of the Company.

I am writing to formally tender my resignation from the position of Director at ADD-SHOP E-RETAIL LIMITED, effective from the close of business hours on August 19, 2023.

After careful consideration and reflection, I have come to the decision to pursue other interests that align more closely with my personal goals and aspirations

I further confirm and state that there are no other material reasons other than those provided.

I want to express my gratitude for the opportunities and experiences I have had during my tenure at ADD-SHOP E-RETAIL LIMITED. It has been a privilege to work alongside such a talented and dedicated team, and I am proud of the accomplishments we have achieved together.

I request the Board to kindly accept my resignation and relieve me from my position in the company. Please make arrangements to file necessary forms with the concerned Registrar of Company and intimations to the stock exchange.

I wish the company all the success in the future.

Thanking you,
Yours faithfully,

Deej



DEVIBEN DINESHBHAI PANDYA
DIRECTOR
DIN: 07905047

YAGNIK DILIPBHAI MUNDADIYA

ADDRESS: MAHENDRAPUR TANKARA, KHAMBHALIA GATE, KALAVAD,
JAMNAGAR-363650, GUJARAT.

Email: yagnikp59@yahoo.com

By Hand Delivery

Date: 19/08/2023

To,
The Board of Directors,
ADD-SHOP E-RETAIL LIMITED
B-304 Imperial Height, 150ft Ring Road
Rajkot- 360005, Gujarat, India.

Respected Sirs/Madams,

Sub.: Resignation from the office of Independent Director of the Company.

I, Yagnik Dilipbhai Mundadiya, hereby tender my resignation from the office of Independent Director of **ADD-SHOP E-RETAIL LIMITED** with effect from close of business hours of August 19, 2023 due to personal reason and personal commitment.

I further confirm and state that there are no other material reasons other than those provided.

I wish to express my gratitude towards the Board of the Company for giving me an opportunity to serve on the Board; it was my privilege indeed. I also thank the senior management and other staff of the company for extending their support during my tenure.

I am glad to express that my association with the company as an Independent Director was fruitful.

I request the Board to kindly accept my resignation and relieve me from my position in the company. Please make arrangements to file necessary forms with the concerned Registrar of Company and intimations to the stock exchange.

I wish the company all the success in the future.

Thanking you,
Yours faithfully,



YAGNIK DILIPBHAI MUNDADIYA
INDEPENDENT DIRECTOR
DIN: 08165999



RUSHABH VORA

ADDRESS: BLOCK NO.404, PANCHESHWAR TOWER PASE, SHANTIVIHAR, JAMNAGAR-361001, GUJARAT

Email: rushabhvora5@gmail.com

By Hand Delivery

Date: 19/08/2023

To,
The Board of Directors,
ADD-SHOP E-RETAIL LIMITED
B-304 Imperial Height, 150ft Ring Road
Rajkot- 360005, Gujarat, India.

Respected Sirs/Madams,

Sub.: Resignation from the office of Independent Director of the Company.

I hereby tender my resignation from the office of Independent Director of **ADD-SHOP E-RETAIL LIMITED** with effect from close of business hours of August 19, 2023 due to personal reason and personal commitment.

I further confirm and state that **there are no other material reasons other than those provided.**


I wish to express my gratitude towards the Board of the Company for giving me an opportunity to serve on the Board; it was my privilege indeed. I also thank the senior management and other staff of the company for extending their support during my tenure.

I am glad to express that my association with the company as an Independent Director was fruitful.

I request the Board to kindly accept my resignation and relieve me from my position in the company. Please make arrangements to file necessary forms with the concerned Registrar of Company and intimations to the stock exchange.

I wish the company all the success in the future.

Thanking you,
Yours faithfully,



RUSHABH VORA
INDEPENDENT DIRECTOR
DIN: 08165987

