

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

3rd June, 2022

To,
BSE Limited
Floor 25, P J Towers, Dalal Street
Mumbai – 400001

Add-Shop E-Retail Ltd (ASRL/541865/INE01B501018)

Dear Sir/Madam,

Sub: Outcome of Board Meeting pursuant to Regulation 30, read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 and SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015

In furtherance to our intimation dated 30th May, 2022 and pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("SEBI Listing Regulations") this is to inform you that the Board of Directors ("Board") of Add-Shop E-Retail Limited ("Company"), in its meeting held today, viz. Friday, 3rd June, 2022 considered and approved the following terms of the Rights Issue: -

1. Fund raising of an amount not exceeding Rs. 49,50,00,000/- (Rupees Forty Nine Crores Fifty Lakhs only), through a Rights issue to the eligible equity shareholders (Public Category) of the Company as on Record date (to be notified subsequently), in accordance with applicable laws, including the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended, SEBI Listing Regulations, along with relevant circulars issued by the Securities and Exchange Board of India, Companies Act, 2013. ("Rights Issue").
2. **Rights Issue Price:** ₹ 54/- per fully paid-up Equity Share [including a premium of ₹ 44/- per Equity Share]
3. Constitution of the Rights issue Committee to proceed with the Rights issue and, inter-alia, decide the other terms and conditions of the Rights Issue, including deciding on the record date, appointment of intermediaries and other related matters.
4. Appointment of Finshore Management Services Limited ("Merchant Banker") as the Lead Manger to the Rights Issue.

The meeting of the Board of Director commenced at 02:00 P.M. and concluded at 02:55 P.M.

The Intimation is also available on the website of the Company at <https://www.addshop.co>.

The same may be please taken into record and suitably disseminated to all concerned.

Thanking you,

Yours Faithfully

For, Add-Shop E-Retail Limited

(Formerly Known as Add-Shop Promotions Limited)



Dineshbhai Bhanushankar Pandya
Managing Director
DIN: 06647303



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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 650 franchisees spread across 26 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.

Dineshbhai Pandya is Promoter and Managing Director of the Company. Despite of being visually impaired, his hard-work and willingness to do something good for the society has led him to be a first-generation entrepreneur, trainer and motivator. He has been the driving force of the Company. He has well experienced in the field of Ayurveda and Pharma. He is awarded "Golden Books of records" for most village assemblies addressed by a differently able person. The Company was incorporated with a vision to find and implement solutions for two very deep-rooted challenges of our nation like unemployment & unhealthiness of our citizens.

