

**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

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Date: 31/08/2023

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

Dear Sir/Madam,

**BSE Scrip Code: 541865**

**Sub: Disclosures under Reg. 29(2) of SEBI (SAST) Regulations, 2011 Dineshbhai B. Pandya (PAN: AMKPP2718A).**

With reference to captioned subject, we are enclosing herewith disclosure received from Dineshbhai Bhanushankar Pandya (PAN: AMKPP2718A), under regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, dated 31<sup>st</sup> August 2023 which are self-explanatory.

You are requested to take a note of same on your records.

Thanking You,

Yours Faithfully,  
For, Add-Shop E-Retail Limited

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Name : JAYSHREE DINESHBHAI PANDYA

Director

DIN: 06647308



**ANNEXURE – 2**

**Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	Add-Shop E-Retail Limited [CIN: L51109GJ2013PLC076482]		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Dineshbhai Bhanushankar Pandya		
Whether the acquirer belongs to Promoter/Promoter group	Yes (Promoter)		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC(**)
<b>Before the acquisition under consideration, holding of :</b>			
a) Shares carrying voting rights	82,02,660	28.97%	28.97%
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	82,02,660	28.97%	28.97%
<b>Details of acquisition/sale</b>			
a) Shares carrying voting rights acquired/sold	(10,88,000)	(3.84%)	(3.84%)
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	(10,88,000)	(3.84%)	(3.84%)

**Dineshbhai Bhanushankar Pandya**  
**Address: A-104, Pradhyuman**  
**Royal Heights, A.G Chaowk**  
**Pushkardham Main Road, Kalawad**  
**Road, Rajkot-360005, Gujarat.**

<b>After the acquisition/sale, holding of:</b>			
a) Shares carrying voting rights	71,14,660	25.13%	25.13%
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	71,14,660	25.13%	25.13%
Mode of sale	Open Market		
Date of sale of shares	30 <sup>th</sup> August 2023		
Equity share capital / total voting capital of the TC before the said acquisition / sale	82,02,660 equity shares of face value of Rs. 10 each		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	71,14,660 equity shares of face value of Rs. 10 each		
Total diluted share/voting capital of the TC after the said acquisition	71,14,660 equity shares of face value of Rs. 10 each		

(\* ) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\* ) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.



**Signature**  
**Dineshbhai B. Pandya**

**Place: Rajkot**  
**Date: 31/08/2023**

**Dineshbhai Bhanushankar Pandya**  
**Address: A-104, Pradhyuman**  
**Royal Heights, A.G Chaowk**  
**Pushkardham Main Road, Kalawad**  
**Road, Rajkot-360005, Gujarat.**

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**Part-B**

**Name of the Target Company:** Add-Shop E-Retail Limited (CIN: L51109GJ2013PLC076482)



**Signature**  
**Dineshbhai B. Pandya**

**Place:** Rajkot  
**Date:**31/08/2023