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: 11.07.2022

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

Dear Sir/Madam,

BSE Scrip Code: 541865

Ref: Our intimation dated July 04, 2022 of Board Meeting to be held on Tuesday, July 12, 2022.

Sub: Intimation for Rescheduling Board Meeting- Regulation 29 of the SEBI (listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations")

With reference to the earlier intimation dated July 04, 2022, regarding the Board of Directors Meeting to be held on Tuesday, July 12, 2022 at the registered office of the Company, we hereby intimate the Stock Exchange as per the provisions of Regulation 29 of the Securities and Exchange Board of India (listing Obligations and Disclosure Requirements) Regulations. 2015. that the said Meeting of the Board of Directors of the Company is rescheduled on Tuesday, July 26, 2022 at the registered office of the Company due to unavoidable circumstances.

Trading window:

In this connection, kindly take note of our Letter dated 24th June, 2022 regarding the Closure of Trading Window, submitted to BSE.

Please take note of the same on your records.

Thanking you,

Yours faithfully, For, Add-Shop E-Retail Limited (Formally Known as Add-Shop Promotions Limited)

Dineshbhai B. Pandya Managing Director DIN: 06647303

