

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: 23.08.2023

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

Dear Sir/Madam,

BSE Scrip Code: 541865

Ref : Business Update.

Sub: Company had Opened 33 New Franchises in last July month in PAN india.

Dear stakeholders please to inform that your company has opened 33 new franchises in pan India in last July month. It's such a great news and proud moment to us in just one month we opened 33 New Franchise in Pan India.

All Franchise Name and City detail given below.

| S.No | Name | City |
|------|--|-----------------|
| 1 | Mahadev organics | MALAVSLLI |
| 2 | Agasthy enterprise | HOSADURGA |
| 3 | Sri bhairaveshwara organic centre | MYSORE |
| 4 | Benaka | GUNDLUPET |
| 5 | Chiru orgenic and ayurveda center | CHAMARAJNAGARA |
| 6 | Kushal enterprises | MANDYA |
| 7 | Madhu ayurveda and savayava center | SIRUGUPPA |
| 8 | Ess vee enterprises | RANEBENURU |
| 9 | Sri mallikarjuna organic center | HASSAN |
| 10 | Deviramma organic centre | HASSAN |
| 11 | Shambulingeshwara organics ravani | MANDYA |
| 12 | Manjula siddu enterprises | MANDYA |
| 13 | Sri kalleshwara swamy organics | HUVINA HADAGALI |
| 14 | Sri beeralingeshwar organic n ayurveda | ABEGOL |

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| | | |
|----|----------------------------------|-----------------|
| 15 | Khushi savayava kendra | KARUR |
| 16 | B b t organic n ayurvedic centre | PANAKAHALLI |
| 17 | Sri beereshwara organic centre | MYSORE |
| 18 | Veera bhadreshwara enterprises | BELUR |
| 19 | Basaveshwara enterprises | BELUR |
| 20 | Jai bhavani enterprises | BIJAPUR |
| 21 | Shivalingeswar enterprise | LAKSHMISAGARA |
| 22 | Sbs enterprise | SIDDLAGHATTA |
| 23 | Nisarga organics | TUMKUR |
| 24 | Shivayi organic agro | NASHIK |
| 25 | J p enterprises | ARAKALGODU |
| 26 | Raitha mithra agro traders | CHIKKABALLAPURA |
| 27 | Nandihalli basaveshwara organics | RANEBENNUR |
| 28 | Sri mahadeshwara enterprises | MYSURU |
| 29 | Manoj organic n ayurveda centre | RATTIHALLI |
| 30 | Sri marulu siddesheara organic | SHIVAMOGGA |
| 31 | Sihi sinchana organic centre | MANDUA |
| 32 | Hrudayavanta savayava kendra | DAVANGERE |
| 33 | Indra organics | RATTIHALLI |

We believe above franchises through we will reach more and more people and expand our business in new area and our products reach to new people. We will also fulfil new people's demand by launching new products very soon.

We Add-Shop E-Retail Limited is a Leading Direct Selling Company at Rajkot Gujarat and we are alone as a Direct Selling 100 SME Award winner Company. In past 2019 we got 100 SME Award by Central Government of India. We has started the business operation on 21st June 2015 in first international yoga day With Few business associates and one franchise. In last 8 years we got the tremendous growth and reach milestones. Now a day we have more than 140000 business associates and more than 2300 Franchises across India and our products range is more 130 products in different category like Organic Fertilizer, Animal Feed Supplement, Ayurvedic Medicine, Nutraceutical, Food Supplement, Herbal cosmetic, Personal care, House hold products, Women hygiene products.

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The company has present outstanding figures in its 1st qtr 2023 result. With revenue of 4732.12 lacs, PBT 704.81 lacs, PAT 527.42 lacs, EPS 1.86 after dilution of equity.

Our CMD Mr Dinesh Pandya likes to share that our colleagues has resigned due to their career goals in some other field. I would like to mention here that our company is operation based rather than person based. All the departments are esteem lined under the supervision of professional experts and resignation and joinings are the part of the system. As they were not part of our day to day business, their absence will not affect our business.

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

