

**ADD-SHOP E-RETAIL 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: 10.11.2023

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

Dear Sir/Madam,

**BSE Scrip Code: 541865**

**Sub: Brief about Second Quarter (30<sup>th</sup> September 2023) Financial Results and Management commentary**

Please find enclosed copies of the letter of Add-Shop E-Retail Limited for brief about the results for quarter ended on September 30, 2023 and Management Commentary.

Please take note of the same on your records.

Thanking you,

Yours faithfully,

**For, Add-Shop E-Retail Limited**

**Dineshbhai B Pandya**

**Managing Director**

**DIN: 06647303**

**Encl: As Above**

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**Press and Media Release,**

**Rajkot, 10<sup>th</sup> November 2023**

**Add-Shop E-Retail Limited Q2FY24 report**

Add-Shop E-Retail Limited (BSE Code: ASRL | 541 865 | INE0I B501 01 8), is one of the leading Company in Organic Farming yesterday released results for H1FY24.

Company has shown outstanding performance in H1FY24 revenue from Operations stood at ₹876.8 million. Subsequently, Profit before Tax stood at ₹101.7 million. The Company recorded the quarterly Profit after Tax of ₹76.1 million. Annualised EPS of the company is ₹5.38.

Q2FY24 recorded the quarterly performance to date in terms of Revenue from Operations and Profit after Tax. Revenue from Operations stood at ₹403.6 million in Q2FY24. Subsequently, Profit before Tax stood at ₹31.3 million in Q2FY24. The Company recorded the quarterly Profit after Tax of ₹23.4 million.

We're thrilled to share the joy of our 8th anniversary celebration in Karnataka, which was a tremendous success. During this event, we facilitated farmers for their outstanding work and contribution in organic farming. We proudly launched our few products in convenient packaging and sachets, making them more accessible to everyone. We also launched few new products which will contribute to grow our business more in urban area.

**Management commentary:**

Commenting on the half yearly results of the company, Mr Dinesh Pandya managing director, Add-Shop E-retail Ltd. said we're excited to announce the addition of new members to our Board of Directors. Their wealth of expertise and experience is anticipated to contribute significantly to the enhancement of our company.

We have also taken few decisions for the future betterment of the company and as a proactive measure, we've been stringent in monitoring and controlling credit sales. This decision in long term will leave a great impact in growth of the company.

**About Us:**

We Add-Shop E-Retail Limited, based in Rajkot, Gujarat, is a leading direct selling company that received the prestigious 100 SME Award from the Central Government of India in 2019. Since its inception on June 21, 2015, coinciding with the first International Yoga Day, the company has experienced remarkable growth. Starting with a few business associates and one franchise, it has expanded to over 150,000 business associates and more than 2,500 franchises. The company offers a diverse range of over 130 products across various categories, including Organic Fertilizer, Animal Feed Supplement, Ayurvedic Medicine, Nutraceuticals, Food Supplements, Herbal Cosmetics, Personal Care, Household Products, and Women's Hygiene Products. Congratulations on the achievements, and best wishes for the continued success of We Add-Shop E-Retail Limited.

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Thank you for your continued support, and we look forward to overcoming these challenges and achieving greater milestones together.