

**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

---

Date: 04.03.2022

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 04<sup>th</sup> March, 2022 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**

(Formally Known as Add-Shop Promotions Limited)



**Nirajkumar Malaviya**  
Company Secretary



Dineshbhai Bhanushankar Pandya  
Mansatirth-2, Ving-A,  
Block No.307, 3<sup>rd</sup> floor,  
Opp. Swaminarayan Gurukul,  
Rajkot-360002, Gujarat.

**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<br>[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   | 1,10,71,570   | 57.49%  | 57.49%  |
| 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)   | 1,10,71,570   | 57.49%  | 57.49%  |
| <b>Details of acquisition/sale</b>   |   |   |   |
| a) Shares carrying voting rights <del>acquired</del> /sold   | (4,75,000)  | (2.47%)   | (2.47%)   |
| 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)   | (4,75,000)  | (2.47%)   | (2.47%)   |

**Dineshbhai Bhanushankar Pandya**  
**Mansatirth-2, Ving-A,**  
**Block No.307, 3<sup>rd</sup> floor,**  
**Opp. Swaminarayan Gurukul,**  
**Rajkot-360002, Gujarat.**

| <b>After the acquisition/sale, holding of:</b>   |  |        |        |
|--|--|--------|--------|
| a) Shares carrying voting rights   | 1,05,96,570  | 55.02% | 55.02% |
| 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)   | 1,05,96,570  | 55.02% | 55.02% |
| Mode of sale   | Open Market  |        |        |
| Date of sale of shares   | 03 <sup>rd</sup> March, 2022                           |        |        |
| Equity share capital / total voting capital of the TC before the said acquisition / sale   | 1,92,56,701 equity shares of face value of Rs. 10 each |        |        |
| Equity share capital/ total voting capital of the TC after the said acquisition / sale   | 1,92,56,701 equity shares of face value of Rs. 10 each |        |        |
| Total diluted share/voting capital of the TC after the said acquisition  | 1,92,56,701 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**  
**Managing Director**

**Place:** Rajkot  
**Date:** 04.03.2022