

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

Date: 08.05.2024

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

Dear Sir / Madam,

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Ref: Security Id: ASRL / Code: 541865

In reference to Regulation 30 Para B of Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulation 2015 (LODR Regulations), we state that the an Interim Order cum Show Cause Notice under sections 11(1), 11(4), 11(4A), 11B (1) and 11B (2) of the Securities and Exchange Board of India Act, 1992 read with Rule 4 (1) of the SEBI (Procedure for Holding Inquiry and Imposing Penalties) Rules, 1995 bearing no. WTM/ASB/CFID/CFID-SEC6/30323/2024-25 dated 06.05.2024 has been disseminated on the public portal, whereby it is alleged that the Company / certain Directors have violated certain Regulations of SEBI Act, 1992 , SEBI (PFUTP) Regulations, 2003 and SEBI (LODR) Regulations, 2015. No penalties/ fines have been levied in the impugned order cum show-cause notice.

Considering the materiality of the said event, the Company discloses this event as 'pending actions which may have an impact on the listed entity'. The Company would be reviewing the order and taking all necessary steps to take this to the logical conclusion and safeguard the interests of Company and stakeholders at large.

The disclosure of the above Interim order, as required under Para B of Part A of Schedule III of the SEBI (LODR) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023 is enclosed as **Annexure - 1**.

This is for your Information and Records.

Yours's faithfully,

For, Add-Shop E-Retail Limited

Dineshbhai B. Pandya
Managing Director
DIN: 06647303

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Disclosure as per Regulation 30 read Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015:

| Sr. No. | Particulars | Details |
|----------------|--|---|
| 1. | Name of the authority | Securities & Exchange Board of India |
| 2. | Nature and details of the action(s) taken, initiated or order(s) passed | Interim Order Cum Show cause notice against Company and its Directors as to why suitable directions / prohibitions under Section 11(1), 11(4) and 11B(1) of SEBI Act, 1992 should not be issued against them. Also, called upon to show cause as to why inquiry should not be held against them in terms of Rule 4 of SEBI (Procedure for Holding Inquiry and Imposing Penalties) Rules, 1995 and penalty be not imposed on them under Sections 11(4A) and 11B(2) read with Sections 15HA and/or 15HB of the SEBI Act, 1992 for the alleged violations of provisions of SEBI Act, 1992, PFUTP Regulations, 2003 and LODR Regulations, 2015. |
| 3. | Date of receipt of direction or order, including any ad-interim or interim orders, or any other communication from the authority | As disseminated on public portal of SEBI on 06 th May, 2024. |
| 4. | Details of the violation (s) / contravention (s) committed or alleged to be committed | Alleged contravention of certain provisions of SEBI Act, 1992, SEBI (LODR) Regulation, 2015 & SEBI (PFUTP) Regulations, 2003 as elaborated in the order referred above. |
| 5. | Impact on financial, operation or other activities of the listed entity, quantifiable in monetary terms to the extent possible. | The management does not foresee any material impact on the Financial / operation activities of the Company, as the Interim order cum show cause notice based on misinterpreted facts and assumptions and shall be contested. |