

**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

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Date: 13.12.2021

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

Dear Sir/Madam,

BSE Scrip Code: 541865

**Sub: Company has Launched 7 New Products with various category.**

Company is pleased to announce to our Esteemed Stake holders that the Company had launched 7 New products in last week with various category and expanded its products range with this new launching.

We have launched a new seven products in herbal category. With this new launching we are seeing wide market for this products across india. There are some premium range products which will create good wealth for company.

This will boosts our retail business in various states. We were already enjoying a good response with our products from all states. As we have received a tremendous response for our ayurvedic healthcare products.

Below are the products which are launched during last week.

1     **Immune Kadha :**

It will supports our immunity systems of body.

2     **Detox Sudha Tablet :**

It helps in flushing out harmful toxins on a daily level

3     **Gaupiyush Tablet :**

It will increase vitality of body.

4     **Herbal Tooth gel :**

Fluoride Free Herbal Toothgel.

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5 **Premium Shampoo :**

Free from harmful chemicals such as SLS, SLES, Paraben Etc

6 **Natural Face wash :**

It reduce the occurrence of Acne / Pimples.

7 **Aloe Vera Gel :**

It has property like wound hilling, moisturizing and skin lightning Etc.

Add-shop would be leveraging on its robust distribution network spread across the country for its ayurvedic products and agriculture products. The company having vast distribution network of more than 550 franchises spread across India. In addition the company is having wide customer base, which offers substantial base for marketing its products to them. Such distribution network would be major growth catalyst for the company.

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**

