

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: 14.02.2023

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 Third Quarter (31st December 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 December 31, 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, 14th February 2024

Add-Shop E-Retail Limited Q3FY24 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 Q3FY24.

The company delivered exceptional results in the Q3FY24, with revenue from operations reaching ₹569.9 million. Consequently, the profit before tax amounted to ₹39.97 million. The company achieved a quarterly profit after tax of ₹25.23 million, resulting in an annualized earnings per share (EPS) of ₹3.58.

Management commentary:

In the third quarter, we experienced noteworthy growth, and we are pleased to share this positive development. Building on this momentum, we are excited to unveil our grand initiative in North India. The launch event took place in Delhi, serving as a strategic hub for our expansion efforts. This initiative will not only focus on the capital but will also extend its reach to encompass key northern states, including Rajasthan, Uttarakhand, Assam, and West Bengal.

Our anticipation is centred around expecting significant contributions from businesses in these states. We believe that their active participation will be instrumental in driving the overall growth trajectory of our company. This strategic move is not only about geographical expansion but also about forging valuable partnerships, understanding regional dynamics, and tailoring our approach to align with the specific needs and opportunities present in these diverse markets.

As we embark on this journey into North India, We look forward to the potential synergies and growth opportunities that will arise from this initiative, reinforcing our position as a dynamic and responsive player in the market.

About Us:

We Add-Shop E-Retail Limited, headquartered in Rajkot, Gujarat, stands as a prominent direct selling company. The Central Government of India recognized its excellence by awarding it the prestigious 100 SME Award in 2019. Since its establishment on June 21, 2015, aligning with the inaugural International Yoga Day, the company has witnessed remarkable growth. From its humble beginnings with a handful of business associates and a single franchise, We Add-Shop has expanded its reach to encompass over 155,000 business associates and more than 2,700 franchises.

Diversifying its product portfolio, the company now offers a comprehensive range of over 130 products spanning various categories. These include Organic

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Fertilizer, Animal Feed Supplement, Ayurvedic Medicine, Nutraceuticals, Food Supplements, Herbal Cosmetics, Personal Care, Household Products, and Women's Hygiene Products.

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