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: 13.08.2022

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

Dear Sir/Madam,

BSE Scrip Code: 541865

Sub: Announcement under Regulations 30, 47 of the SEBI (Listing Obligations & Disclosure Requirements) "LODR" Regulations, 2015 and Regulation 84 of the SEBI (Issue of Capital and Disclosure Requirements) "ICDR" Regulations, 2018 - Pre-issue advertisement for Rights Issue.

Pursuant to provisions of Regulations 30, 47 of the SEBI (LODR) Regulations, 2015, Regulation 84 of the SEBI (ICDR) Regulations, 2018, as amended from time to time and in continuation to the BSE intimation dated 28th July 2022 by the Company containing approval of Letter of Offer for Rights Issue of equity shares to eligible shareholders of the Company by the Board, Please find enclosed herewith the pre-issue newspaper advertisement as published in the following newspapers dated 13 August 2022:

Name of the Newspaper	Language	Edition
Financial Express	English	English National Daily
Jansatta	Hindi	Hindi National Daily
Western Times	Gujarati	Regional Newspaper

We request you to kindly take the same on 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

ADD-SHOP E-RETAIL LIMITED RAJKOT

ADD-SHOP E - RETAIL LTD.
World's Greatest Opportunity

[This is an Advertisement for information purpose only and not for publication or distribution or release directly or indirectly outside India a
assigned to them in the Letter of Offer dated July 27, 2022 (the "Letter of Offer" or "LOF") filed with BSE Limited ("BSE") and the Securities an
the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 ("SEBI ICDR Regulations")]

ADD-SHOP E-RET

Add -Shop E-Retail Limited was originally incorporated on August 20, 2013 as "Add-Shop Promotions Private Limited" having its registered office at Shree Ashapura Complex, Shop No. 202,
Companies Act, 1956 bearing Certificate of Incorporation No. U51109GJ2013PTC076482 issued by the Registrar of Companies, Gujarat, Dadra and Nagar Havelli. Subsequently our Compan
Extraordinary General Meeting held on June 11, 2018 and fresh certificate of incorporation consequently upon change of name was issued by Registrar of Companies, Gujarat, Ahmedabad dat
of incorporation was issued bearing U51109GJ2013PLC076482. The name of the Company was further changed to Add-Shop E-Retail Limited and a fresh certificate of Incorporation bearing C

Registered & Corporate office: B-304 Imperial Height 150 ft Ring Road Rajkot-360005, Gujarat, India **Contact Person:** Mr. Nirajkumar Malav
E-Mail ID: investor@addshop.co; **Website:** www.addshop.co; **CIN:** L51109GJ2013

OUR PROMOTERS: (I) MR. DINESHBHAI BHANUSHANKAR PANDYA (II) MRS.
(III) MR. JIGAR DINESHKUMAR PANDYA (IV) MR. DEV DINESHBHAI PANDYA (V)

ISSUE OF UPTO 90,56,255 EQUITY SHARES OF FACE VALUE OF ₹10.00/- (RUPEES TEN ONLY) ("RIGHTS EQUITY SHARES") EACH AT A PRICE OF ₹54/- PRICE") FOR AN AMOUNT AGGREGATING UP TO ₹ 48,90,37,770/- ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS (PUBLIC) AS ON THE RECORD DATE, AUGUST 08, 2022 ("THE ISSUE"). FOR FURTHER DETAIL 124 OF THE LETTER OF OFFER.

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF ADD-SHOP E-RET
ISSUE PROGRAMME*

ISSUE OPENS ON	LAST DATE FOR ON MARKET RENUNC
AUGUST 17, 2022	AUGUST 24, 2022

** Pursuant to the January 22 – Rights Issue Circular, SEBI has introduced the concept of credit of Rights Entitlements into the demat accounts of Renunciation or Off Market renunciation. Further, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made only in de*

***Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Closing Date.*

**** Our Board or a duly authorized committee thereof will have the right to extend the Issue period as it may determine from time to time but not exc Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.*

ASBA* | Simple, Safe, Smart way of Application - Make use of it !!! | *Applications Supported by Blocked Amount (ASBA) is a better way o For details, check section on ASBA below

Procedure for Application

In accordance with Regulation 76 of the SEBI ICDR Regulations, the SEBI Rights Issue Circulars and the ASBA Circulars, all Investors desiring to make an Application in this Issue are mandatorily required to use ASBA process. Investors sh

The Application Form can be used by the Eligible Equity Shareholders as well as the Renouncees, to make Applications in this Issue basis the Rights Entitlement credited in their respective demat accounts or demat suspense escrow account ***accounts of Eligible Equity Shareholders***" on Page 128 of the Letter of Offer.

Investors can submit either the Application Form in physical mode to the Designated Branch of the SCSBs or online/electronic Application through the website of the SCSBs (if made available by such SCSB) authorizing the SCSB to block the A such SCSBs who provide such facility.

Applicants should note that they should very carefully fill-in their depository account details and PAN in the Application Form or while submitting application through online/electronic Application through the website of the SCSBs (if details shall be treated as incomplete and shall be rejected. For details see "*Grounds for Technical Rejection*" given on page 147 of the Letter of Offer. Our Company, the Lead Manager, the Registrar and the SCSBs shall not be liable for a

Making of an Application through the ASBA process

An Investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with an SCSB, prior to making the Application. Investors desiring to make an Application in this Issue through ASBA p website of the SCSBs (if made available by such SCSB) for authorizing such SCSB to block Application Money payable on the Application in their respective ASBA Accounts.

Investors should ensure that they have correctly submitted the Application Form and have provided an authorisation to the SCSB, *via* the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentio

For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer to https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=34.

Making of an Application by Eligible Equity Shareholders on Plain Paper under ASBA process

An Eligible Equity Shareholder who is eligible to apply under the ASBA process may make an Application to subscribe to this Issue on plain paper. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Bran

Applications on plain paper will not be accepted from any address outside India. Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and

The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the office of the Designated Branch of the SCSB befo

a) Name of our Company, being "***Add-Shop E-Retail Limited***";
b) Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);
c) Folio Number (in case of Eligible Equity Shareholders who hold Equity Shares in physical form as on Record Date)/DP and Client ID;
d) Number of Equity Shares held as on Record Date
e) Allotment option – only dematerialised form;
f) Number of Rights Equity Shares entitled to;
g) Total number of Rights Equity Shares applied for;
h) Number of additional Rights Equity Shares applied for, if any;
i) Total number of Rights Equity Shares applied for;
j) Total amount paid at the rate of ₹54/- each for Rights Equity Shares issued in one Rights Entitlement;
k) Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSB;
l) In case of non-resident Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCNR/NRO Account such as the account number, name, address, branch of the SCSB with which the account is maint
m) Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint name
n) Authorisation to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the ASBA Account;
o) Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSB);and
p) In addition, all such Eligible Equity Shareholders are deemed to have accepted the following:

"I/ We understand that neither the Rights Entitlement nor the Equity Shares have been, or will be, registered under the United States Securities Act of 1933, as amended (the "US Securities Act") or any United States state securities laws, and except in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act. I/ we understand the offering to which this application relates is not, and under no circumstances is to be construed as, an offering o Rights Entitlement in the United States. Accordingly, I/ we understand that this application should not be forwarded to or transmitted in or to the United States at any time. I/ we understand that none of the Company, the Registrar, the Lead M to be, or who we, the Registrar, the Lead Managers or any other person acting on behalf of the Company has reason to believe is in the United States, or if such person is outside India and the United States, such person is not a corporate share the Equity Shares which may be acquired by us in any jurisdiction or under any circumstances in which such offer or sale is not authorized or to any person to whom it is unlawful to make such offer, sale or invitation except under circumstances

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