

General information about company	
Scrip code	541865
NSE Symbol	
MSEI Symbol	
ISIN	INE01B501018
Name of the company	ADD-SHOP E-RETAIL LIMITED (FORMERLY KNOWN AS ADD-SHOP PROMOTIONS LIMITED)
Whether company is SME	No
Class of Security	Equity Shares
Type of report	Quarterly
Quarter Ended / Half year ended/Date of Report (For Prelisting / Allotment)	30-09-2021
Date of allotment / extinguishment (in case Capital Restructuring selected) / Listing Date	
Shareholding pattern filed under	Regulation 31 (1) (b)
Whether the listed entity is Public Sector Undertaking (PSU)?	No

Declaration					
Sr. No.	Particular	Yes/No	Promoter and Promoter Group	Public shareholder	Non Promoter- Non Public
1	Whether the Listed Entity has issued any partly paid up shares?	No	No	No	No
2	Whether the Listed Entity has issued any Convertible Securities ?	No	No	No	No
3	Whether the Listed Entity has issued any Warrants ?	No	No	No	No
4	Whether the Listed Entity has any shares against which depository receipts are issued?	No	No	No	No
5	Whether the Listed Entity has any shares in locked-in?	No	No	No	No
6	Whether any shares held by promoters are pledge or otherwise encumbered?	No	No		
7	Whether company has equity shares with differential voting rights?	No	No	No	No
8	Whether the listed entity has any significant beneficial owner?	No			

Table I - Summary Statement holding of specified securities											
Category (I)	Category of shareholder (II)	Nos. Of shareholders (III)	No. of fully paid up equity shares held (IV)	No. Of Partly paid-up equity shares held (V)	No. Of shares underlying Depository Receipts (VI)	Total nos. shares held (VII) = (IV)+(V)+(VI)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (IX)			
								No of Voting (XIV) Rights			Total as a % of (A+B+C)
								Class eg: X	Class eg:y	Total	
(A)	Promoter & Promoter Group	5	7136682			7136682	62.99	7136682		7136682	62.99
(B)	Public	3537	4193034			4193034	37.01	4193034		4193034	37.01
(C)	Non Promoter-Non Public										
(C1)	Shares underlying DRs										
(C2)	Shares held by Employee Trusts										
	Total	3542	11329716			11329716	100	11329716		11329716	100

Table I - Summary Statement holding of specified securities										
Category (I)	Category of shareholder (II)	No. Of Shares Underlying Outstanding convertible securities (X)	No. of Shares Underlying Outstanding Warrants (Xi)	No. Of Shares Underlying Outstanding convertible securities and No. Of Warrants (Xi) (a)	Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XI)= (VII)+(X) As a % of (A+B+C2)	Number of Locked in shares (XII)		Number of Shares pledged or otherwise encumbered (XIII)		Number of equity shares held in dematerialized form (XIV)
						No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	
(A)	Promoter & Promoter Group				62.99					7136682
(B)	Public				37.01					4193034
(C)	Non Promoter-Non Public									
(C1)	Shares underlying DRs									
(C2)	Shares held by Employee Trusts									
	Total				100					11329716

Table II - Statement showing shareholding pattern of the Promoter and Promoter Group											
Sr.	Category & Name of the Shareholders (I)	Nos. Of shareholders (III)	No. of fully paid up equity shares held (IV)	No. Of Partly paid-up equity shares held (V)	No. Of shares underlying Depository Receipts (VI)	Total nos. shares held (VII) = (IV)+(V)+(VI)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (IX)			
								No of Voting (XIV) Rights			Total as a % of Total Voting rights
								Class eg: X	Class eg:y	Total	
A	Table II - Statement showing shareholding pattern of the Promoter and Promoter Group										
(1)	Indian										
(a)	Individuals/Hindu undivided Family	5	7136682			7136682	62.99	7136682		7136682	62.99
Sub-Total (A)(1)		5	7136682			7136682	62.99	7136682		7136682	62.99
(2)	Foreign										
Total Shareholding of Promoter and Promoter Group (A)=(A)(1)+(A)(2)		5	7136682			7136682	62.99	7136682		7136682	62.99
B	Table III - Statement showing shareholding pattern of the Public shareholder										
(1)	Institutions										
(3)	Non-institutions										
(a(i))	Individuals - i. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.	3304	1359665			1359665	12	1359665		1359665	12
(a(ii))	Individuals - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.	22	2226300			2226300	19.65	2226300		2226300	19.65
(e)	Any Other (specify)	211	607069			607069	5.36	607069		607069	5.36
Sub-Total (B)(3)		3537	4193034			4193034	37.01	4193034		4193034	37.01
Total Public Shareholding (B)=(B)(1)+(B)(2)+(B)(3)		3537	4193034			4193034	37.01	4193034		4193034	37.01
C	Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder										
Total (A+B+C2)		3542	11329716			11329716	100	11329716		11329716	100
Total (A+B+C)		3542	11329716			11329716	100	11329716		11329716	100

Table II - Statement showing shareholding pattern of the Promoter and Promoter Group									
Sr.	No. Of Shares Underlying Outstanding convertible securities (X)	No. of Shares Underlying Outstanding Warrants (Xi)	No. Of Shares Underlying Outstanding convertible securities and No. Of Warrants (Xi) (a)	Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XI)= (VII)+(X) As a % of (A+B+C2)	Number of Locked in shares (XII)		Number of Shares pledged or otherwise encumbered (XIII)		Number of equity shares held in dematerialized form (XIV)
					No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	
A	Table II - Statement showing shareholding pattern of the Promoter and Promoter Group								
(1)	Indian								
(a)				62.99					7136682
Sub-Total (A)(1)				62.99					7136682
(2)	Foreign								
Total Shareholding of Promoter and Promoter Group (A)=(A)(1)+(A)(2)				62.99					7136682
B	Table III - Statement showing shareholding pattern of the Public shareholder								
(1)	Institutions								
(3)	Non-institutions								
(a(i))				12					1359665
(a(ii))				19.65					2226300
(e)				5.36					607069
Sub-Total (B)(3)				37.01					4193034
Total Public Shareholding (B)=(B)(1)+(B)(2)+(B)(3)				37.01					4193034
C	Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder								
Total (A+B+C2)				100					11329716
Total (A+B+C)				100					11329716

Individuals/Hindu undivided Family						
Searial No.	1	2	3	4	5	
Name of the Shareholders (I)	DINESHBHAI BHANUSHANKAR PANDYA	JAYSHREE DINESHBHAI PANDYA	JIGAR DINESHKUMAR PANDYA	DEVANG DINESHBHAI PANDYA	DEVIBEN DINESHBHAI PANDYA	Click here to go back
PAN (II)	AMKPP2718A	AVXPP0592L	DCQPP7277D	CALPP1419F	CALPP1418E	Total
No. of fully paid up equity shares held (IV)	6792100	344531	17	17	17	7136682
No. Of Partly paid-up equity shares held (V)						
No. Of shares underlying Depository Receipts (VI)						
Total nos. shares held (VII) = (IV)+(V)+ (VI)	6792100	344531	17	17	17	7136682
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	59.95	3.04	0	0	0	62.99
Number of Voting Rights held in each class of securities (IX)						
Class eg:X	6792100	344531	17	17	17	7136682
Class eg:y						
Total	6792100	344531	17	17	17	7136682
Total as a % of Total Voting rights	59.95	3.04	0	0	0	62.99
No. Of Shares Underlying Outstanding convertible securities (X)						
No. of Shares Underlying Outstanding Warrants (Xi)						
No. Of Shares Underlying Outstanding convertible securities and No. Of Warrants (Xi) (a)						
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XI)= (VII)+(Xi)(a) As a % of (A+B+C2)	59.95	3.04	0	0	0	62.99
Number of Locked in shares (XII)						
No. (a)						
As a % of total Shares held (b)						
Number of Shares pledged or otherwise encumbered (XIII)						

No. (a)						
As a % of total Shares held (b)						
Number of equity shares held in dematerialized form (XIV)	6792100	344531	17	17	17	7136682
Reason for not providing PAN						
Reason for not providing PAN						
Shareholder type	Promoter	Promoter	Promoter	Promoter	Promoter	

Individuals - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.				
Serial No.	1	2	3	
Name of the Shareholders (I)	K P UMESH	SHASHANK PRAVINCHANDRA DOSHI	DIPSINH RANJITSINH SOLANKI	Click here to go back
PAN (II)	ABFPU8635F	AEFPD1089R	CSAPS4429R	Total
No. of fully paid up equity shares held (IV)	290500	770000	154000	1214500
No. Of Partly paid-up equity shares held (V)				
No. Of shares underlying Depository Receipts (VI)				
Total nos. shares held (VII) = (IV)+(V)+ (VI)	290500	770000	154000	1214500
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	2.56	6.8	1.36	10.72
Number of Voting Rights held in each class of securities (IX)				
Class eg: X	290500	770000	154000	1214500
Class eg:y				
Total	290500	770000	154000	1214500
Total as a % of Total Voting rights	2.56	6.8	1.36	10.72
No. Of Shares Underlying Outstanding convertible securities (X)				
No. of Shares Underlying Outstanding Warrants (Xi)				
No. Of Shares Underlying Outstanding convertible securities and No. Of Warrants (Xi) (a)				
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XI)= (VII)+(X) As a % of (A+B+C2)	2.56	6.8	1.36	10.72
Number of Locked in shares (XII)				
No. (a)				
As a % of total Shares held (b)				
Number of equity shares held in dematerialized	290500	770000	154000	1214500

form (XIV)				
Reason for not providing PAN				
Reason for not providing PAN				

Any Other (specify)					
Serial No.	1	2	3	4	
Category	Bodies Corporate	Clearing Members	HUF	Non-Resident Indian (NRI)	
Category / More than 1 percentage	More than 1 percentage of shareholding	Category	Category	Category	
Name of the Shareholders (I)	NATIONAL STOCK EXCHANGE OF INDIA LIMITED ACCOUNT GUINNESS SECURITIES LIMITED				Click here to go back
PAN (II)	AAACN1797L				Total
No. of the Shareholders (I)	1	33	95	69	197
No. of fully paid up equity shares held (IV)	231000	35718	90802	60442	186962
No. Of Partly paid-up equity shares held (V)					
No. Of shares underlying Depository Receipts (VI)					
Total nos. shares held (VII) = (IV)+(V)+ (VI)	231000	35718	90802	60442	186962
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	2.04	0.32	0.8	0.53	1.65
Number of Voting Rights held in each class of securities (IX)					
Class eg: X	231000	35718	90802	60442	186962
Class eg:y					
Total	231000	35718	90802	60442	186962
Total as a % of Total Voting rights	2.04	0.32	0.8	0.53	1.65
No. Of Shares Underlying Outstanding convertible securities (X)					
No. of Shares Underlying Outstanding Warrants (Xi)					
No. Of Shares Underlying Outstanding convertible securities and No. Of Warrants (Xi) (a)					
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XI)= (VII)+(X) As a % of (A+B+C2)	2.04	0.32	0.8	0.53	1.65

Number of Locked in shares (XII)					
No. (a)					
As a % of total Shares held (b)					
Number of equity shares held in dematerialized form (XIV)	231000	35718	90802	60442	186962
Reason for not providing PAN					
Reason for not providing PAN					

Sr. No. Details of the SBO Details of the registered owner Details of holding/ exercise of right of the SBO in the reporting company, whether direct or indirect* Date of creation / acquisition of significant beneficial interest Name PAN Passport No. in case of a foreign national Nationality Nationality (Applicable in case of Any other is selected) Name PAN Passport No. in case of a foreign national Nationality Nationality (Applicable in case of Any other is selected) Whether by virtue of: Shares Voting rights Rights on distributable dividend or any other distribution Exercise of control Exercise of significant influence