

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

19th July, 2022

To,
The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort
Mumbai- 400 001

(ASRL | 541865 | INE01B501018)

Dear Sir / Madam,

Sub: Intimation of Meeting of Board of Directors of Add-Shop E-Retail Limited ("Company")

Ref.: Regulation 29 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

In furtherance to our letters dated 30th May, 2022, 03rd June, 2022 and our intimation dated 10th June, 2022 this is to inform that a meeting of Board of Directors of the Company is scheduled to be held on Wednesday, 27th July, 2022, inter alia to decide and approve the following:

- a) Terms of Payment of Issue
- b) Right entitlement ratios
- c) To fix the record date for determining eligible equity shareholders for Rights Entitlements
- d) Issue Opening and Closing date
- e) Final Letter of Offer
- f) Abridged Letter of Offer, Applications Form, Rights Entitlement Letter etc.

and other matters and terms and conditions incidental or connected therewith.

Trading Window Closure

Further, in continuation to our letter dated 24th June, 2022 with respect to closure of "Trading Window" for dealing in securities of the Company, the same shall continue to remain closed for all the "Designated Persons" (including Directors and designated employees) and their immediate relatives covered under Company's Code of Conduct for Regulating, Monitoring and Reporting of Trading by Insiders (Code of