

**NAME OF THE ISSUE: ADD-SHOP PROMOTIONS LIMITED**

1	Type of issue (IPO/FPO)	Initial Public Offer (IPO) on SME Platform			
2	Issue size (Rs. Lakhs)	Rs. 622.96 Lakhs			
3	Grade of issue along with name of the rating agency	NA as the issue is being made in terms of Chapter XB of the SEBI (ICDR) Regulations, 2009			
4	Subscription level (number of times). If the issue was undersubscribed, please clarify how the funds were arranged.	1.11 Times (After considering Technical rejections)			
5	QIB holding (as a % of total outstanding capital) as disclosed to stock exchanges (See Regulation 31 of the SEBI Listing Obligations & Disclosure Requirements), 2015)	N.A			
	i. allotment in the issue				
	ii. at the end of the 1st Quarter immediately after the listing of the issue	Will be updated at the end of 1st Quarter after listing			
	iii. at the end of 1st FY	Will be updated at the end of 1st FY			
	iv. at the end of 2nd FY	Will be updated at the end of 2nd FY			
	v. at the end of 3rd FY	Will be updated at the end of 3rd FY			
6	Financials of the issuer (as per the annual financial results submitted to stock exchanges under Clause 41 of the listing agreement)	(Rs. in Lakhs)			
		<b>Parameters</b>	<b>1st FY</b>	<b>2<sup>nd</sup></b>	
		Income from Operations	Will be updated at the end of 1st FY	Will be updated at the end of 2nd FY	
		Net Profit for the period			Will be updated at the end of 3rd FY
		Paid-up equity share capital			
		Reserves excluding revaluation reserves			
7	Trading status in the scrip of the issuer (whether frequently traded (as defined under Regulation 2 (j) of SEBI (SAST) Regulations, 2011) or infrequently traded/ delisted/ suspended by any stock exchange, etc.)				
	i. at the end of 1st FY	Will be updated at the end of 1st FY			
	ii. at the end of 2nd FY	Will be updated at the end of 2nd FY			
	iii. at the end of 3rd FY	Will be updated at the end of 3rd FY			
8	Change, if any, in directors of issuer				

	from the disclosures in the offer document (See Regulation 68 and Schedule III of the SEBI (Listing Obligations & Disclosure Requirements, 2015) i. at the end of 1st FY																			
	ii. at the end of 2nd FY	Will be updated at the end of 2nd FY																		
	iii. at the end of 3rd FY	Will be updated at the end of 3rd FY																		
9	Status of implementation of project/ commencement of commercial production (as submitted to stock exchanges under Regulation 32 of the SEBI (Listing Obligations & Disclosure Requirements), 2015) (i) as disclosed in the offer document	Not Applicable																		
	(ii) Actual implementation																			
	(iii) Reasons for delay in implementation, if any																			
10	Status of utilization of issue proceeds (as submitted to stock exchanges under (as submitted to stock exchanges under Regulation 32 of the SEBI (Listing Obligations & Disclosure Requirements), 2015)  (i) as disclosed in the offer document	<table border="1"> <thead> <tr> <th>Sr. No.</th> <th>Particulars</th> <th>Amount (Rs. in Lakhs)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Setting up of herbal &amp; ayurvedic processing unit for manufacturing of cosmetic &amp; non-cosmetic products at Village Padawala, Taluka Kotdasangani, District Rajkot ("Project");</td> <td>208.75</td> </tr> <tr> <td>2.</td> <td>Brand Building &amp; Advertisement</td> <td>45.00</td> </tr> <tr> <td>3.</td> <td>Working Capital Requirements</td> <td>169.21</td> </tr> <tr> <td>4.</td> <td>General Corporate Purposes</td> <td>150.00</td> </tr> <tr> <td></td> <td>Total</td> <td>572.96</td> </tr> </tbody> </table>	Sr. No.	Particulars	Amount (Rs. in Lakhs)	1.	Setting up of herbal & ayurvedic processing unit for manufacturing of cosmetic & non-cosmetic products at Village Padawala, Taluka Kotdasangani, District Rajkot ("Project");	208.75	2.	Brand Building & Advertisement	45.00	3.	Working Capital Requirements	169.21	4.	General Corporate Purposes	150.00		Total	572.96
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	(ii) Actual utilization	Will be updated once company files necessary disclosures with stock exchange																		
	(iii) Reasons for deviation, if any	Not Applicable																		
11	Comments of monitoring agency, if applicable (See Regulation 16 of SEBI (ICDR) Regulations, 2009)	Not Applicable																		
12	Price- related data Issue price (Rs):	26																		



- 3 Basis for Issue Price and Comparison with Peer Group & Industry Average (Source of accounting ratios of peer group and industry average may be indicated; source of the accounting ratios may generally be the same, however in case of different sources, reasons for the same may be indicated):

<b>Accounting ratio</b>	<b>Name of company</b>	<b>As disclosed in the offer document (See Clause (2) (VII) (K) of Schedule VIII</b>	<b>At the end of 1st FY</b>	<b>At the end of 2nd FY</b>	<b>At the end of 3rd FY</b>
<b>EPS</b>	Issuer (Basic)	0.84	Will be updated at the end of 1st FY	Will be updated at the end of 2 <sup>nd</sup> FY	Will be updated at the end of 3 <sup>rd</sup> FY
	<b>Peer Group*</b> NIL				
<b>P/E**</b>	Issuer (Basic)	31.01			
	<b>Peer Group</b> NIL				
<b>RoNW</b>	Issuer	59.99%			
	<b>Peer Group</b> NIL				
<b>NAV per share based on balance sheet</b>	Issuer (Basic)	1.40			
	<b>Peer Group:</b> NIL				

- 4 Any other material information: NA

**Notes:**

1. Since the shares of company were listed on September 10, 2018, We are considering March 31, 2019 as the 1<sup>st</sup> Financial Year.