NAME OF THE ISSUE: ADD-SHOP ERETAIL LIMITED (FORMELY KNOWN AS ADD-SHOP PROMOTIONS LIMITED)

1	Type of issue (IPO/FPO)	Initial Public Offe	er (IPO) on BSI	E SME Platfor	m			
2	Issue size (Rs. Lakhs)	Rs. 622.96 Lakhs						
3	Grade of issue along with name of the	Not Applicable, as the issue is being made in terms of Chapter						
	rating agency	XB of the SEBI (ICDR) Regulations, 2009						
4	Subscription level (number of times).	1.11 Times (After considering Technical rejections)						
	If the issue was undersubscribed,							
	please clarify how the funds were							
	arranged.							
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)							
	Disclosure Requirements), 2013)							
	i. allotment in the issue							
	ii. at the end of the 1st Quarter	NIL						
	immediately after the listing of the							
	issue iii. at the end of 1st FY	NIL						
	iv. at the end of 2nd FY	NIL						
	v. at the end of 3rd FY	NIL						
6	Financials of the issuer (as per the				(Rs. in lakhs			
	annual financial results submitted to	Parameters	1st FY	2nd FY	3rd FY			
	stock exchanges under Clause 41 of the	Income from						
	listing agreement)	Operations	2274.38	3733.77				
1	0 ·· 0 · · 0 · · 0 · · · · · · · · · ·	-						
	6 6	Net Profit For						
	<i>8 - 8</i>	-	0.5.50					
	<i>6 - 6</i>	Net Profit For the period	86.63	120.38	Will be			
	0 0	Net Profit For the period Paid-up equity	86.63	120.38	updated at			
	0 · 0 · 0 · 0 · 0 · 0 · 0 · 0 · 0 · 0 ·	Net Profit For the period			updated at the end of			
	0 - 0	Net Profit For the period Paid-up equity share capital	86.63 647.41	120.38 647.41	updated at			
	0 - 0	Net Profit For the period Paid-up equity share capital Reserves			updated at the end of			
		Net Profit For the period Paid-up equity share capital			updated at the end of			
	0 - 0	Net Profit For the period Paid-up equity share capital Reserves excluding	647.41	647.41	updated at the end of			
		Net Profit For the period Paid-up equity share capital Reserves excluding revaluation			updated at the end of			
7	Trading status in the scrip of the issuer	Net Profit For the period Paid-up equity share capital Reserves excluding revaluation	647.41	647.41	updated at the end of			
7	Trading status in the scrip of the issuer (whether frequently traded (as defined	Net Profit For the period Paid-up equity share capital Reserves excluding revaluation	647.41	647.41	updated at the end of			
7	Trading status in the scrip of the issuer (whether frequently traded (as defined under Regulation 2 (j) of SEBI (SAST)	Net Profit For the period Paid-up equity share capital Reserves excluding revaluation	647.41	647.41	updated at the end of			
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	Net Profit For the period Paid-up equity share capital Reserves excluding revaluation	647.41	647.41	updated at the end of			
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	Net Profit For the period Paid-up equity share capital Reserves excluding revaluation	647.41	647.41	updated at the end of			
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.)	Net Profit For the period Paid-up equity share capital Reserves excluding revaluation	647.41	647.41	updated at the end of			
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	Net Profit For the period Paid-up equity share capital Reserves excluding revaluation reserves	647.41 494.74	647.41	updated at the end of			
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	Net Profit For the period Paid-up equity share capital Reserves excluding revaluation reserves Frequently Tradeo	647.41 494.74	647.41	updated at the end of			
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.)	Net Profit For the period Paid-up equity share capital Reserves excluding revaluation reserves	647.41 494.74	647.41	updated at the end of			
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 ii. at the end of 2nd FY	Net Profit For the period Paid-up equity share capital Reserves excluding revaluation reserves Frequently Tradeo Infrequently Tradeo	647.41 494.74	647.41	updated at the end of			

9	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 iii. at the end of 3rd FY 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	No chang No chang Will be up Not Appli	e pdated at the end of 3rd FY				
	(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)	Sr. No.	Particulars Setting up of herbal & ayurvedic processing unit for manufacturing of cosmetic & non-cosmetic products at Village Padawala, Taluka Kotdasangani, District Rajkot ("Project");	Amount (Rs. in Lakhs) 208.75			
	(i) as disclosed in the offer document	2. 3. 4.	Brand Building & Advertisement Working Capital Requirements General Corporate Purposes Total	45.00 169.21 150.00 572.96			
	(ii) Actual utilization	Will be updated once company files necessary disclosures with stock exchange					
	(iii) Reasons for deviation, if any	Not Appli	icable				
11	Comments of monitoring agency, if applicable (See Regulation 16 of SEBI (ICDR) Regulations, 2009)	Not Appli					
12	Price- related data Issue price (Rs):	Rs. 26/-					

Price parameters	At close of listing day	At close of 30th calendar	At close of 90th calendar	As at the end of 1st FY after the listing of the Issue		As at the end of 2nd FY after the listing of the issue			As at the end of 3rd FY after the listing of the issue			
		day from listing day	day from listing day	Closing price	High (during the FY)	Low (during the FY)	Clos ing pric e	High (during the FY)	Low (durig the FY)	Clos in g pric e	High (durin g the FY)	Low (durin g the FY)
Market Price	28.7	27.00	26.5	26.50	29	26.25	30.8	43.4	25	NA	NA	NA
Index (of the Designated Stock Exchange): S&P BSE SENSEX	37,922.17	34,299.47	34.959.72	38672.91	38989.65	38760.58	2946 8.49	42273.87	25638.9	NA	NA	NA
Sectorial Index (mention the index that has been considered and reasons for considerin g the same)	N/A	27.4	NA	NA	N/A	NA.	NA	NA	NA	NIA	NY A	NA
,	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

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):

Accounting ratio	Name of company	As disclosed in the offer document (See Clause (2) (VII) (K) of Schedule VIII	At the end of 1st FY	At the end of 2nd FY	At the end of 3rd FY		
	Issuer (Basic)	0.84	1.76	1.86			
EPS	Peer Group* NIL						
	Issuer (Basic)	31.01	15.06	27.70			
P/E**	Peer Group NIL				Will be updated at		
	Issuer	59.99%	7.58%	9.53	the end of 3 rd FY		
RoNW	Peer Group NIL				3 11		
MAN	Issuer (Basic)	1.40	17.64	19.50			
NAV per share based on balance sheet	Peer Group: NIL						

4 Any other material information: NA

Notes:

- 1. The shares of company were listed on September 10, 2018, hence will take 2018-2019 as a 1st FY
- 2. The name of the company is changed to ADD-SHOP ERETAIL LIMITED
- 3. Data Updated as at May 12, 2020
- 4. Last Updated as on October 31, 2020