

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

1	Type of issue (IPO/FPO)	Initial Public Offer (IPO) on BSE SME Platform		
2	Issue size (Rs. Lakhs)	Rs. 622.96 Lakhs		
3	Grade of issue along with name of the rating agency	Not Applicable, 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)	Not Applicable		
	i. allotment in the issue			
	ii. at the end of the 1st Quarter immediately after the listing of the issue	NIL		
	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 annual financial results submitted to stock exchanges under Clause 41 of the listing agreement)	(Rs. in lakhs)		
		Parameters	1st FY	2nd FY
		Income from Operations	2274.38	3733.77
		Net Profit For the period	86.63	120.38
		Paid-up equity share capital	647.41	647.41
		Reserves excluding revaluation reserves	494.74	615.12
				Will be updated at the end of 3rd FY
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	Frequently Traded		
	ii. at the end of 2nd FY	Infrequently Traded		
	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	No change		
	ii. at the end of 2nd FY	No change		
	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 Regulation 32 of the SEBI (Listing Obligations & Disclosure Requirements), 2015) (i) as disclosed in the offer document	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
	(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):	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):

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
EPS	Issuer (Basic)	0.84	1.76	1.86	Will be updated at the end of 3 rd FY
	Peer Group* NIL				
P/E**	Issuer (Basic)	31.01	15.06	27.70	
	Peer Group NIL				
RoNW	Issuer	59.99%	7.58%	9.53	
	Peer Group NIL				
NAV per share based on balance sheet	Issuer (Basic)	1.40	17.64	19.50	
	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