



Regd. Office: OFFICE ADDRESS: 801-A, 8TH FLOOR, MAHALAYA COMPLEX,
OPP: HOTEL PRESIDENT, B/H. FAIRDEAL HOUSE,
SWASTIK CROSS ROADS, OFF: C.G.ROAD,
NAVRANGPURA, AHMEDABAD: 380 009. **Tel:**30025866
E-Mail: orient.tradelink@gmail.com, Website: www.orienttradelink.in

Date: 25th October, 2024

**To,
The Manager,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001**

**Script Code: 531512
Symbol: ORIENTTR**

Subject: Press Release-pursuant to Regulation 30 of SEBI (Listing Obligations & Disclosures Requirements) Regulations, 2015

Dear Sir/Madam,

Subject to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that Orient Tradelink Limited enters Dutch market, signs landmark Dutch translation deal.

Orient Tradelink Ltd., a leader in spiritual content, continues its global expansion by partnering with Dr. Etienne Bhagwan Premdani, Chairman/Founder/President of St. Shirdi Sai Baba Foundation Netherlands, Olst. This ground breaking agreement will translate 14 spiritual books by Aushim Khetrapal into Dutch, significantly expanding the reach of Shirdi Sai Baba's teachings to Dutch-speaking regions such as the Netherlands and Surinam. **Reinforcing Global growth strategy emphasizing Spiritual Expansion and Digital reach.**

The books, authored by Mr. Aushim Khetrapal, have already garnered widespread acclaim among devotees worldwide. Under the terms of the agreement, the Dutch translations will be sold on a fixed royalty basis over the next five years. Orient Tradelink Ltd. anticipates a threefold increase in revenue as these translated works reach Dutch-speaking audiences.

Beyond the initial book translations, this agreement lays the foundation for a larger digital transformation, where the full inventory of Shirdi Sai Baba's content could potentially be made accessible in Dutch and other languages. With this initiative, Orient Tradelink Ltd. projects a **12%** increase in their bottom line, enhancing the company's standing as a leader in spiritual publishing.

This deal is part of a broader effort to promote the teachings across various cultures, offering spiritual seekers access to valuable insights in their native language.

Orient Tradelink Ltd. has also produced spiritual TV shows and digital content, further enhancing

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its influence. This includes the popular series "Sai Ki Mahima," which is now entering its 8th season and incorporates AI characters Shradha and Saburi to engage younger audiences with spiritual teachings in an innovative way.

The global Dutch population is about 25 million, with significant diaspora communities in countries like the U.S., Canada, and Suriname. In the Netherlands alone, 17.4 million people reside, and the Indian-Dutch community plays a crucial role in this cultural landscape.

With 84% of the global population identifying as religious or spiritual, there is a significant demand for accessible spiritual content worldwide. Orient Tradelink Ltd.'s international push is well-timed, particularly in markets like the Netherlands, where there is a large and active Hindu community.

The deal with Mr. Etienne Premdani is a key component in Orient Tradelink's long-term strategy to capitalize on the growing international spiritual market and connect more deeply with the vibrant spiritual communities across the globe. Through this agreement, Orient Tradelink is poised to enhance its global influence and solidify its position as a leader in spiritual publishing.

This is for your information as also for the information of your members and the public at large.

Thanking you,
Yours faithfully,

**For and on behalf of
Orient Tradelink Limited**

MAHESH
KUMAR
VERMA

Digitally signed by
MAHESH KUMAR
VERMA
Date: 2024.10.25
13:46:04 +05'30'

**Mahesh Kumar Verma
Director
DIN: 07892196**

Encl: As above

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Date : October 25, 2024

Press Release

Orient Tradelink LTD. enters Dutch market, signs landmark Dutch translation deal.

To Impact Profit Increase by 12%

New Delhi, India | October 24, 2024 - Orient Tradelink Ltd., a leader in spiritual content, continues its global expansion by partnering with Dr. Etienne Bhagwan Premdani, Chairman/Founder/President of St. Shirdi Sai Baba Foundation Netherlands, Olst. This ground breaking agreement will translate 14 spiritual books by Aushim Khetrapal into Dutch, significantly expanding the reach of Shirdi Sai Baba's teachings to Dutch-speaking regions such as the Netherlands and Surinam. **Reinforcing Global growth strategy emphasizing Spiritual Expansion and Digital reach**

The books, authored by Mr. Aushim Khetrapal, have already garnered widespread acclaim among devotees worldwide. Under the terms of the agreement, the Dutch translations will be sold on a fixed royalty basis over the next five years. Orient Tradelink Ltd. anticipates a threefold increase in revenue as these translated works reach Dutch-speaking audiences.

Beyond the initial book translations, this agreement lays the foundation for a larger digital transformation, where the full inventory of Shirdi Sai Baba's content could potentially be made accessible in Dutch and other languages. With this initiative, Orient Tradelink Ltd. projects a **12%** increase in their bottom line, enhancing the company's standing as a leader in spiritual publishing.

This deal is part of a broader effort to promote the teachings across various cultures, offering spiritual seekers access to valuable insights in their native language.

Building on a fixed royalty model, the translated books will be marketed for five years, with Orient Tradelink Ltd. predicting a tripling of revenue from this international venture. Additionally, the company anticipates translating 2,500 hours of spiritual content into multiple languages, aligning with its mission to reach a broader global audience. The new agreement is expected to increase Orient Tradelink Ltd.'s bottom line by 25%, positioning it for long-term growth in the spiritual publishing sector.

Orient Tradelink Ltd.'s Current Market Leadership in India

In India, Orient Tradelink Ltd. has long been a pivotal player in the spiritual content market. The company holds exclusive rights to 60 spiritual books through its tie up of content with Aum Sportainment Pvt. Ltd., underscoring its commitment to developing and distributing high-quality spiritual literature. The books, authored by Aushim Khetrapal, focus on themes of faith, spirituality, and the teachings of Shirdi Sai Baba.

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Orient Tradelink Ltd. has also produced spiritual TV shows and digital content, further enhancing its influence. This includes the popular series "Sai Ki Mahima," which is now entering its 8th season and incorporates AI characters Shradha and Saburi to engage younger audiences with spiritual teachings in an innovative way.

The company has a robust digital presence, leveraging various platforms to engage audiences with spiritual content. In India, Orient Tradelink Ltd. also organizes spiritual retreats, book translations, and film productions that promote the teachings of Shirdi Sai Baba. These initiatives are aligned with the company's core mission of making spiritual guidance accessible to people across all demographics.

Growing Global Market for Spiritual Content

The global demand for spiritual content is increasing, with millions of individuals actively seeking spiritual growth and enlightenment. According to recent studies, approximately 84% of the world's population identifies with a religious or spiritual belief. The Netherlands, a melting pot of cultures and religions, is home to an estimated 200,000 Hindus. The Hindu diaspora in the Netherlands primarily consists of Indo-Surinamese, with smaller groups from India, Sri Lanka, and Nepal.

With over 20 Hindu temples located across the Netherlands, the country serves as an important hub for spiritual practices, attracting thousands of worshippers and tourists annually. The Dutch Hindu community, which forms about 1% of the country's population, is among the most vibrant in Europe.

Dutch and Indian-Dutch Communities

The global Dutch population is about 25 million, with significant diaspora communities in countries like the U.S., Canada, and Suriname. In the Netherlands alone, 17.4 million people reside, and the Indian-Dutch community plays a crucial role in this cultural landscape.

With 84% of the global population identifying as religious or spiritual, there is a significant demand for accessible spiritual content worldwide. Orient Tradelink Ltd.'s international push is well-timed, particularly in markets like the Netherlands, where there is a large and active Hindu community.

The Netherlands is home to 200,000 Hindus, primarily of Indo-Surinamese origin, making it the third-largest Hindu population in Europe after the UK and Italy. With over 20 Hindu temples scattered across the country, there is a vibrant spiritual community that frequently engages in religious and cultural practices.

Additionally, the growing Indian-Dutch population, which stands at 235,000, represents a unique opportunity for Orient Tradelink Ltd. to connect with audiences who are deeply interested in preserving and expanding their spiritual heritage.

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