

SUNRISE EFFICIENT MARKETING LIMITED

Regd. Office: 3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017

E-mail: cs@sunrisemarketing.net, **Website:** www.sunriseefficientmarketing.com, **Tel. No.** 261-2890045

CIN: L29100GJ2020PLC114489

Date: 30/05/2024

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400001

Scrip ID/Code: SEML / 543515

SUB: AUDITED FINANCIAL RESULT ALONG WITH THE AUDITOR'S REPORT ISSUED BY STATUTORY AUDITOR FOR THE QUARTER AND FINANCIAL YEAR ENDED ON 31ST MARCH, 2024

Dear Sir/Madam,

In terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, we are pleased to enclose herewith the following:

1. Standalone Audited Financial Statements for the Year ended 31st March, 2024 and Financial Results for the Half Year and Year ended 31st March, 2024 along with the Statement of Assets and Liabilities, Cash Flow Statements; and
2. Auditor's Report on the above Standalone Audited Financial Results.
3. Declaration in respect of Auditor's Report with Unmodified Opinion related to the Financial Results for the Half Year and Year ended 31st March, 2024.

The above results have been considered and approved in the Meeting of the Board of Directors of the Company held on Thursday, 30th May, 2024 commenced at 03:00 p.m. and concluded at 07:00 p.m.

Kindly take the same on your record and oblige.

Thanking you.

Yours Faithfully,

For Sunrise Efficient Marketing Limited

Dhruvi Shyam Kapadia
Date: 2024.05.30
19:30:02 +05'30'

Dhruvi Shyam Kapadia

Company Secretary & Compliance Officer

ACS No.: 61947

Encl.: as above

SBMG & Co.

Chartered Accountants

TO
THE MEMBERS OF
SUNRISE EFFICIENT MARKETING LIMITED

Report on the Standalone Financial Statements

We have audited the accompanying standalone financial statements of **SUNRISE EFFICIENT MARKETING LIMITED** ("the Company"), which comprise the Balance Sheet as at 31st March, 2024, the Statement of Profit and Loss, the Cash Flow Statement for the year then ended, and a summary of the significant accounting policies and other explanatory information enclosed herewith being submitted by the company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("Listing Regulations").

Management's Responsibility for the Standalone Financial Statements

The Company's Board of Directors is responsible for the matters stated in Section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these standalone financial statements that give a true and fair view of the financial position, financial performance and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.



2002, Rathi Palace, Ring Road, Surat - 395 002 Gujarat.

Phone : 0261- 2343638 Email : info@sbmgandco.com Website : www.sbmgandco.com



Auditor's Responsibility

Our responsibility is to express an opinion on these standalone financial statements based on our audit.

We have taken into account the provisions of the Act, the accounting and auditing standards and matters which are required to be included in the audit report under the provisions of the Act and the Rules made there under.

We conducted our audit in accordance with the Standards on Auditing specified under Section 143(10) of the Act. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and the disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers **internal financial control** relevant to the Company's preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of the accounting estimates made by the Company's Directors, as well as evaluating the overall presentation of the financial statements.

As required under clause 33 of SEBI(Listing Obligation and Disclosure Requirements) Regulation, 2015, the statutory Auditors have conducted a limited review of that above financial results for the half year ended and year ended March 31,2024.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the standalone financial statements.

Opinion

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid standalone financial statements give the information required by the Act in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at 31st March, 2024, and its profit/loss and its cash flows for the year ended on that date.



Key Audit Matter

We draw attention to the following matters in the Notes to the financial statements:

- a) Bank Balance of Axis Bank CC A/c 920030051353191 as per Balance Sheet is Rs 574.21 Lacs, wherein some of the cheques amounting to Rs. 204.66 Lacs were received/ deposited by the company and entered in the books of accounts of the company but the same remained outstanding in the bank reconciliation statement as on dated 31.03.2024.

Out of these cheques received/ deposited by the company and entered in the books of accounts of the company but not credited in the bank statement of AXIS Bank CC A/c 92003005135319 as on 31.03.2024

(A) Some of the cheques amounting to Rs. 110.78 Lacs were cancelled later after 31.03.2024 and against the same payment were actually received in bank account through RTGS or any other electronic mode.

(B) Further, some of cheques amounting to Rs. 28.85 Lacs still remains outstanding and has not been cleared in the bank statement till date.

- b) Company has allotted fully paid bonus shares to its shareholders out of the accumulated balance of earlier year's profits being a part of Reserves and Surplus account in the Balance Sheet in the ratio of 1:1 on the record date - 09th September, 2023. Consequent to which the fully paid up equity share capital increased by 50,00,000 shares having face value of Rs 5 Crore, resulting in the paid up capital of Rs. 10 Crs (1 Cr Shares of Rs. 10 each).

As a consequence, to which, while calculating the EPS for each comparative period, bonus shares issued on the record date of 09th September, 2023 in the ratio of 1:1 have been considered in the weighted average total no. of shares since the beginning of each comparative period (F.Y 2022-23 & F.Y. 2023-24) for the sake of better comparison as suggested by the AS-20 and accordingly previous reporting period's EPS has been restated.



- c) Further, Company had made one more allotment of bonus shares in subsequent F.Y. 2024-25 also in the proportion of one equity share of Rs. 10/- each fully paid-up for every 02 (Two) equity share of Rs. 10/- each fully paid-up of the company held by them on the Record date 3rd April, 2024. (i.e. 50,00,000 fully paid up equity shares) and the same was issued to existing shareholders.

As per the requirement stated in the Accounting Standard-4- "Contingencies and Events Occurring After the Balance Sheet Date", the same has been disclosed in the financial statement.

- d) As per regulation of SA-610 i.e. "Using the work of Internal Auditor" as provided by ICAI, we have relied on the report of internal auditor M/s Rachna Patel & Associates appointed by the company for conducting day-to-day audit of the company. The company's standalone financial figures for the year ended March 31, 2024 have been examined by internal auditor M/s Rachna Patel & Associates and the Internal audit report was issued as on dated 26th April, 2024 and we have relied on their report for any discrepancies.
- e) The company had provided short term loans and advances amounting to Rs. 934 Lakhs to various other entities as reflected in the audit report, also necessary resolutions have been passed in the board meeting with respect of these loans. Necessary interest has also been charged on the same. These loans were advanced out of the surplus funds available with the company to earn additional interest income on the same.



- f) The company has not maintained any quantitative details of the stock during the year. Hence, the value of the stock is taken as certified by the management and hence we are unable to comment on the same.

Further as informed by the management, the company has a practice of physically quantifying and valuing the stock every month on the date of submission of monthly stock statements to the bank. However there is a difference in the value of closing stock as on 31st March 2024 as submitted to Bank (Rs. 1440.04 Lakhs) and as per books of accounts (Rs. 1589.32 Lakhs), resulting in difference of Rs. 149.28 Lakhs.

For SBMG & Co

Chartered Accountants
(FRN:127756W)

Sumit Bhanu

SUMIT BIHANI, Partner

M. No. - 121551

UDIN: 24121551BKCAHL4318

Place -Surat

Date: 30/05/2024



SUNRISE EFFICIENT MARKETING LIMITED
BALANCE SHEET AS AT 31ST MARCH, 2024

Particulars	Note No	Half Year Ended			Year Ended	
		31.03.2024 (Audited)	30.09.2023 (Un-Audited)	31.03.2023 (Audited)	31.03.2024 (Audited)	31.03.2023 (Audited)
		(₹ In Lakhs)	(₹ In Lakhs)	(₹ In Lakhs)	(₹ In Lakhs)	(₹ In Lakhs)
I. EQUITY AND LIABILITIES						
SHAREHOLDER'S FUND						
(a) Share Capital	1	1,000.00	1,000.00	500.00	1,000.00	500.00
(b) Reserves and Surplus	2	3,084.40	2,603.25	2,767.83	3,084.40	2,767.83
Share application money pending allotment		-	-	-	-	-
NON-CURRENT LIABILITIES						
(a) Long-Term Borrowings	3	404.93	338.83	342.71	404.93	342.71
(b) Deferred Tax Liabilities (Net)	4	(6.64)	(4.64)	(3.22)	(6.64)	(3.22)
(c) Other Long Term Liabilities		-	-	-	-	-
(d) Long Term Provisions		-	-	-	-	-
CURRENT LIABILITIES						
(a) Short-Term Borrowings	5	330.57	1,034.81	485.83	330.57	485.83
(b) Trade Payables	6	530.60	1,838.83	465.12	530.60	465.12
Total O/s Due to MSME		190.32	245.08	55.73	190.32	55.73
Total O/s Due to Others		340.28	1,593.75	409.39	340.28	409.39
(c) Short-Term Provisions	7	326.20	143.08	297.45	326.20	297.45
(d) Other Current Liabilities		-	-	-	-	-
TOTAL		5,670.06	6,954.16	4,855.72	5,670.06	4,855.72
II. ASSETS						
NON CURRENT ASSETS						
(a) Property, Plant & Equipment & Intangible Assets						
Property, Plant & Equipment	8	135.51	93.32	61.18	135.51	61.18
Intangible Assets		-	-	-	-	-
Capital Work in Progress		-	-	-	-	-
Intangible Assets under Development		-	-	-	-	-
(b) Non-current Investments		-	-	-	-	-
(c) Long term Loans and Advances		-	-	-	-	-
(d) Other Non-current Assets	9	27.80	22.58	22.54	27.80	22.54
CURRENT ASSETS						
(a) Current Investments	10	59.73	53.36	51.01	59.73	51.01
(b) Inventories	11	1,589.32	1,697.96	1,188.57	1,589.32	1,188.57
(c) Trade Receivables	12	2,614.84	3,697.09	1,662.01	2,614.84	1,662.01
(d) Cash and Cash Equivalents	13	130.38	135.97	69.75	130.38	69.75
(e) Short-Term Loans and Advances	14	1,112.48	1,253.88	1,800.66	1,112.48	1,800.66
(f) Other Current Assets		-	-	-	-	-
TOTAL		5,670.06	6,954.16	4,855.72	5,670.06	4,855.72

NOTES ON ACCOUNTS & ACCOUNTING POLICIES :

In terms of our audit report of even date

For SBMG & Co.

Chartered Accountants

FRN 127756W

Sumit Bihani

Sumit Bihani, Partner

M No 121551

UDIN: 24121551BKCAHL4318

Place: Surat

Date: 30/05/2024



For Sunrise Efficient Marketing Limited

Mitali Desai

Mitali Desai

Director

DIN:02594823



SUNRISE EFFICIENT MARKETING LIMITED
STATEMENT OF PROFIT & LOSS A/C FOR THE HALF YEAR ENDED & YEAR ENDED 31st MARCH, 2024

(Amount in ₹ Lakhs , except for equity share & EPS data)

Particulars	Note No	Half Year Ended			Year Ended	
		31.03.2024 (Audited)	30.09.2023 (Un-Audited)	31.03.2023 (Audited)	31.03.2024 (Audited)	31.03.2023 (Audited)
i. Revenue from Operations	15	6,109.65	4,964.31	6,081.08	11,073.96	9,683.38
ii. Other Income	16	34.17	40.74	55.87	74.90	89.78
TOTAL INCOME		6,143.82	5,005.05	6,136.95	11,148.86	9,773.15
iii. <u>Expenses:</u>						
Cost of Materials Consumed	17	5,061.31	4,200.61	4,832.80	9,261.92	7,996.78
- Purchases of Stock in Trade	17	4,952.67	4,710.00	4,974.37	9,662.67	8,238.59
- Change in Inventories	18	(108.64)	509.39	141.58	400.75	241.80
Employee benefit expense	19	174.32	148.09	125.44	322.40	238.70
Financial costs	20	71.69	72.27	58.83	143.96	96.71
Depreciation and other amortized expenses	21	20.74	13.17	12.28	33.91	22.50
Other Expenses	22	166.94	116.41	219.73	283.36	303.41
TOTAL EXPENSES		5,495.00	4,550.55	5,249.07	10,045.55	8,658.11
iv. Profit before exceptional & extraordinary items & tax		648.82	454.50	887.88	1,103.31	1,115.05
v. Exceptional Items		-	-	-	-	-
vi. Profit before extraordinary items and tax		648.82	454.50	887.88	1,103.31	1,115.05
vii. Extraordinary Items		-	-	(2.90)	-	35.74
viii. Profit before tax		648.82	454.50	890.78	1,103.31	1,079.30
ix. Tax expense:						
Current tax	23	177.85	117.84	234.25	295.69	281.71
Deferred tax	4	(2.00)	(1.42)	(2.66)	(3.42)	(2.66)
Profit (Loss) from continuing operations		472.96	338.09	659.18	811.04	800.25
Profit/(Loss) from discontinuing operations		-	-	-	-	-
Tax expense of discounting operations		-	-	-	-	-
Profit/(Loss) from Discontinuing operations		-	-	-	-	-
Profit/(Loss) for the period		472.96	338.09	659.18	811.04	800.25
x Earning per equity share:	24					
Basic		4.73	3.38	6.59	8.11	8.03
Diluted		4.73	3.38	6.59	8.11	8.03
xi Debt -Equity Ratio					0.18	0.25
xii Debt-Service Covergae Ratio					7.27	10.66
xiii Interest -Service Covergae Ratio					8.66	12.16

NOTES ON ACCOUNTS & ACCOUNTING POLICIES :

In terms of our audit report of even date
For SBMG & Co.
Chartered Accountants
FRN 127756W

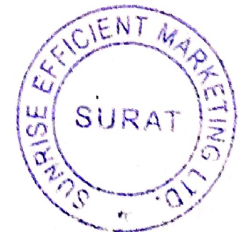
Sumit Bihani
Sumit Bihani, Partner
M No 121551
UDIN: 24121551BKCAHL4318
Place: Surat
Date: 30/05/2024



For Sunrise Efficient Marketing Limited

Mitali Desai

Mitali Desai
Director
DIN:02594823



SUNRISE EFFICIENT MARKETING LIMITED
STATEMENT OF PROFIT & LOSS A/C FOR THE YEAR ENDED 31st MARCH, 2024

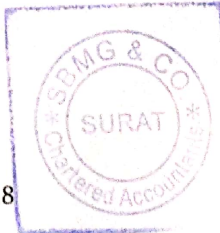
(Amount in ₹ Lakhs, except for equity share & EPS data)

Particulars	Note No	Figures as at the end of current reporting period	Figures as at the end of previous reporting period
i. Revenue from Operations	15	11,073.96	9,683.38
ii. Other Income	16	74.90	89.78
TOTAL INCOME		11,148.86	9,773.15
iii. <u>Expenses:</u>			
Cost of Materials Consumed	17	9,261.92	7,996.78
- Purchases of Stock in Trade	17	9,662.67	8,238.59
- Change in Inventories	18	400.75	241.80
Employee benefit expense	19	322.40	238.70
Financial costs	20	143.96	96.71
Depreciation and other amortized expenses	21	33.91	22.50
Other Expenses	22	283.36	303.41
TOTAL EXPENSES		10,045.55	8,658.11
iv. Profit before exceptional & extraordinary items & tax		1,103.31	1,115.05
v. Exceptional Items		-	-
vi. Profit before extraordinary items and tax		1,103.31	1,115.05
vii. Extraordinary Items		-	35.74
viii. Profit before tax		1,103.31	1,079.30
ix. Tax expense:			
Current tax	23	295.69	281.71
Deferred tax	4	(3.42)	(2.66)
Profit (Loss) from continuing operations		811.04	800.25
Profit/(Loss) from discontinuing operations		-	-
Tax expense of discounting operations		-	-
Profit/(Loss) from Discontinuing operations		-	-
Profit/(Loss) for the period		811.04	800.25
Earning per equity share:			
Basic	24	8.11	8.03
Diluted		8.11	8.03

NOTES ON ACCOUNTS & ACCOUNTING POLICIES :

In terms of our audit report of even date
For SBMG & Co.
Chartered Accountants
FRN 127756W

Sumit Bihani
Sumit Bihani, Partner
M No 121551
UDIN: 24121551BKCAHL4318
Place: Surat
Date: 30/05/2024



For Sunrise Efficient Marketing Limited

Mitali Desai
Mitali Desai
Director
DIN:02594823



SUNRISE EFFICIENT MARKETING LIMITED
BALANCE SHEET AS AT 31ST MARCH, 2024

Particulars	Note No	Figures as at the end of current reporting period (Amount In ₹ Lakhs)	Figures as at the end of previous reporting period (Amount In ₹ Lakhs)
I. EQUITY AND LIABILITIES			
SHAREHOLDER'S FUND			
(a) Share Capital	1	1,000.00	500.00
(b) Reserves and Surplus	2	3,084.40	2,767.83
Share application money pending allotment		-	-
NON-CURRENT LIABILITIES			
(a) Long-Term Borrowings	3	404.93	342.71
(b) Deferred Tax Liabilities (Net)	4	(6.64)	(3.22)
(c) Other Long Term Liabilities		-	-
(d) Long Term Provisions		-	-
CURRENT LIABILITIES			
(a) Short-Term Borrowings	5	330.57	485.83
(b) Trade Payables	6	530.60	465.12
Total O/s Due to MSME		190.32	55.73
Total O/s Due to Others		340.28	409.39
(c) Short-Term Provisions	7	326.20	297.45
(d) Other Current Liabilities		-	-
TOTAL		5,670.06	4,855.72
II. ASSETS			
NON CURRENT ASSETS			
(a) Property, Plant & Equipment & Intangible Assets			
Property, Plant & Equipment	8	135.51	61.18
Intangible Assets		-	-
Capital Work in Progress		-	-
Intangible Assets under Development		-	-
(b) Non-current Investments		-	-
(c) Long term Loans and Advances		-	-
(d) Other Non-current Assets	9	27.80	22.54
CURRENT ASSETS			
(a) Current Investments	10	59.73	51.01
(b) Inventories	11	1,589.32	1,188.57
(c) Trade Receivables	12	2,614.84	1,662.01
(d) Cash and Cash Equivalents	13	130.38	69.75
(e) Short-Term Loans and Advances	14	1,112.48	1,800.66
(f) Other Current Assets		-	-
TOTAL		5,670.06	4,855.72

NOTES ON ACCOUNTS & ACCOUNTING POLICIES :

In terms of our audit report of even date

For SBMG & Co.

Chartered Accountants

FRN 127756W

Sumit Bihani

Sumit Bihani, Partner

M No 121551

UDIN: 24121551BKCAHL4318

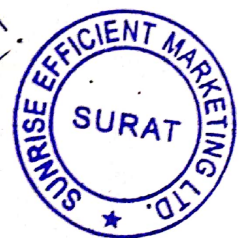
Place: Surat

Date: 30/05/2024



For Sunrise Efficient Marketing Limited

Mitali Desai
Director
DIN:02594823



SUNRISE EFFICIENT MARKETING LIMITED
CASH FLOW STATEMENT FOR THE YEAR ENDING 31ST MARCH, 2024

PARTICULARS	AMOUNT	
		(Amount in ₹ Lakhs)
CASH FLOW FROM OPERATING ACTIVITIES		
Net Profit as per Profit & Loss Account		811.04
Add/ Depreciation & other amortized expenses	33.91	
(Less): Provision for Tax	295.69	
Deferred Tax Liabilities	(3.42)	
Finance Cost	143.66	
Interest on Fixed Deposit	(0.80)	
Interest on Loan Advanced	(74.11)	
		394.93
Net Profit before Working Capital Changes		1,205.98
Changes in Working Capital		
Changes in Trades Receivables	(952.83)	
Changes in Loans & Advances	688.18	
Changes in Stock-in-Trade	(400.75)	
Changes in Trade Payable	65.48	
Changes in Other Current Liabilities	(266.94)	
Changes in Provision	-	(866.87)
Cash Flow from Operations		339.11
Net Cash used in Operating Activity		339.11
CASH FLOW FROM INVESTING ACTIVITIES		
Interest on Fixed Deposit	0.80	
Interest on Loan Advanced	74.11	
Fixed Assets purchase during the year	(108.24)	
Non-Current Assets	(5.26)	
Current Investments	(8.72)	
Net Cash used in Investing Activities		(47.31)
CASH FLOW FROM FINANCING ACTIVITIES		
Finance Cost	(143.66)	
Changes in Long Term Borrowings	62.23	
Changes in Reserves and Surplus [Note 2]	5.52	
Changes in Short Term Borrowings	(155.26)	
Net Cash generated from Financing Activity		(231.16)
NET INCREASE IN CASH AND CASH EQUIVALENTS		60.63
Add: CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD		69.75
CASH AND CASH EQUIVALENTS AT END OF PERIOD		130.38

Notes:

1 The Cash flow statement has been prepared under the "Indirect Method" as set out in Accounting Standard-3, "Cash Flow Statements" issued under the the Companies (Accounting Standard) Rules, 2006.

2 Significant non-cash movements in financing activities during the year include:
Issue of bonus shares amounting to ₹ 500 Lakhs during F.Y. 2023-24

In terms of our audit report of even date

For SBMG & Co.
Chartered Accountants
FRNo: 127756W

Sumit Bihani
Sumit Bihani, Partner
M. No. - 121551
UDIN: 24121551BKCAHL4318
Place: Surat
Date: 30/05/2024



For Sunrise Efficient Marketing Limited

Mitali Desai
Mitali Desai
Director
DIN:02594823



SUNRISE EFFICIENT MARKETING LIMITED

(CIN: U29100GJ2020PLC114489)

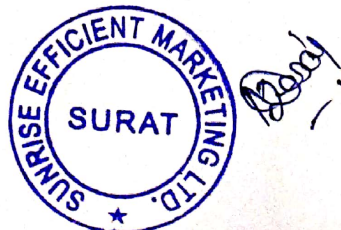
3rd Fl., Shop No.6, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat, Gujarat, India, 395017

Notes To Accountants

1. The above Financial Results for the half year and year ended 31-03-2024 have been reviewed by the Audit Committee and subsequently approved by the Board of Directors at their respective meetings held on 30-05-2024.
2. The Financial Results for the year ended 31-03-2024 have been audited by the Statutory Auditor of the Company. The Statutory Auditor has given an Unmodified opinion.
3. The company was expected to abide with the rules of Section 135 (Corporate Social Responsibility) of the Companies Act 2013 during the F.Y.23-24. The company to fulfill its CSR Compliance had donated Rs.12,00,000 to the Raginiben Bipinchandra Sevakarya Trust, which is registered with the state of Gujarat under the number E-20337 and has the PAN number AACTR2704C.
4. In view of Accounting Standard 17 " Segment Reporting" issued by the Institute of Chartered Accountants of India the disclosure in respect of segment information for the year ended 31st March 2024 is not applicable to the company as the company does not deal in varied products/services and hence not exposed to different risks and returns. During FY - 2023-24, the company was engaged in the trading and distribution of industrial electrical and electronic components like motors, gearbox, lubricants, lightings, drives, pumps, cables etc of various companies like Bharat Bijlee, Gulf, Yaskawa, Crompton, Kirloskar, Lubi ,Urvam Technologies Pvt Ltd., Ionnix Smart System Pvt Ltd etc. Further, the company was also in the distribution of FMCG product of PEPSICO.

Even though the company was engaged in distribution of both Industrial and FMCG products, the company was not engaged in any of the manufacturing or production activities and was solely operating as distributor of these products. Even the company used similar methods and marketing techniques for distribution of these products. Even further, the regulatory environment involving banking, insurance, public utilities etc were also similar for the distribution of both these products. Further also, the transactions of the FMCG Division is less than the threshold limit prescribed under the rules laid down under As-17 , thus disclosure in respect to same for the year ended 31st March ,2024 is not applicable to the company.

The company opened a new branch office in Thane, Maharashtra, and began conducting business there from last year only in F.Y. 2022-23. However, Thane Branch's business activity have been relatively meagre even in the current financial year 2023-24. However, the business transactions conducted by Thane Branch being less than the threshold limit prescribed under the rules laid down under As-17 , the disclosure in respect to different geographical location for the year ended 31st March ,2024 is not applicable to the company.



SUNRISE EFFICIENT MARKETING LIMITED

(CIN: U29100GJ2020PLC114489)

3rd Fl., Shop No.6, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat, Gujarat, India, 395017

Henceforth, all the trading and distribution activities of the company is expected to be similar with respect to a majority of the factors and does not include products and services with significantly differing risks and returns. Further, Internal organisation and management structure of the company and its system of internal financial reporting to the board of directors and the chief executive officer is similar for all the trading and distribution activities of the company.

In view of Accounting Standard 17 "Segment Reporting" issued by the Institute of Chartered Accountants of India the disclosure in respect of segment information for the year ended 31st March 2024 is not applicable to the company.

5. The company had provided short term loans and advances amounting to Rs. 934 Lakhs to various other entities as reflected in the audit report, also necessary resolutions have been passed in the board meeting with respect of these loans. Necessary interest has also been charged on the same. These loans were advanced out of the surplus funds available with the company to earn additional interest income on the same.
6. As the company is listed on SME Platform of BSE, it has been exempted from applicability of IND-As as per proviso to rule 4 of Companies (Indian Accounting Standards) Rules, 2015. The Company has adopted Accounting Standards as notified by Ministry of Corporate Affairs. Accordingly, these financial results have been prepared in accordance with the Accounting Standards prescribed under Section 133 of the Companies Act, 2013 and other accounting principles generally accepted in India.
7. Company has allotted fully paid bonus shares to its shareholders out of the accumulated balance of earlier year's profits being a part of Reserves and Surplus account in the Balance Sheet in the ratio of 1:1 on the record date - 09th September, 2023. Consequent to which the fully paid up equity share capital increased by 50,00,000 shares having face value of Rs 5 Crore, resulting in the paid up capital of Rs. 10 Crs (1 Cr Shares of Rs. 10 each).

As a consequence, to which, while calculating the EPS for each comparative period, bonus shares issued on the record date of 09th September, 2023 in the ratio of 1:1 have been considered in the weighted average total no. of shares since the beginning of each comparative period for the sake of better comparison as suggested by the AS-20 and accordingly previous reporting period's EPS has been restated.

8. Further, Company had made one more allotment of bonus shares in subsequent F.Y. 2024-25 also in the proportion of one equity share of Rs. 10/- each fully paid-up for every 02 (Two) equity share of Rs. 10/- each fully paid-up of the company held by them on the Record date 3rd April, 2024. (i.e. 50,00,000 fully paid up equity shares) and the same was issued to existing shareholders.



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SUNRISE EFFICIENT MARKETING LIMITED

(CIN: U29100GJ2020PLC114489)

3rd Fl., Shop No.6, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat, Gujarat, India, 395017

As per the requirement stated in the Accounting Standard-4- "Contingencies and Events Occurring After the Balance Sheet Date", the same has been disclosed in the financial statement.

9. The figures of the previous year have been rearranged/ regrouped/ reclassified wherever necessary.
10. As the company do not have any Holding/Subsidiary/Joint Venture/ Associate concern, no reporting have been made in this regards.
11. The Cash flow statement has been prepared under the "Indirect Method" as set out in Accounting Standard-3, "Cash Flow Statements" issued under the Companies (Accounting Standard) Rules, 2006.

For SBMG & Co.
Chartered Accountants
FRN: 127756W

Sumit Bihani

Sumit Bihani, Partner
M No 121551
Place: Surat
Date:30-05-2024
UDIN: 24121551BKCAHL4318



For Sunrise Efficient Marketing Ltd

Mitali Desai

Mitali Desai
Director
DIN:02594823



SUNRISE EFFICIENT MARKETING LIMITED

Regd. Office: 3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017
E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045
CIN: L29100GJ2020PLC114489

Date: 30/05/2024

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400001

Scrip ID/Code: SEML / 543515

SUB: DECLARATION IN RESPECT OF AUDITOR'S REPORT WITH UNMODIFIED
OPINION RELATED TO THE FINANCIAL RESULTS FOR THE HALF YEAR AND YEAR
ENDED 31ST MARCH, 2024.

Dear Sir/Madam,

Pursuant to Regulation 33(3)(d) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in compliance with SEBI Circular CIR/CFD/CMD/56/2016 dated May 27, 2016, we hereby declare and confirm that the Statutory Auditors of the Company, M/s. SBMG & Co., Chartered Accountants, Surat (FRN: 127756W) has issued the Audit Report with Unmodified Opinion in respect of the Audited Financial Statements of the Company for the Half Year and Year ended 31st March, 2024.

Kindly take the same on your record and oblige.

Thanking you,

Yours faithfully,
For Sunrise Efficient Marketing Limited



Mitaliben Lejas Desai
Joint Managing Director
DIN: 02594823

