



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: 12th August, 2024

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

**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. Acquires Rights to Mega Shows "We the Change" and "Mission Made Possible" including Seasons 1 and 2 of both series.

"We The Change," an epic series currently airing on **Doordarshan**, has already completed 21 episodes and features a distinguished lineup of luminaries. Orient Tradelink Limited has secured the marketing rights and will now promote the show to the Indian diaspora worldwide and various OTT platforms. Additionally, the show's title music will be monetized through YouTube channels.

These acquisitions not only enhance Orient Tradelink Limited content library but also create numerous merchandising opportunities. The company is actively exploring various revenue streams and strategies to maximize the potential of these valuable properties.

According to Mahesh Kumar Verma, it has taken the company four years to acquire and strategize the distribution of substantial content. With these recent developments, Orient Tradelink Limited anticipates **doubling its turnover** this year and significantly increasing profits.

Investments in older content have already been made, and only marketing expenses remain. This acquisition will further strengthen the content library, and negotiations are underway with three major channels to showcase new shows, which are set to be released by September.

ORIENT TRADELINK LIMITED

CIN: L65910GJ1994PLC022833

Corporate Office: 141 - A. Ground Floor,
Shahpur Jat Village, New Delhi-110049. Tel: 9999313918



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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
Director
DIN: 07892196**

Encl: As above

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Press Release

Orient Tradelink Ltd Acquires Rights to Mega Shows "We The Change" and "Mission Made Possible"

Orient Tradelink Ltd is delighted to announce its acquisition of the rights to two major shows: "**We The Change**" and "**Mission Made Possible**," including Seasons 1 and 2 of both series.

"We The Change," an epic series currently airing on **Doordarshan**, has already completed 21 episodes and features a distinguished lineup of luminaries. **Orient Tradelink Ltd** has secured the marketing rights and will now promote the show to the Indian diaspora worldwide and various OTT platforms. Additionally, the show's title music will be monetized through YouTube channels.

In addition, a book on "We The Change" is in development and is expected to be released soon. With Orient Tradelink Ltd's expanding network of **bookstores**, the distribution of this book will be extensive, further boosting the company's revenue. The rights for "We The Change" have been acquired for the **next five years**, while the digital book rights extend for **seven years**.

Moreover, "Mission Made Possible," which aired Season 1 on Sony Sports, is scheduled for a new broadcast on Sony. Orient Tradelink Ltd has secured the rights for both Seasons 1 and 2. The company expects significant monetization opportunities from these two mega shows over the **next five years**.

These acquisitions not only enhance Orient Tradelink Ltd's content library but also create numerous merchandising opportunities. The company is actively exploring various revenue streams and strategies to maximize the potential of these valuable properties.

According to **Mahesh Kumar Varma**, it has taken the company four years to acquire and strategize the distribution of substantial content. With these recent developments, Orient Tradelink Ltd anticipates doubling its turnover this year and significantly increasing profits.

Investments in older content have already been made, and only marketing expenses remain. This acquisition will further strengthen the content library, and negotiations are underway with three major channels to showcase new shows, which are set to be **released by September**.

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