



**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](mailto:orient.tradelink@gmail.com), Website: [www.orienttradelink.in](http://www.orienttradelink.in)

**Date: 30<sup>th</sup> July, 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**

Subject to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that in response to growing demand within the spiritual literature market company has announced strategic initiatives to enhance its presence in both the Agarbatti and Dhoobatti sectors as well as the distribution of spiritual books nationwide and with the significant increase in demand for spiritual books particularly those endorsed by Shridi Sai Baba Foundation, company plans to extend distribution to over 10,000 retail outlets across the country within next six months. This expansion includes agreements with key distributors previously exclusive to the foundation, facilitating wider availability through offline channels. The company has also made substantial progress in securing agreements with railway stations across northern India.

The company has also made substantial progress in securing agreements with railway stations across northern India. Upon finalization, these agreements are expected to increase monthly sales to approximately 80,000 books. Currently boasting a catalog of 65 published titles, Orient Tradelink Ltd. holds rights to over 44 spiritual books, including analog pen drives featuring works by noted authors such as Ausham Khetarpal, Vikas Kapoor, Urmil Satyabhushan, and Kanupriya.

Orient Tradelink Ltd. anticipates a substantial revenue increase of 35 to 40 percent from the June quarter through March, driven primarily by these strategic expansions. The company continues to actively seek new talent in the spiritual literature genre to support its growth trajectory.

## **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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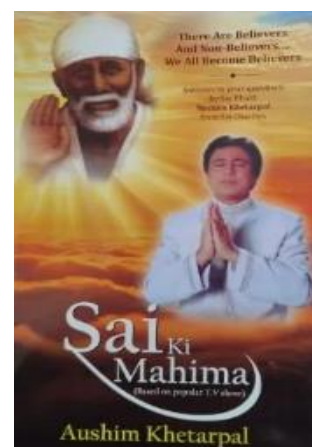
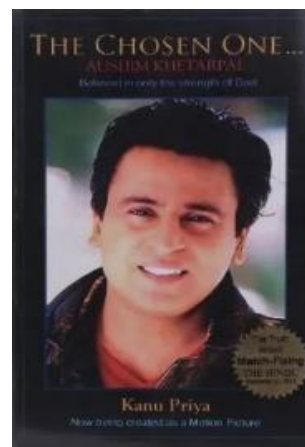
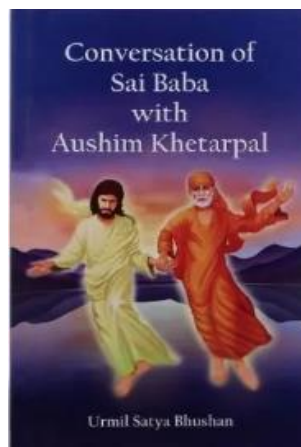
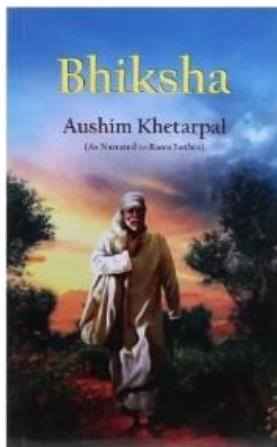
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## **Orient Tradelink Ltd. anticipates a substantial revenue increase of 35 to 40 percent on Quarter-on-Quarter basis (QOQ)**

“We are thrilled to announce our upcoming partnerships with railway stations, further expanding accessibility to our spiritual literature,” remarked Hitesh, overseeing the publishing division at Orient Tradelink Ltd. “These agreements signify our commitment not only to distribution but also to meeting the rising demand for spiritual enlightenment.”

Among the highlighted titles are popular works like Sai Vibhuti, Conversations of Sai Baba by Aushim Khetarpal, The Chosen One: 11 Commandments of Sai, and Bhiksha and Sai Ki Mahima, all of which have garnered considerable acclaim within the genre.



### **About Orient Tradelink Ltd.:**

**Orient Tradelink Ltd. is a leading distributor and publisher of spiritual literature and products, dedicated to enriching lives through profound wisdom and spirituality. With a robust distribution network and a commitment to quality, the company aims to inspire and educate individuals on their spiritual journeys.**

## **ORIENT TRADELINK LIMITED**

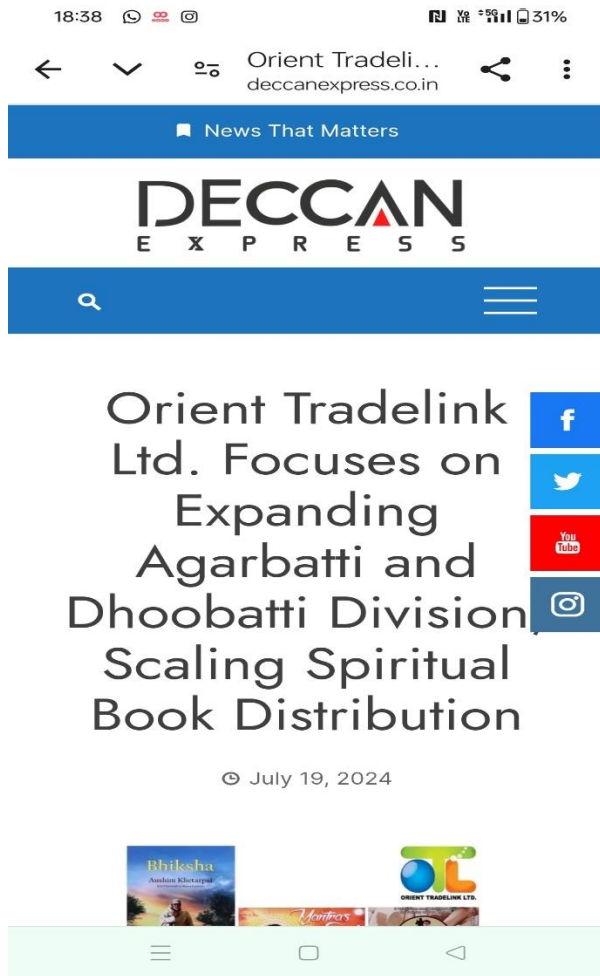
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## Orient Tradelink Ltd. Focuses on Expanding Agarbatti and Dhoobatti Division, Scaling Spiritual Book Distribution

New Delhi: In response to growing demand within the spiritual literature market, Orient Tradelink Ltd. has announced strategic initiatives to enhance its presence in both the Agarbatti and Dhoobatti sectors as well as the distribution of spiritual books nationwide. With a significant increase in demand for spiritual books, particularly those endorsed by the Shirdi Sai Baba foundation, Orient Tradelink Ltd. plans to extend distribution to over 10,000 retail outlets across the country within the next six months. This expansion includes agreements with key distributors previously exclusive to the foundation, facilitating wider availability through offline channels. The company has also made substantial progress in securing agreements with railway stations across northern India. Upon finalization, these agreements are expected to increase monthly sales to approximately 80,000 books. Currently boasting a catalog of 65 published titles, Orient Tradelink Ltd. holds rights to over 44 spiritual books, including analog pen drives featuring works by noted authors such as Aushim Khetarpal, Vikas Kapoor, Urmil Satyabhushan, and Kanupriya. "We are thrilled to announce our upcoming partnerships with railway stations, further expanding accessibility to our spiritual literature," remarked Hitesh, overseeing the publishing division at Orient Tradelink Ltd. "These agreements signify our commitment not only to distribution but also to meeting the rising demand for spiritual enlightenment." Among the highlighted titles are popular works like Sai Vibhuti, Conversations of Sai Baba by Aushim Khetarpal, The Chosen One: 11 Commandments of Sai, and Bhiksha and Sai Ki Mahima, all of which have garnered considerable acclaim within the genre. Orient Tradelink Ltd.



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