

**SUNRISE EFFICIENT MARKETING LIMITED**

**Regd. Office:** Sub Plot No.2, Block B, Akash Bhumi Complex Village Pandesara, Surat 394221

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

**CIN:** L29100GJ2020PLC114489

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Date: 29/01/2024

To  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort, Mumbai- 400 001  
Maharashtra, India.

**Scrip ID / Code : SEML / 543515**

**Subject : SEML adds prestigious Polycab Cables and Wires to its portfolio in South Gujarat.**

Dear Sir/Madam,

We are delighted to share the news of securing the authorized dealership of Polycab Cable, a prestigious name in the cable and wire industry, for the burgeoning market of South Gujarat, with a specific focus on Surat and its neighboring areas. This strategic collaboration designates us as the exclusive distributor for Polycab products, empowering us to meet the growing demand for high-quality cables and wires in the region.

Polycab Cable, with a market capitalization of 4000 Millions, is widely recognized for its commitment to delivering reliable and innovative solutions across various applications. Renowned for manufacturing products that adhere to stringent quality standards and industry norms, Polycab Cable is a trusted name in the electrical sector.

Our dealership encompasses South Gujarat, a region that includes the vibrant city of Surat and its surroundings. This market is poised for significant growth, driven by diverse industries, ongoing infrastructure projects, and an increasing demand for top-notch electrical products. As the authorized dealer, we are well-equipped to provide customers in this region with access to Polycab's extensive portfolio of cables and wires, offering solutions for residential, commercial, and industrial applications.

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In anticipation of this partnership, we project that we will successfully capture a substantial portion of the market, aiming to cater to a market worth 500 Millions. This reflects our confidence in the demand for Polycab products and our commitment to establishing ourselves as a reliable and preferred supplier in South Gujarat. We are enthusiastic about the opportunities this collaboration presents and are dedicated to contributing to the region's growth by fulfilling the diverse needs of our customers with Polycab's dependable and high-performance products.

***About Us:***

We, Sunrise Efficient Marketing Ltd, became a Public Limited company in the year 2021. Our main aim is to make an impact into the society by the following 2/3 ways. First of all we want to sell Energy Efficiency Products like electric Motors & allied group of products like VFDs, Pumps. Our MD Mr Lejas Desai has a very rich experience of selling highest number of Lighting products as well as electric motors in India for respective companies. This not only impacts in saving the energy bills for the industry but saves money for the country as well. Secondly we want to make an impact into society by educating customers & even our employees so that the humble word spreads & Energy Efficiency becomes the way of life for more & more...

Thanking you,

Yours faithfully,

For Sunrise Efficient Marketing Limited

Kaushik Vegad

Company Secretary