

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

Date: 08/11/2023

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

Scrip Code / ID: SEML / 543515

Sub: Outcome of Board Meeting held on 08th November, 2023

Ref: Announcement under Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to the Regulation 30 and 33 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 we wish to inform you that the Board of Directors of the company at their meeting held on Wednesday, November 08, 2023 at 04.00 PM at the registered office of the company at Sub Plot No.2, Block B, Akash Bhumi Complex Village Pandesara, Surat 394221, interalia transacted following Businesses:

1. Considered and approved Standalone Unaudited Financial Results along with Limited Review Report thereon for the half year ended on September 30, 2023. Limited Review Report and Financial Results are enclosed herewith.

The Board meeting commenced at 04.00 P.M. and concluded at 05.30 P.M.

Kindly take the above information on record and oblige.

Thanking you,

Yours faithfully,
For Sunrise Efficient Marketing Limited

Kaushik Vagad
Company Secretary

Encl: As above

SBMG & Co.

Chartered Accountants

Limited Review Report of Unaudited Half Yearly Financial Results of

Sunrise Efficient Marketing Limited.

To,
The Board of Directors
Sunrise Efficient Marketing Limited.

We have reviewed the accompanying statement of unaudited financial results of Sunrise Efficient Marketing Limited; for the period ended 30th September, 2023.

This statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on these financial statements based on our review.

We conducted our review of the statement in accordance with the Standard on Review Engagements (SRE)2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity ", issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying statement of unaudited financial results prepared in accordance with applicable accounting standards and other recognized accounting practices and policies has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 including the manner in which it is to be disclosed, or that it contains any material misstatement.

For, SBMG&CO.
Chartered Accountants


Sumit Bihani,
Partner

Membership No: 121551

FRN :127756W

UDIN: 23121551BGWROW7763

Place: Surat

Date: 08-11-2023



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UNAUDITED FINANCIAL RESULTS FOR THE HALF YEARLY ENDED 30.09.2023

Particulars	As on 30.09.2023	As on 30.09.2022	As on 31.03.2023	As on 31.03.2022
	Unaudited	Unaudited	Audited	Audited
	(Amount in Lakhs)	(Amount in Lakhs)	(Amount in Lakhs)	(Amount in Lakhs)
I. EQUITY AND LIABILITIES				
SHAREHOLDER'S FUND				
(a) Share Capital	1,000.00	500.00	500.00	362.00
(b) Reserves and Surplus	2,603.25	2,108.76	2,767.83	436.04
Share application money pending allotment		-	-	-
NON-CURRENT LIABILITIES				
(a) Long Term Borrowings	338.83	180.81	342.71	300.85
(b) Deferred Tax Liabilities (Net)	(4.64)	(0.56)	(3.22)	(0.56)
(c) Other Long Term Liabilities		-	-	-
(d) Long Term Provisions		-	-	-
CURRENT LIABILITIES				
(a) Short-Term Borrowings	1,034.81	650.26	485.83	1,019.13
(b) Trade Payables	1,838.83	639.00	465.12	520.02
Total C/s Due to MSME	245.08	70.19	55.73	149.58
Total C/s Due to Others	1,593.75	568.81	409.39	370.43
(c) Short-Term Provisions	143.08	58.95	297.45	189.72
(d) Other Current Liabilities		-	-	-
TOTAL	6,954.16	4,137.21	4,855.72	2,827.20
II. ASSETS				
NON CURRENT ASSETS				
(a) Property, Plant & Equipment & Intangible Assets				
Property, Plant & Equipment	93.32	53.55	61.18	57.86
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	22.58	34.55	22.54	31.92
CURRENT ASSETS				
(a) Current Investments	53.36	50.50	51.01	35.50
(b) Inventories	1,697.96	1,047.00	1,188.57	946.77
(c) Trade Receivables	3,697.09	1,715.11	1,662.01	1,595.00
(d) Cash and Cash Equivalents	135.97	85.20	69.75	1.25
(e) Short-Term Loans and Advances	1,253.88	1,151.30	1,800.66	158.91
(f) Other Current Assets		-	-	-
TOTAL	6,954.16	4,137.21	4,855.72	2,827.20

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: 23121551BGWROW7763

Place: Surat

Date: 08/11/2023



For Sunrise Efficient Marketing Ltd. For Sunrise Efficient Marketing Ltd.

For Sunrise Efficient Marketing Limited

Lejas Desai
Lejas Desai
Director
DIN:02488965

Mitali Desai
Mitali Desai
Director
DIN:02594823

Kaushik Vegad
Kaushik Vegad
Company Secretary
M.No.:A49100

Bhranti Desai
Bhranti Desai
CFO
PAN:ANLPD8136G



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UNAUDITED FINANCIAL RESULTS FOR THE HALF YEARLY ENDED 30.09.2023

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

Particulars	Half Yearly Ended			Year Ended	
	As on 30.09.2023	As on 31.03.2023	As on 30.09.2022	As on 31.03.2023	As on 31.03.2022
	Unaudited (Amount In ` Lakhs)	Unaudited (Amount In ` Lakhs)	Unaudited (Amount In ` Lakhs)	Audited (Amount In ` Lakhs)	Audited (Amount In ` Lakhs)
i. Revenue from Operations	4,964.31	6,081.08	3,602.29	9,683.38	6,427.45
ii. Other Income	40.74	55.87	33.91	89.78	33.83
TOTAL INCOME	5,005.05	6,136.95	3,636.20	9,773.15	6,461.28
iii. <u>Expenses</u>					
Cost of Materials Consumed	4,200.61	4,832.80	3,163.99	7,996.78	5,212.68
- Purchases of Stock in Trade	4,710.00	4,974.37	3,264.21	8,238.59	5,702.43
- Change in Inventories	509.39	141.58	100.23	241.80	489.75
Employee benefit expense	148.09	125.44	113.26	238.70	222.92
Financial costs	72.27	58.83	37.88	96.71	76.34
Depreciation and other amortized expenses	13.17	12.28	10.23	22.50	7.63
Other Expenses	116.41	219.73	83.68	303.41	275.43
TOTAL EXPENSES	4,550.55	5,249.07	3,409.03	8,658.11	5,795.01
iv. Profit before exceptional & extraordinary items & tax	454.50	887.88	227.17	1,115.05	666.27
v. Exceptional Items	-	-	-	-	-
vi. Profit before extraordinary items and tax	454.50	887.88	227.17	1,115.05	666.27
vii. Extraordinary Items	-	(2.90)	38.65	35.74	-
viii. Profit before tax	454.50	890.78	188.52	1,079.30	666.27
ix. Tax expense:					
Current tax	117.84	234.25	47.46	281.71	178.23
Deferred tax	(1.42)	(2.66)	(0.01)	(2.66)	(0.46)
Profit (Loss) from continuing operations	338.09	659.18	141.07	800.25	488.50
Profit/(Loss) from discontinuing operations	-	-	-	-	-
Tax expense of discounting operations	-	-	-	-	-
Profit/(Loss) from Discontinuing operations	-	-	-	-	-
Profit/(Loss) for the period	338.09	659.18	141.07	800.25	488.50
Earning per equity share:					
Basic	3.38	6.59	1.42	8.03	7.89
Diluted	3.38	6.59	1.42	8.03	7.89
Debt /Equity	0.38	0.25	0.32	0.25	1.65
Debt Service Coverage	6.77	13.67	5.63	10.66	9.84
Interest Coverage ratio	7.29	16.14	5.98	12.16	9.73

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: 23121551BGWROW7763
Place: Surat
Date: 08/11/2023



For Sunrise Efficient Marketing Ltd. For Sunrise Efficient Marketing L

For Sunrise Efficient Marketing Limited

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Director
DIN:02488965

Mitali Desai
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Director
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Kaushik Vegad
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M.No.:A49108

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CASH FLOW STATEMENT

PARTICULARS	As at 30/09/2023		
	Unaudited (Amount In ` Lakhs)		
CASH FLOW FROM OPERATING ACTIVITIES			
Net Profit as per Profit & Loss Account		338.09	
Add: Depreciation & other amortized expenses	13.17		
Income Tax Refund Adjusted	-		
Bonus Share issue	(500.00)		
Excess/Short provision of Income tax	(2.66)		
Deferred Tax Liabilities	(1.42)		
Net Profit before Working Capital Changes		(152.83)	
Changes in Working Capital			
Changes in Trades Receivables	(2,035.08)		
Changes in Loans & Advances	546.78		
Changes in Stock-in-Trade	(509.39)		
Changes in Trade Payable	1,373.71		
Changes in Other Current Liabilities	-		
Changes in Provision	(154.37)		
Cash Flow from Operations		(778.35)	
Net Cash used in Operating Activity		(931.18)	(931.18)
CASH FLOW FROM INVESTING ACTIVITIES			
Fixed Assets purchase during the year	(45.31)		
Non-Current Assets	(0.04)		
Current Investments	(2.35)		
Net Cash used in Investing Activities		(47.70)	(47.70)
CASH FLOW FROM FINANCING ACTIVITIES			
Changes in Long Term Borrowings	(3.88)		
Changes in Share Capital	500.00		
Changes in Security Premium	-		
Changes in Short Term Borrowings	548.98		
Net Cash generated from Financing Activity		1,045.10	1,045.10
NET INCREASE IN CASH AND CASH EQUIVALENTS			66.22
Add: CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD			69.75
CASH AND CASH EQUIVALENTS AT END OF PERIOD			135.97

In terms of our audit report of even date

For SBMG & Co.
Chartered Accountants
FRN: 127756W

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Sumit Bihani, Partner
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For Sunrise Efficient Marketing Ltd.

For Sunrise Efficient Marketing Limited

Lejas Desai
Lejas Desai
Director
DIN:02488965

Director

Mitali Desai
Mitali Desai
Director
DIN:02594823

Director

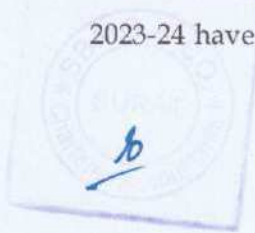
Kaushik Vegad
Kaushik Vegad
Company Secretary
M.No. 149100

Bhranti Desai
Bhranti Desai
CFO
PAN:ANLPD8136G



Notes:

1. The above Financial Results for the half year and year ended 30-09-2023 have been reviewed by the Audit Committee and subsequently approved by the Board of Directors at their respective meetings held on 08-11-2023.
2. 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.
3. The figures of the previous year have been rearranged/ regrouped/ reclassified wherever necessary.
4. As the company do not have any Holding/Subsidiary/Joint Venture/ Associate concern, no reporting has been made in this regards.
5. Company has allotted fully paid bonus shares to its shareholders 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)
6. The aforesaid Bonus shares has been issued out of the accumulated balance of earlier year's profits being a part of Reserves and Surplus account in the Balance Sheet.
7. As per the provision of AS-20- "Earnings per share", Bonus shares has been included in the calculation of weighted average total number of shares since the beginning of earliest reporting period. Hence while calculating Basic EPS and Diluted EPS, bonus issue of 50,00,000 shares have been included in the weighted average no of shares since the beginning of FY 2023-24 and accordingly EPS has been calculated considering the total number of Equity Shares issued post the Bonus issue.
8. Also while calculating the EPS for each comparative period, these bonus shares issued in F.Y. 2023-24 have been considered in the weighted average total no. of shares since the beginning



For Sunrise Efficient Marketing Ltd.
For Sunrise Efficient Marketing Ltd.

[Signature]
Director

[Signature]
Director


B. C. Desai

of the period for the sake of better comparison as suggested by the AS-20 and accordingly previous reporting period's EPS has been restated.

9. 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.

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

For Sunrise Efficient Marketing Ltd. For Sunrise Efficient Marketing Limited
For Sunrise Efficient Marketing Limited


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