



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: 09th September, 2022

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

Script Code: 531512
Symbol: ORIENTTR

Subject: Submission of announcement with regard to Signing of mega deal worth 5 Crores between StoryMirror and Orient Tradelink Limited

Dear Sir/Madam,

In pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that Story Mirror Infotech Pvt Limited (brand name as 'Story Mirror') - India's largest literature technology platform has signed up six book publishing deals with Orient Tradelink Ltd. through the Director and Author Aushim Khetarpal. This deal can bring Story Mirror easily a revenue of INR 5 crores in a matter of next few years. Also, it is a win-win situation where the knowledge that has been imparted through these books will be available at various online platforms like amazon flipkart and various major platforms and offline stores across the country.

In this regard please find herewith attached announcement.

Kindly is for your information and records.

Thanking you,

Yours faithfully,

For Orient Tradelink Limited

Aushim Khetarpal
Managing Director
DIN: 00060319

ORIENT TRADELINK LIMITED

CIN: L65910GJ1994PLC022833

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



PRESS RELEASE : StoryMirror signs a mega deal worth 5 Crores with Orient Tradelink Limited Date: 09-Sep-2022

StoryMirror Infotech Pvt Limited (brand name as ‘StoryMirror’) - India’s largest literature technology platform has signed up six book publishing deals with Orient Tradelink Ltd. through the Director and Author Aushim Khetarpal.

Today the value of books with social messages and stories around the spiritual and wellness being of humans have gained paramount importance. StoryMirror has identified this as one of the core creative tastes of the people post covid and has signed up a mega deal of six books written by Aushim Khetarpal from tradelink limited who have the management and marketing rights of these books. With the passage of time, more books would be signed up with the author.

StoryMirror has not only plans to increase the bandwidth because of the strong base of sai bhaktas of Aushim Khetarpal across the globe but plans to give these books at various verticals across the country including but not limited to e-books, audio books, physical books across languages and countries. This deal can bring StoryMirror easily a revenue of INR 5 crores in a matter of next few years .

The books such as Conversation Of Sai (English) ,Sai Samwad (Hindi) ,Sai Vibhuti (English) ,Sai Vibhuti (Hindi) ,Krishna And Sai (English) , Krishna And Sai (Hindi) are the books to be published by StoryMirror. StoryMirror is the largest digital literature technology platform of India with equal penetration into physical publishing space with over 100K writers who have been writing on the platform in 10 different languages and have created 27 national best-sellers from over 700 books published. Company also has a content library of over 850K, which translates to over 55 Crore words. ‘If anyone reads everyday 5-6 hours, he cannot finish one language of content published so far in StoryMirror in his entire life’- Bibhu Datta Rout, Founder and CEO of StoryMirror has said in many of his interviews.

Mr. Khetarpal said ‘I am very excited about this deal and I feel it is a win-win situation where the knowledge that has been imparted through these books will be available at various online platforms like amazon flipkart and various major platforms and offline stores across the country’.

‘We are equally excited.’ Bibhu added ‘The history and spiritual space is garnering a lot of momentum and Indian, overseas Indians are more interested about knowing about themselves and their past. There is a lot of science behind spirituality and faith, which modern day science has overlooked until now. These books are a promise to increase the faith among readers.’

StoryMirror Infotech Pvt. Ltd.

📍 701/702, 7th Floor, El Tara Bldg., Behind Delphi Bldg., Hiranandani Gardens, Powai, Mumbai - 400076

☎ 022 49243888 / +91 9372458287 🌐 <https://storymirror.com>





Mr Bibhu further added ‘The association of StoryMirror with Mr Khetarpal will bring immense knowledge and insights in various languages to our readers across the globe and we hope his popularity and faith on supreme power will transmit through his books to the young generations.’

When asked about the reading habits declining day by day, he further added ‘India reads max in the world. Top 100 books sell more than 150K copies per week on e-commerce platforms. If we extrapolate it with the number of writers with some approximations, almost 78 Cr books are sold per year only in India. This is still external data. If I talk about StoryMirror data, more than 1 Crore minutes are read on the StoryMirror platform every month and sales of several hundred thousand copies sold in just a few years inception, is a testimony that people are reading.’

This kind of deals will put more focus on spiritual space and probably publishers across India will try to produce more such content in future.

StoryMirror Infotech Pvt. Ltd.

📍 701/702, 7th Floor, El Tara Bldg., Behind Delphi Bldg., Hiranandani Gardens, Powai, Mumbai - 400076

📞 022 49243888 / +91 9372458287 🌐 <https://storymirror.com>

