

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: 24/11/2023

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

Scrip ID / Code : SEML / 543515

Subject : SEML has made prestigious benchmark by creating history

- Supply of Bharat Bijlee IE4 Motors

Sunrise Efficient Marketing Limited has created history by recording its highest ever sale of 250 motors of Bharat Bijlee IE 4 energy efficient permanent magnetic synchronous motors in a period of just 10 days. The break-up of these 250 units comprises of 60 number of 3 hp motors, 150 numbers of 5 hp motors and 50 numbers of 7.5 hp motors. In terms of value this order amounts to a whopping INR 7 Million. The significance of this order volume is heightened by the fact that this volume amounts to sales that would otherwise be achieved in the normal sales cycle over a 6 to 7 month period.

The company has already delivered 210 motors to its customers and is likely to complete deliveries of its balance order of 40 motors in the coming week. The IE 4 motor though costing 50 to 60% higher than the regular motor, has a payback period of only 12 months coupled with a long life of 20 years thereby taking replacement out of the equation. Clearly customers see this as a hedge against ever increasing trend of energy prices.

Details of IE4 Motors

SEML sells highest number of IE4 motors of Bharat Bijlee Ltd. These motors are the ones which have won the award of The Most Innovative Products by IEEMA.

This motors are with highest efficiency available in Indian market. The total new and patented technology of the use of Magnets into the windings is used in this.

Hence it runs on Synchronous RPM of 1500 in 4 pole construction.

SEML has been very aggressive in pushing these IE4 motors to India's biggest textile market of Surat . Especially when there's an installation of TFO Machines, the

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most used in textile, have tremendous potential for this kind of motors to save huge amounts of money by way of minimum consumption of electricity. SEML has been selling it to the machine manufacturers called OEMs, as we as the factories using this Machines , called the users - both segments of the market.

It's very bright future for such application in existing machines being used into the industry

MD's Comment:

Our efforts over the last 7 years in educating customers about the long term operational efficiencies of energy saving motors seems to be paying off finally. We are delighted with this and are very bullish that the new trend of attaining energy efficiency is being adopted increasingly as the new mantra as it enhances productivity, reduces carbon foot print and makes economic sense for our customers” commented Lejas Desai, MD, Sunrise Efficient Marketing Limited.

- Supply of Gulf Oil Lubricants

SEML has also added another feather to its cap by recording a new sales milestone of 100 kilo litres of Gulf industrial oil in a single month, thereby achieving a new landmark in the history of Gulf Oil's Industrial Division. This includes sales of Thermic fluid (Heat Transfer Fuel) which has huge potential in its home market of Surat. With this order we have made inroads into a leading business group and this breakthrough is sure to accelerate the demand for Gulf Thermic oil in the marketplace. With the order size of this magnitude we have repositioned GULF as the No.2 brand in Surat only behind the market leader Shell, leaving behind Castrol as the no.3 player in Surat.

Also this gives the company a peek into the premium end of the industrial oil market and augurs well for its profitability. The company has also sold highest ever volumes of its premium synthetic oils this month despite it being almost 7 to 8 x costlier compared to the regular oil sold in the market.

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Details of Gulf Oil Lubricants

SEML has a bright future with selling of Gulf Oil. All around Surat industrial areas of Ankleshwar, Panoli, Saykha, Bharuch, Valsad & Vapi is within the rich. The aggressive marketing strategies of Gulf oil, the fantascitic pricing strategies and back to back support into competition makes SEML highly competitive & confident of pushing more & more of Gulf Oil into the industry.

MD's Comment:

Our Industrial customers are increasingly moving to an investment mindset, whereby they are willing to go for one time high cost premium lubricants that extends life of their machinery, reduces downtime and drives efficiency. He clearly sees this as a sustainable trend and is optimistic that the future belongs to this segment says Lejas Desai, MD, Sunrise Efficient Marketing Limited.

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