

**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: 01/01/2024

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

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

**Subject : Launch Of Game Changing industrial product - Energy Efficient Ring frame Motors – Power Saving up to 10%**

Dear Sir/Madam,

**Launch Of Game Changing industrial product - Energy Efficient Ring frame Motors – Power Saving up to 10%**

Innovation In Ring frame motors to save the motors from frequent bearing failures and to save the Power by Improving the efficiency by SEML (Synchro-Plus) R&D team...

***What is the motor About:***

This is Textile Ring Frame motor, being used by all the process house (Textile Mill) users of the application of Hot Air Stenter and dryer machines in their units. These electric motors are in the Range of 3HP till 15 HP, 960 -1800 RPM, TEFC enclosure.

***Features of the Motor:***

Such motors are having a big Ring on the motor body itself with cooling disc mounted on the motor shaft at driving end, which makes it unique & totally different than ordinary motors. There is precise engineering required to make the Ring as well as the attachment for the motor along with the Ring on the machine, while fitting. This type of Motor runs the fan in the hot chamber where the operating temperature is 210° C.

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### ***How it is different from our competitors:***

Our motors are having mechanical and electrical features, which makes it unique from other motors. Our motors are used with the Latest energy saving Technology, to deliver higher Efficiency and our motors are provided with On-line Greasing Arrangement which saved the bearing from frequent failures. This is a continuous duty, 24\*7 running application hence the motor bearing failure not only creates the hassles of stopping the machine but the loss of production also!

No company in India has ever imagined to improve the Efficiency of such motors till now. This is a unique innovation by SEMML, R & D team.

### ***Benefits Of Using Our Motors – Technically:***

Our motors are running with higher speed. Now when a motor is running at a higher speed, with this, either the manufacturer gets more output with the same power or reduces power because his work is done in less time than the time taken with normal motors doing the same work! That is the biggest advantage.

Secondly, customer is free from bearing failures & downtime due to timely greasing in the bearings. Customer can grease the running motor as Online Greasing Arrangement is there which gives comfort to the maintenance staff to grease the bearings without stopping the machine, hence the bearing never runs dry of the grease and its fail safe.

### ***How Much Power & Time Is Saved?***

Saving of power or higher speed is either way advantage. For an example, if you are using a High Efficiency motor to run the machine, you either save some power to run the same machine at same speed or you get the higher production. Similarly, by using Synchro+ Ring Frame motors, to do the same work, the user saves power or higher production to the extent of 10% , because you get 10% higher output with the High Efficiency Synchro-Plus motor of the same HP/KW rating .

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***MD's Message:***

***In the ever-changing world & fast-growing manufacturing economy of India, especially for the Small & Medium Enterprise & Small-Scale Industries, the demand of power is growing left right & center. In such a growing demand of power, the need of the hour is to save energy. When even the Government of India has given commitments in G20 to the world for becoming carbon Neutral in coming years, it is emerging scenario that the power saving is going to become the key. Whosoever will save power, will have tremendous potential in coming days. Not a far future that the industry will have no choice but to save power to survive. Such EE motors that synchro-Plus has developed are the future of the industry. We are proud of our Pro-Active Steps and our R&D team to have innovated such Grand Product to Protect the environment, protect the Country, Protect the world at large.***

***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