

**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: 01/09/2023

To,  
**BSE Limited,**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai - 400 001.

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

**Sub : Approval of Bonus 1:1 in the AGM**

Dear Sir,

This is to inform you that pursuant to regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulation 2015, the proceedings of Annual General Meeting of the Company held today i.e. Friday, 01<sup>st</sup> September, 2023 at 11.00 am at the Registered Office of the Company at Sub Plot No.2, Block B, Akash Bhumi Complex, Village Pandesara, Surat 394221 Gujarat and the following items were transacted at the AGM:

**ORDINARY BUSINESS**

1. Considered & Adoption of the Audited Financial Statements of the company for the financial year ended on 31<sup>st</sup> March, 2023 together with the report of the Board of Directors & Auditors' thereon.
2. Considered the re-appointment of Mr. Lejas Hemantra Desai, Executive Director (DIN: 02488965), of the Company, liable to retire by rotation in terms of section 152(6) of the Companies Act, 2013.

**SPECIAL BUSINESS**

3. Increase the Authorised Share Capital and Alteration of Capital Clause of Memorandum of Association:

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Increased the Authorised Share Capital from Rs. 5,00,00,000 (Rupees Five Crore only) divided into 50,00,000 (Fifty Lakh only) Equity shares of Rs. 10/- (Rupees Ten only) each To Rs. 10,00,00,000/-(Rupees Ten Crore only) divided into 1,00,00,000 (One Crore only) Equity shares of Rs. 10/- (Rupees Ten only) each aggregating to Rs. 10,00,00,000/- (Rupees Ten Crore only) by further creation of additional 50,00,000 (Fifty Lakh only) Equity shares of Rs. 10/ - (Rupees Ten only) each ranking pari passu with the existing Equity shares of the Company in all respects and that existing Clause V of the Memorandum of Association of the Company be altered accordingly by substituting following new Clause :

V: The Authorized Share Capital of the Company is Rs. 10,00,00,000/ - (Rupees Ten Crore only) divided into 1,00,00,000 (One Crore only) Equity Shares of Rs. 10/- each (Rupees Ten only).

#### 4. Issue Bonus Equity Shares:

The consent of the members of the Company be and are hereby accorded to capitalize a sum of Rs. 5 crore only (Rupee Five Crore Only) out of free reserve and surplus, for the purpose of issuance of bonus shares of 50,00,000 equity shares of Rs. 10/- (Rupees Ten Only) each, credited as fully paid-up equity shares to the holders of existing equity share(s) of the Company whose names appear in the Register of Members maintained by the Company and the List of Beneficial Owners as received from the National Securities Depository Limited (NSDL) and Central Depository Services (India) Limited (CDSL) on the Record Date as fixed by the Board for the purpose, in the proportion of 1 (one) Bonus equity share of Rs. 10/- each for every (1) one existing equity share of Rs. 10/- each held by the Members/Beneficial Owners and that the Bonus Shares so distributed shall, for all purposes, rank pari passu with the existing equity shares and shall be treated as increase in the paid up share capital of the Company.

The voting result of various resolutions will be declared by the chairman upon receipt of Scrutinizer's report and shall be intimated to BSE in due course.

The Annual General Meeting was commenced at 11:00 a.m. and concluded at 12.30 p.m.

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Further we are pleased to share herewith some past, present and future Key Milestones of Sunrise Efficient Marketing Limited as enclosed as Annexure - A

You are requested to kindly take the same on record.

**Thanking You.**

**Yours Faithfully,  
For Sunrise Efficient Marketing Limited**

**Kaushik Vegad  
Company Secretary & Compliance Officer  
Place: Surat**

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### **ANNEXURE - A**

#### **Past, Present and Future Key Milestones of Sunrise Efficient Marketing Limited:**

Sunrise Efficient Marketing Limited was previously known as Sunrise marketing and services and it was established in the year 2002. The company has strategically added new feathers to its cap in terms of expanding infrastructure, the addition of new business lines, collaborating with different industry leaders. The objective is to provide high-quality and energy-efficient engineering products and automation solutions using the latest technology to our customers. It has achieved consistent growth and a reputed clientele with the help of a customer-oriented approach and work ethic. Our reputation is built on its commitment, service, and customer satisfaction. We are amongst India's leading stockiest / dealer/channel partners for various well-known companies.

Our strength is on-time and single-stroke deliveries. We are keeping a huge stock of all types of IE 2 and IE 3 grade Induction motors, power transmission products such as worm and helical gears boxes, LED lighting fittings, all types of Lubricants such as Hydraulic oil, gear oil, and thermic fluid, industrial pumps, chemical pumps to meet the delivery commitments. We have recently started the Drives and Automation division in which we are providing all kinds of solutions. We are converting and updating machines with automation products to make maximum utilization of machines. We have started keeping servo motors and Servo drivers in stock to meet the needs of the manufacturer.

Let us systematically look at the history of Sunrise Efficient Marketing Limited In the year 2007, we became Gujarat's No-1 Dealers for Asian Electronics Ltd, the same year we purchased our own first office in Surat. We had already taken the deals sheep of Bharat Bijlee Electric motors in 2004. We started selling High Efficiency Electric motors to various textile OEMs & Users. we used to help them not only with supplying motors but used to help them build their brand with technical help to use other latest products, improve after sales service in their all India plants !

In 2010, we got the First Award from BBL, as "The Ace Performers in Gujarat". This boosted our confidence into the energy efficient product selling. We started being called as Solution Providers now and both the current Directors used to be in the market, giving the 'Power saving guidance for free to the Industry in South Gujarat.

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Which gave us the insight to enter into Mechanical engineering Products along with electrical engineering because for the industry there are Electro mechanical devices, which are of the utmost important to them.

In 2011, we diversified into Consumer Goods, Called FMCG, with PepsiCo India Limited (FMCG Division) for Food and beverages in 40% of Geography of Surat.

There was No Looking back, Companies used to themselves approach for their products or Services' Dealerships and wanted to associate with us. We became Dealers for Crompton Greaves Ltd- Lighting Division and became the best dealers for Gujarat in 2012.

We went further by taking Industrial Oils from Gulf Oil Lubricants India Ltd in 2014.

We also took the dealership of YASKAWA (the Japanese giant) for VFD drives to our portfolio in 2017 to serve the energy conscious customers.

In the year 2017 we also got authorization for Bharat Bijlee VF Drive and Automation div. wherein we provide application automation solution to our customers with KEB (Made in Germany) VFD.

**We became all India No1 dealers for BBL motors since 2015-16 and remained so, till date.**

**We became Top Performing Gujarat Distributors for Gulf Oil in the same year and currently we are India's 2nd highest volume distributors for the last 2 years.**

**We have received a gold award for sales excellence in textile segment for Bharat bijlee drive and automation div. for the years 17-18**

Awards kept coming and slowly we have reached a stage since 2015-16, that whichever products are being sold by us, we are either State's or Country's top Dealers.

Our turnover was appx 40 Cr and we needed an experienced Mentor from the Corporate world, to take us from a partnership company to an Organized Co. We took Mr HK Shah, the Ex GM of Bharat Bijlee Ltd as our mentor in Dec 2019.

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Systems, Procedures, JDs, SoPs, Sales & collection targets, Monthly performance Reviews, DTR, STR, WCR monitoring, yearly performance based incentives, making second line in each departments, more professionals being hired... All such changes started getting implemented.

Continuing the journey further, we started branching out into other territories than Surat, we opened our first branch in the Ankleswar (Asia's Biggest GIDC) in the year 2020, hence we went on improving on Geography as well as Product range. Of course our sales Force today is equal or higher than any Corporate of these Product line ..! Our growth rate Enhanced due to our very aggressive marketing Strategies, from 2019-20.

We added industry well-known brands in last few years like **Redicon Power Build Gear Boxes, Elecon Gears range of products, Kirloskar Brothers Ltd offered us Pumps of Domestic Series, Agriculture Series as well as Industrial Series.** We became authorized Dealers for **Lubi Pumps Industrial Div.** And we are adding on Products, manpower and Geographies. We sell Fire System Pump sets of KBL and getting popular into the contractor of South Gujarat. A high potential business growth for next decade or so due to increasing awareness & revised norms for Fire safety by the State Governments of the present day.

Despite Covid years one after the other, we grew in Sales, improved parameters of business by all means, and in the year 2021 we made it a Public Limited Company and changed the name to Sunrise Efficient marketing Limited.

The demand of electric motors was going up & up in the pharma & chemical Zones of Ankleshwar- Vapi belt, we needed finance to invest into higher stocks of motors and improve sales in multifold. Hence we chose to go for a SME IPO for 17.7 Cr from the market and we are proud to declare that our IPO was oversubscribed by 1.4 Times.

Come 2022 we opened our first branch out of the state of Gujarat, ie Mumbai.

SEML opened Mumbai office to cater to the ever growing demand of Electric motors in areas like Nasik, Chiplun, Roha, Mhaad, Khapoli, Murbad etc.

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SEML has hired a very highly qualified & well experienced Mr Surojit Roy, who has worked with European MNCs in gulf countries, Africa, SA geographies for various types of Electro-mechanical engineering products for more than 15 years.

SEML becomes an ESCO company (Energy Saving Company).

SEML hired a stalwart from the electric motor industry, Mr B M Bansod with his rich experience of being an expert of Energy Efficiency Replacement Motors' with the right selection of motors of existing & old less efficiency standards, with higher efficiency standards.

SEML with its highest efficiency of electric motors of PMSM IE4 manufactured by Bharat Bijlee, which is an award winning & the only such product-running on synchronous speed to save power with its highest efficiency consistently.

Adiyta Birla textile plants, Raymond textile Plants are SEML's target users, where they have given PMSM IE4 typemotors for trails. Power saving results are expected any time now. Which will be followed by good no of motors' orders depending upon the available budgets of the Users. The users in turn save a lot of power and save energy for the country. The same as carbon credit.

Surat has a lot of potential of Small textile Electric motors, which no MNCs or Organized Manufacturers can cater to, due to the unorganized players domination & a huge price gap. Looking at this potential, Sunrise started manufacturing their own motors with the brand name of **Syncroplus+ in the year 2020.**

The brand has already received the Trade Mark.

Under which SEML now plans to manufacture indigenous motors with USP like IE4 and IE5, and sell in bulk to compete with local players & rule the huge textile market. The Company is targeting 50 % market share in this segment and with own manufacturing and brand company is expecting vertical growth in the turn over and profit in coming years.

In near future, we are likely to enter into a locomotive business for Indian Railways as a supplier to Large OEMs, who in turn will supply their machines to IR for the next 10 years. (we all know the expansion scope & future of Indian Railways)

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Also negotiations are on for the supply of energy efficient motors of higher ratings to various Large Cooling Tower Suppliers for their next 3-5 years of annual requirements. Which runs into the value of Crores of rupees

This is just a soft launch of the company's vision and with full implementation of the plans company is aiming to become nation's biggest supplier of all industrial electric saving tools suppliers and manufacturer in next five years.