



Epuja Spiritech Limited

Reg. Off. - Marathon Icon, 6th Floor, Office Number 606,
Off Ganapatrao Kadam Marg, Lower Parel, Mumbai - 400013
Corp. Off.- 32/1, Vasishtha Paradise, Temple Road, 11th Cross, Malleswaram, Bangalore 560003.
Mobile No. 916263879732; E-mail- splqrive@rediffmail.com
CIN: L96906MH1980PLC170432; Website: www.sagarproductions.com

**To,
BSE Limited
Corporate Relationship Dept.
PJ Towers, 25th Floor, Dalal Street,
Mumbai – 400 001
Script Code: 532092**

Sub: General Announcement under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

We would like to inform you that company Announces the Launch of Rudraksha Segment for the same details are given below.

The same is also being uploaded on website of the Company at <https://www.sagarproduction.com/>

You are requested to take the above on record.

Kindly acknowledge the receipt of the same.

Thank you

**FOR, EPUJA SPIRITECH LIMITED
(Formerly known as Sagar Productions Limited)**

**DEEKSHA PATHAK
COMPANY SECRETARY AND COMPLIANCE OFFICER**

**Place: Mumbai
Date: 14.10.2024**

**EPUJA SPIRITECH LIMITED
(FORMERLY KNOWN AS SAGAR PRODUCTIONS LIMITED)**



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GENERAL ANNOUNCEMENT

ePuja Spiritech Ltd. Announces the Launch of Rudraksha Segment: Unlocking Spiritual Growth and Market Potential

Dear Valued Shareholders, Partners, and Customers,

I am pleased to announce that **ePuja Spiritech Ltd.** is officially expanding its spiritual offerings with the launch of our highly anticipated **Rudraksha segment**. This marks an important milestone in our mission to provide holistic spiritual solutions while catering to the evolving needs of today's spiritually conscious individuals.

Why Rudraksha?

Rudraksha, known as the "Tears of Shiva," has been revered for centuries as a powerful symbol of divine energy, balance, and protection. These sacred beads are worn for their healing and spiritual properties, believed to reduce stress, enhance focus, and provide a deeper connection with the higher self. With the resurgence of interest in wellness, meditation, and spiritual growth, the demand for authentic Rudraksha has seen significant growth worldwide.

Market Size and Opportunity

The global spiritual and wellness market has witnessed exponential growth in recent years, particularly in the aftermath of the global pandemic, as more individuals seek ways to connect with themselves on a deeper, spiritual level. According to market research, the spiritual products sector, including Rudraksha, is now a multibillion-dollar market.

The Indian religious and spiritual market alone is estimated to be valued at **INR 50,000 crore** by 2025, with significant demand for sacred items like Rudraksha beads. This market is growing at a projected **CAGR of 5-7%** annually, driven by increased awareness and demand for spiritual tools that promote inner well-being and peace.

We anticipate strong interest both domestically and internationally, with a growing number of consumers turning to digital platforms like ours for reliable, authentic, and high-quality spiritual products. By leveraging our extensive temple network, we are uniquely positioned to cater to this demand with genuine, temple-blessed Rudraksha beads sourced directly from trusted spiritual centers.

Key Growth Drivers

- 1. Rising Spiritual Consciousness:** More individuals globally are embracing spirituality, meditation, and holistic well-being, fueling demand for products like Rudraksha that offer protection, peace, and mental clarity.
- 2. Millennials and Gen Z Engagement:** Younger generations are increasingly turning to spiritual practices as a way to manage stress, anxiety, and maintain



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mental health. With our digital-first platform, ePuja is poised to capture this growing audience, making sacred products accessible to tech-savvy users.

3. **Technological Integration:** As a leader in the faith-tech space, ePuja's seamless integration of spiritual offerings with cutting-edge technology will enable us to provide personalized experiences, educational content, and consultations for customers seeking Rudraksha and related services.

Strategic Impact

This new segment is expected to significantly enhance ePuja's revenue streams and strengthen our market leadership in the spiritual and faith-tech ecosystem. We project that the Rudraksha segment will contribute to **15-20% of our overall revenue** within the first 18 months of operations, with growth potential expanding as we introduce more spiritual and wellness products to our portfolio.

As we move forward, our focus will remain on offering not just sacred products but a complete spiritual journey for our customers. Alongside the sale of Rudraksha beads, ePuja will offer guidance on how to choose, wear, and benefit from these divine tools, through consultations with spiritual experts and educational resources.

Conclusion

The launch of our Rudraksha segment is an exciting step in ePuja's growth strategy. We are confident that this expansion will resonate with our existing customer base while attracting new, spiritually inclined audiences both in India and abroad. Our vision is to become the go-to platform for all spiritual needs, and this new offering brings us closer to that goal.

Thank you for your continued support as we embark on this journey to empower and inspire spiritual growth.

With warm regards,

ePuja Spiritech Ltd

DEEKSHA PATHAK
COMPANY SECRETARY AND COMPLIANCE OFFICER

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