

SUNRISE EFFICIENT MARKETING LIMITED

Regd. Office: 3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017
E-mail: cs@sunrisemarketing.net, **Website:** www.sunriseefficientmarketing.com, **Tel. No.** 261-2890045
CIN: L29100GJ2020PLC114489

Date: 05/02/2024

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

Scrip ID / Code : SEML / 543515

Subject : SEML starts new automotive division with world leader G S CALTEX Automotive oil

Dear Sir/Madam,

SEML has mastered the Industrial Oil & Lubricants' business so well, that in the entire Indian market of M/s Gulf Ltd, within a short span of 6 - 7 years, SEML has reached at **No-2 position on All India Basis** Having tasted success of Industrial oil business in & around Surat, SEML has taken a big step to venture into the Automotive Oil Segment.

As we all know the India is the world's third-largest Automobile market and as per Mr. Nitin Gadkari , India to become world's largest automobile market by 2028. So it is very obvious to have automotive segment in our portfolio and to handle that, we have hired a very senior executive with 25 years of experience of this market in and around Surat , Navsari , Tapi areas. We are highly confident of strategically selling the GS Caltex products to around 1000 retailers and close to 500 workshops.

Future Advantage :

When we built such infrastructure, we will be approached by the other world Giant Automotive companies for their genuine spares /products' distributorship for Surat and surrounding areas and SEML will accept the offers to become the distributor for the same. This will help our automotive division to grow and contribute to the overall growth of SEML...

About GS Caltex :

The Company is a Korean Giant- M/s GS Caltex, which is a collaboration of the South Korean Multinational **GS Energy** & the famous **Chevron Corporation** from USA. GSC is the 2nd largest refinery of South Korea supplying base oil to more than 100 countries world over.



SUNRISE EFFICIENT MARKETING LIMITED

Regd. Office: 3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017
E-mail: cs@sunrisemarketing.net, **Website:** www.sunriseefficientmarketing.com, **Tel. No.** 261-2890045
CIN: L29100GJ2020PLC114489

GSC is also manufacturing Automotive and Industrial lubricants. All its products are manufactured with their own Group 2 + base oil, which is close to semi synthetic in even entry level products with competitive prices.. No other brand is offering such products.

Automobile Giants like Hyundai, Kia and Volvo are the major OEM customers of GSC. Once we spread our network, then the growth opportunities are ample .

MD's message:

Our experience of handling and dealing with Lubricants will be very helpful for this type of product addition and with the world class quality products we are very confident to gain the market share in coming years...

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

Lejas Hemantrai Desai
Director
DIN: 02488965