



Regd. Office: OFFICE ADDRESS: 801-A, 8TH FLOOR, MAHALAYA COMPLEX,
OPP: HOTEL PRESIDENT, B/H. FAIRDEAL HOUSE,
SWASTIK CROSS ROADS, OFF: C.G.ROAD,
NAVRANGPURA, AHMEDABAD: 380 009. **Tel:**30025866

E-Mail: orient.tradelink@gmail.com, Website: www.orienttradelink.in

Date: 19th July, 2023

To,
The Manager,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400001

Script Code: 531512
Symbol: ORIENTTR

Subject: Submission of announcement that Orient Tradelink Limited Signs of its mega deal with Zee5 and initiates syndication of content to National and International buyers.

Dear Sir/Madam,

In pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that Zee5 deals with Orient Tradelink Ltd. through the Author Aushim Khetarpal. This mega deal between Orient Tradelink Ltd. and Zee5 will officially launch the new highly awaited spiritual series Sai Vibhuti - an animated series inspired by the book Sai Vibhuti by Aushim Khetarpal talking about the importance and relevance of Sai Vibhuti in today's modern time introduced by Shirdi Sai Baba. The telecast and promotion will also see 135 episodes of Sai Ki Mahima with Aushim Khetarpal, 20 Episodes of Sai Bhakton Ki Sachchi Kahaniyaan in a big way. With this historic association of 5 years with Zee5, Orient Tradelink Ltd. starts of major syndication of its content to National and international buyers.

It is expected that the revenue of the company will increase by 5 crores on just the syndication of these three programs as the content. Within next 3 years, the series will also be dubbed in 4 languages and find home to more platforms that make an impact to a bigger audience.

In this regard please find herewith attached announcement.

Kindly is for your information and records.

Thanking you,

Yours faithfully,

For Orient Tradelink Limited

AUSHIM
KHETARPAL

Digitally signed by
AUSHIM KHETARPAL
Date: 2023.07.19
15:34:20 +05'30'

Aushim Khetarpal
Managing Director
DIN: 00060319

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PRESS RELEASE

Date: 19 July 2023

Orient Tradelink Ltd. signs its mega deal with Zee5 and initiates syndication of content to National and International buyers.

The content rights bought by Orient Tradelink Ltd from Aum Sportainment Pvt. Ltd will be seen on Zee 5 from 28th July as Orient Tradelink Ltd. signs its mega deal with Zee5 and initiates syndication of content to National and International buyers.

This mega deal between Orient Tradelink Ltd. and Zee5 will officially launch the new highly awaited spiritual series Sai Vibhuti – an animated series inspired by the book Sai Vibhuti by Aushim Khetarpal talking about the importance and relevance of Sai Vibhuti in today’s modern time introduced by Shirdi Sai Baba. The telecast and promotion will also see 135 episodes of Sai Ki Mahima with Aushim Khetarpal, 20 Episodes of Sai Bhakton Ki Sachchi Kahaniyaan in a big way.

Additionally, the association has also seen benefit and value in 15 spiritual Mantras that will find its platform in the OTT Home of Zee5.

With this historic association of 5 years with Zee5, Orient Tradelink Ltd. starts of major syndication of its content to National and international buyers.

It is expected that the revenue of the company will increase by 5 crores on just the syndication of these three programs as the content. Within next 3 years, the series will also be dubbed in 4 languages and find home to more platforms that make an impact to a bigger audience.

It may here be said that Sai Vibhuti - at the current movement is the best-selling book by Aushim Khetarpal as it has crossed sales of 95000 books from its launch in November 2022.

The revenue of the book and the 5 episodes will be on lines of Sai Charita. According to Mr. Khetarpal, “I feel graced to have been able to write and conceptualise Sai Vibhuti inspired by the life of Shirdi Sai Baba, which holds the power to instil blessing for all humanity. The demand of this overwhelmed me”.



Book Cover of Sai Vibhuti by Aushim Khetarpal



Animated Series of Sai Vibhuti
inspired by book Sai Vibhuti

ORIENT TRADELINK LIMITED

CIN: L65910GJ1994PLC022833

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