
LEJAS HEMANTRAI DESAI

Address: A-802 Casa Rivera, Near Rajhans Elets, Pal, Opp Sidhdhi Vinayak Temple, Surat 395009,
Gujarat

20th June, 2024

To,
The Dept of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400001

Scrip ID/Code: SEML / 543515
ISIN: INE0KPY01017

SUB. Disclosure under Regulation 7(2) read with Regulation 6(2) of SEBI (Prohibition of Insider Trading) Regulation, 2015

AND

Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulation, 2011

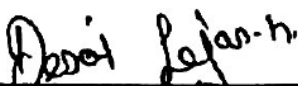
Dear Sir/ Madam,

We hereby enclose copy of disclosures under Regulation 7(2) read with regulation 6(2) of SEBI (Prohibition of Insider Trading) Regulation, 2015 and regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulation, 2011 in connection with sell of Equity shares of Sunrise Efficient Marketing Limited.

Kindly accept the same and take note of compliance.

Thanking You,

Yours truly,



LEJAS HEMANTRAI DESAI

Enclosed: As Above

CC
To,
The Compliance officer
Sunrise Efficient Marketing Limited.
3rd Floor, 9292 Building, VIP Road,
Nr Metro Wholesale, Althan, Surat 395017

Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Sunrise Efficient Marketing Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	LEJAS HEMANTRAI DESAI (Seller) Persons Acting in Concert (PAC) belongs to Promoter Group* 1 Lejas Hemantral Desai 2 Hemantral Thakorbhaj Desai 3 Mitali Lejas Desai 4 Jatinkumar Rameshbhai Lad 5 Hiteshkumar Balavantral Chauhan 6 Gaurav Jayantbhai Desai 7 Pinkal Sureshbhai Pancholi		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE LIMITED		
Details of the acquisition / disposal as follows:	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
Before the acquisition/disposal under consideration, holding of:			
a) Shares carrying voting rights			
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/ others)	Lejas Hemantral Desai	61,66,929	41.11
c) Voting rights (VR) otherwise than by shares		-	-
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T.C. (specify holding in each category)		-	-
e) Total (a+b+c+d)		61,66,929	41.11
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold			
b) VRs acquired /sold otherwise than by shares	Lejas Hemantral Desai	4,99,500	3.33
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T.C. (specify holding in each category)		-	-
d) Shares encumbered / invoked/released by the acquirer		-	-
e) Total (a+b+c+d)		4,99,500	3.33
After the acquisition/sale, holding of:			
a) Shares carrying voting rights			
b) Shares encumbered with the acquirer	Lejas Hemantral Desai	56,67,429	37.78
c) VRs otherwise than by shares		-	-
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T.C. (specify holding in each category)		-	-
e) Total (a+b+c+d)		56,67,429	37.78
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer)	SELL THROUGH OPEN MARKET		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	19-Jun-2024		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 15,00,00,000/- (1,50,00,000 Equity Shares of Rs. 10/- each)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 15,00,00,000/- (1,50,00,000 Equity Shares of Rs. 10/- each)		
Total diluted share/voting capital of the TC after the said acquisition/sale.	Rs. 15,00,00,000/- (1,50,00,000 Equity Shares of Rs. 10/- each)		

* Details of PAC (Promoter & promoter Group) is attached herewith as Annexure.

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

Lejas Hemantral Desai

Lejas Hemantral Desai
Signature of the acquirer / seller / Authorised Signatory

Date: 20-Jun-2024
Place: Surat

Annexure to Disclosure under Regulation 29(2) of SEBI (SAST) Regulations, 2011

Details of Shareholding of Promoters, Promoter Group and Person Acting in Concert as on 19/06/2024

Sl No.	Name	Shareholding before		acquisition/Dispos		Shareholding after	
		No. of Shares	% of share holding	No. of Shares	% of share holding	No. of Shares	% of share holding
1	Lejas Hemantra Desai	6166929	41.11	4,99,500	3.33	56,67,429	37.78
2	Hemantra Thakor Desai	96	0.00	0	-	96	0.00
3	Mitali Lejas Desai	4692603	31.28	0	-	4692603	31.28
4	Jatinkumar Rameshbhai Lad	93	0.00	0	-	93	0.00
5	Hiteshkumar Balavantra Chauhan	93	0.00	0	-	93	0.00
6	Gaurav Jayant Desai	93	0.00	0	-	93	0.00
7	Pinkal Sureshbhai Pancholi	93	0.00	0	-	93	0.00
	Total	10860000	72.40	4,99,500	3.33	10360500	69.07

Desai Lejas H.