
MITALIBEN LEJAS DESAI

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

30th July, 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,



MITALIBEN LEJAS 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	MITALIBEN LEJAS DESAI (Seller)		
	Persons Acting in Concert (PAC) belongs to Promoter Group*		
	1	Lejas Hemantra Desai	
	2	Hemantra Thakorhai Desai	
	3	Mitali Lejas Desai	
	4	Jatinkumar Rameshbhai Lad	
	5	Hiteshkumar Balavantra 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			
	Mitaliben Lejas Desai	46,92,603	31.28
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/ others)	-	-	-
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 TC (specify holding in each category)	-	-	-
e) Total (a+b+c+d)	46,92,603	31.28	31.28
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold			
	Mitaliben Lejas Desai	2,49,000	1.66
b) VRs acquired /sold otherwise than by shares	-	-	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	-	-	-
d) Shares encumbered / invoked/released by the acquirer	-	-	-
e) Total (a+b+c+d)	2,49,000	1.66	1.66
After the acquisition/sale, holding of:			
a) Shares carrying voting rights			
	Mitaliben Lejas Desai	44,43,603	29.62
b) Shares encumbered with the acquirer	-	-	-
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 TC (specify holding in each category)	-	-	-
e) Total (a+b+c+d)	44,43,603	29.62	29.62
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	29-Jul-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.


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

Date: 30-Jul-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 29/07/2024

SI 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 Hemantrai Desai	5167929	34.45	2,50,500	1.67	49,17,429	32.78
2	Hemantrai Thakorbbhai Desai	96	0.00	0	-	96	0.00
3	Mitali Lejas Desai	4692603	31.28	2,49,000	1.66	44,43,603	29.62
4	Jatinkumar Rameshbhai Lad	93	0.00	0	-	93	0.00
5	Hiteshkumar Balavantrai Chauhan	93	0.00	0	-	93	0.00
6	Gaurav Jayantbhai Desai	93	0.00	0	-	93	0.00
7	Pinkal Sureshbhai Pancholi	93	0.00	0	-	93	0.00
	Total	9861000	65.74	4,99,500	3.33	9361500	62.41

Desai