



**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](mailto:orient.tradelink@gmail.com), Website: [www.orienttradelink.in](http://www.orienttradelink.in)

**Date: 10<sup>th</sup> December, 2024**

**To,  
The Manager,  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai – 400 001**

**Script Code: 531512  
Symbol: ORIENTTR**

**Subject: Press Release-pursuant to Regulation 30 of SEBI (Listing Obligations & Disclosures Requirements) Regulations, 2015**

Dear Sir/Madam,

Subject to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that Orient Tradelink Limited Expands its Reach with Vernacular Book Translations: A New Era of Knowledge and Spiritual Growth.

Orient Trade Link Ltd., a trailblazer in the publication of unconventional spiritual knowledge, is thrilled to announce the expansion of its business into regional languages. With over 65 books already in circulation, the company is set to make a major impact in the southern states of India with the launch of Tamil and Telugu translations of its bestselling titles. These books, written by renowned author and spiritual leader Aushim Khetarpal, are poised to reach millions of new readers, further cementing the company's position in the spiritual and self-development market.

This is for your information as also for the information of your members and the public at large.

Thanking you,  
Yours faithfully,

**For and on behalf of  
Orient Tradelink Limited**

**Mahesh Kumar Verma  
Director  
DIN: 07892196**

**Encl: As above**

**ORIENT TRADELINK LIMITED**

CIN: L65910GJ1994PLC022833  
Corporate Office: 141 - A. Ground Floor,  
Shahpur Jat Village, New Delhi-110049. Tel: 9999313918



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## **Press Release**

### **Orient Tradelink Limited Expands its Reach with Vernacular Book Translations: A New Era of Knowledge and Spiritual Growth**

**Mumbai, India – 10/12/2024**– Orient Trade Link Ltd., a trailblazer in the publication of unconventional spiritual knowledge, is thrilled to announce the expansion of its business into regional languages. With over 65 books already in circulation, the company is set to make a major impact in the southern states of India with the launch of Tamil and Telugu translations of its bestselling titles. These books, written by renowned author and spiritual leader Aushim Khetarpal, are poised to reach millions of new readers, further cementing the company's position in the spiritual and self-development market.

Of the 45 titles published by Orient Tradelink Limited, 42 are now under licensee rights, allowing for a wider distribution and availability across multiple platforms. The Tamil and Telugu translations will be available on leading e-commerce sites such as Amazon, Flipkart, Notion Press, and Cocoa Blue, as well as in physical stores across southern India. With a robust distribution network already in place, the company anticipates more than 150 counters across Tamil Nadu, Telangana, and Andhra Pradesh to carry these transformative books, ensuring widespread availability.

These titles, which delve into unconventional spiritual knowledge, offer a unique perspective on self-realization and personal growth. Aushim Khetarpal, the author, is not only a respected thought leader but has also recently been appointed the *torchbearer* of the global Sai movement by the Shirdi Sansthan. His books, which have already garnered a loyal following, are now set to reach a whole new audience, empowering readers to explore new dimensions of spiritual wisdom.

"We are excited to bring these powerful teachings to readers in Tamil Nadu, Telangana, and Andhra Pradesh," said Aditya Tiwari, spokesperson for Orient Tradelink Ltd. "The vernacular translations will make this profound knowledge accessible to millions, and we are confident this expansion will drive the next phase of growth for our company. We expect a turnover of over 4 crores in the next year, with a healthy profit margin of over 24 percent. Our books will be available both online and offline, ensuring they reach as many people as possible."

The printed versions of these books are already in production and are slated for release in the first quarter of 2026. The company has plans to continue expanding its presence in regional markets, with the books being made available on various digital platforms as soon as they are released in print.

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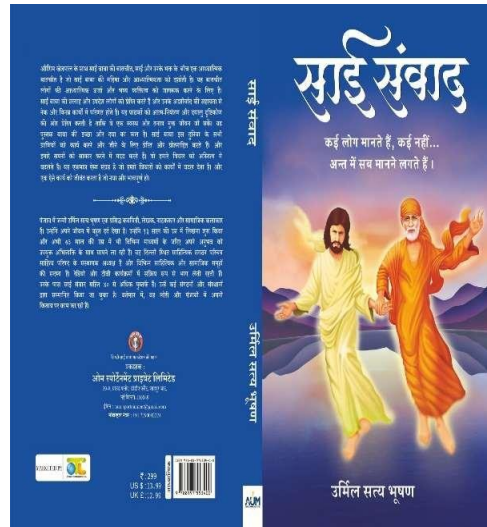
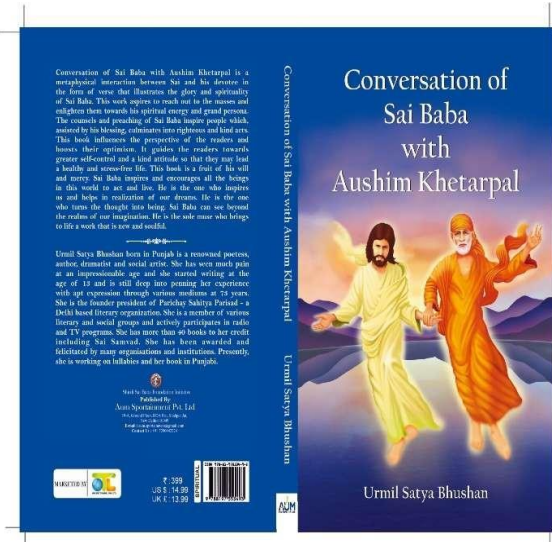
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"Our goal is not just to sell books but to create a lasting impact," added Aditya Tiwari. "By providing this invaluable spiritual knowledge in regional languages, we are laying the foundation for a deeper connection with our audience. We truly believe that the expansion into Tamil and Telugu will help increase our turnover and create an everlasting impact on our sales."

As Orient Trade Link continues to make strides in expanding its reach, the company remains dedicated to sharing the wisdom of Aushim Khetarpal with the world, inspiring millions to embark on a journey of self-discovery and spiritual growth.

**Aditya Tiwari**  
Spokesperson, Orient Tradelink Ltd.



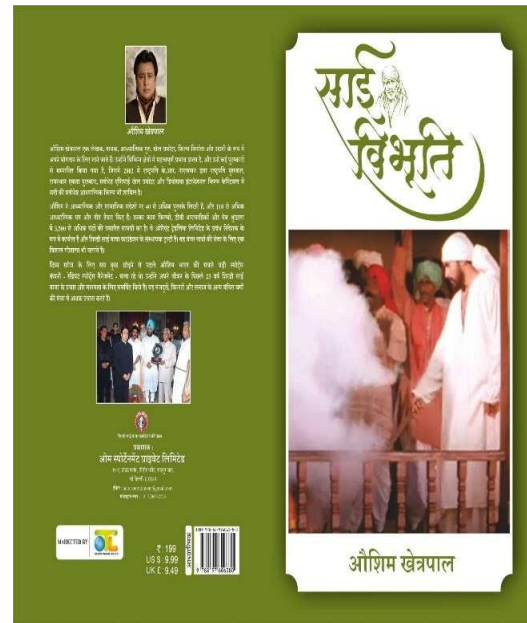
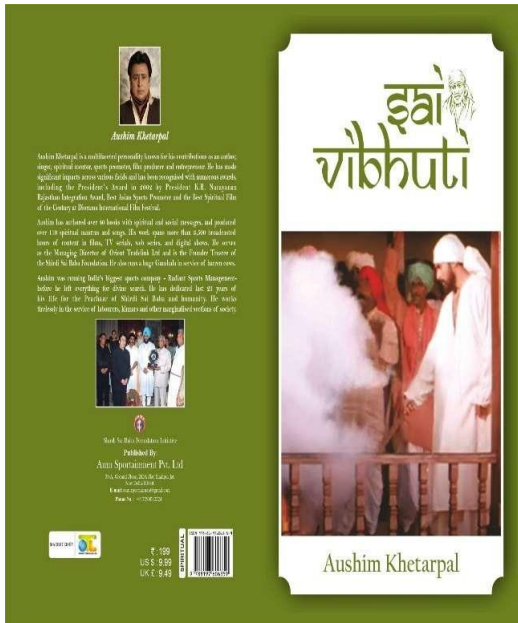
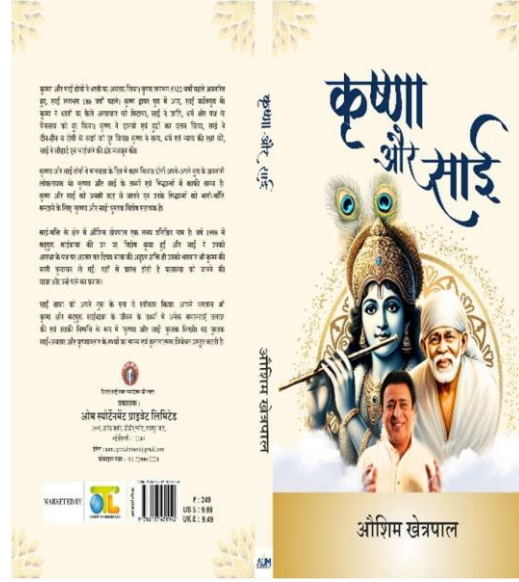
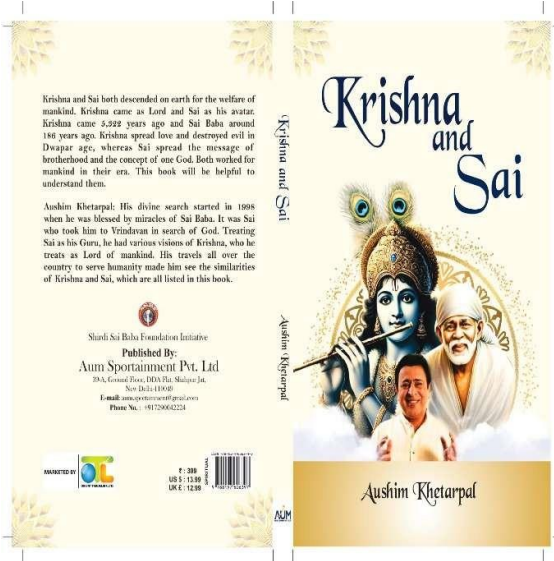
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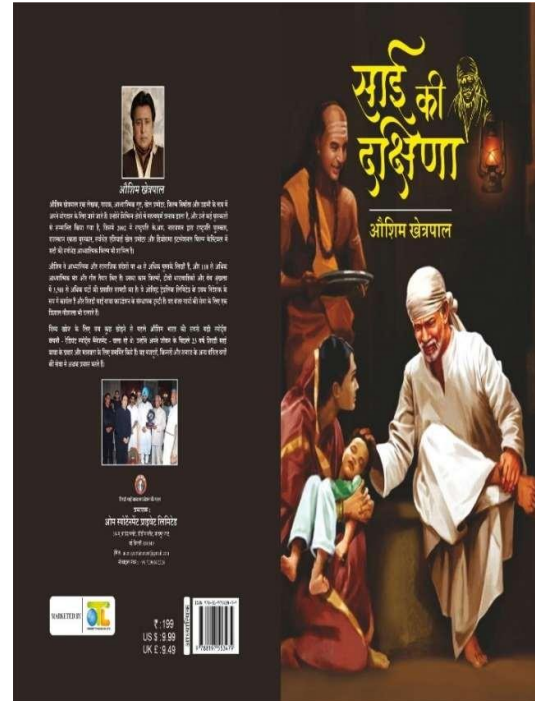
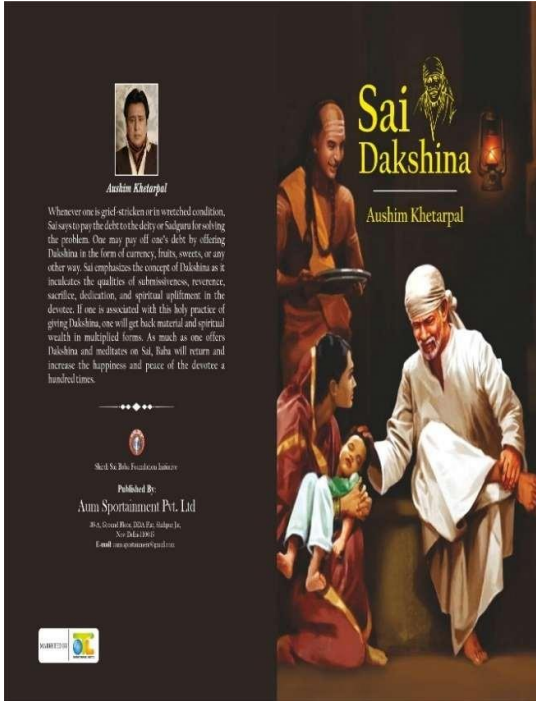


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*Makeish Verma*

