



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: 02nd July, 2024

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

**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 Tradelinks Ltd. and Aum Sportainment Private Limited have jointly announced the success of "We the Change," a pioneering television program blending spirituality and sports. Featuring esteemed athletes and spiritual guide Aushim Khetarpal, the show has achieved commendable TRP ratings. Commencing July, it will air every Sunday at 9 PM, with the objective of doubling revenues. With increasing sponsorship and projected profits surpassing two crores in the coming two years, "We the Change" not only celebrates Indian athletes but also aims to inspire national transformation and unity.

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

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MAHESH KUMAR VERMA
Date: 2024.07.02 18:21:44
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**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: "We the Change" to add two crores of profits in the next two years

New Delhi, July 02, 2024 — Orient Tradelinks Ltd., in collaboration with Aum Sportainment Private Limited, proudly announces the resounding success of its ground breaking show, **"We the Change,"** which has captivated audiences across India. This unique show seamlessly blends spirituality and sports, creating a powerful narrative that resonates with viewers.

Key Highlights:

1. Spirituality Meets Athletic Excellence:

- **"We the Change"** stands as the first-ever show to explore the intersection of spirituality and sports. It brings together top athletes and India's leading spiritual mentor, Aushim Khetarpal, in a transformative journey.

2. Elevating the Show's Orbit:

- Aushim Khetarpal, formerly a sports promoter with Radiant Sports Management Pvt Ltd, has elevated the show to new heights. His guidance and wisdom infuse each episode with depth and purpose.

3. Impressive TRP Ratings:

- The show has struck a chord with viewers, garnering impressive TRP ratings. Its unique blend of physical prowess and inner growth has resonated with audiences nationwide.

4. Extended Airtime:

- Due to overwhelming demand, **"We the Change"** will now be replayed at 9 PM every Sunday, starting July. This extension promises to double the show's revenues.

5. Global Showcase for Indian Athletes:

- With its focus on Indian athletes, the show aims to be India's ambassador on the world stage. It celebrates their achievements, struggles, and unwavering spirit.

6. Growing Sponsorship Interest:

- Krishna Sai Agarwati and other sponsors have expressed keen interest in supporting the show. Negotiations are underway with a major satellite channel to expand its reach.

7. Profit Projections:

- The digital and satellite rights, coupled with syndication, are expected to yield substantial profits for Orient Tradelinks Ltd. The show's projected profit over the next two years exceeds two crores.

"We the Change" is more than a show—it's a movement that inspires transformation, resilience, and unity. As we continue this remarkable journey, we invite viewers to join us in celebrating the indomitable spirit of Indian athletes.

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