

Regd. Office:3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017 E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045

CIN: L29100GJ2020PLC114489

Date: 22/10/2024

To,
The Corporate Relations Department **BSE Limited**P. J. Towers, Dalal Street,
Mumbai-400001, Maharashtra

Scrip ID/Code : <u>SEML / 543515</u>

## SUB: Issue of Equity Shares of the Company on a Preferential Basis:

Dear Sir/Madam,

1. Pursuant to Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, we wish to inform you that the Board of Directors at their Meeting held on Tuesday, the 22<sup>nd</sup> October, 2024, has approved to create, offer, issue and allot by way of a preferential issue of 13,86,184 (Thirteen Lakhs Eighty-Six Thousand One Hundred Eighty-Four) warrants each convertible into a fully paid-up equity share ("Warrants"), at an issue price of Rs. 57/- (Rupees Fifty-Seven only) per Warrants of the face value of Rs. 10/- (Rupee Ten only) each, as determined in accordance with the provisions of Chapter V of the SEBI ICDR Regulations to promoter group on a private placement basis of the Company on such terms and condition as may be determined by the Board.

The information in connection with the issuance of securities pursuant to Regulation 30 of the SEBI LODR Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, is enclosed as **Annexure A**.

2. Pursuant to Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, we wish to inform you that the Board of Directors at their Meeting held on Tuesday, the 22nd October, 2024, has approved to create, offer, issue and allot up to 42,53,500 (Forty Two Lakhs Fifty Three Thousand Five Hundred) Equity shares of the face value of Rs.10/- (Rupees Ten) each of the Company to the Promoter, Promoter Group and Non-Promoter of the Company on a preferential basis ("Preferential Issue") in accordance with provisions of Section 23, 42 and Section 62(1)(c) of the Companies Act, 2013, as amended ("Act") read with Companies (Prospectus and Allotment of Securities) Rules, 2014, as amended and the Companies (Share Capital and Debentures) Rules, 2014, as amended ("Rules"), Chapter V of the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations"), Listing Regulations as amended and such other acts / rules / regulations applicable, at an issue price of Rs.75/- (Rupees Seventy Five Only) per Equity Share [including premium of Rs.65/- (Rupees Sixty Five Only)] aggregating to an amount of up to



Regd. Office:3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017

E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045

CIN: L29100GJ2020PLC114489

Rs. 31,90,12,500/- (Rupees Thirty-One Crores Ninety Lakhs Twelve Thousand Five Hundred Only), subject to the approval of shareholders at the ensuing Annual General Meeting of the Company and other regulatory authorities, as may be applicable.

The details required pursuant to Para A of Part A of Schedule III of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Master Circular No.SEBI/HO/CFD/PoD2/CIR/P/2023/120 dated July 11, 2023, is enclosed herewith as **Annexure-B.** 

This is for your information and record. Thanking You.

Yours Faithfully, **For Sunrise Efficient Marketing Limited** 

**Dhruvi Shyam Kapadia**Company Secretary & Compliance Officer

ACS No.: 61947 **Encl.: as above** 



Regd. Office:3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017

E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045

CIN: L29100GJ2020PLC114489

#### Annexure - A

Pursuant to provisions of Regulation 30(2) of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015 (Regulation), the Company hereby discloses the material event as provided in the Schedule III of Listing Regulations:

Sr. No	Particulars	Disclosure					
1.	Types of securities proposed to beissued	Fully convertible equity warrants <b>("Warrants")</b> each carrying a rightexercisable by the warrant holder to subscribe to one (1) equity share of face value of Rs. 10/- (Rupees Ten Only) each upon the exercise of the option attached to each such Warrant;					
2.	Type of issuance	Preferential issue of the Warrants in accordance with the provisions of the Companies Act, 2013 and the rules made thereunder and provisions of Chapter V of Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 and other applicable laws.					
3.	Total number of securities proposed to be issued or the total amount for which the securities will be issued (approximately)	warrants each convertible into a fully paid-up equity share ("Warrants"), at an issue price of per Warrants of the face value of Rs. 10/- (Rupee Ten only) each  Up to 13,86,184 (Thirteen Lakhs Eighty-Six Thousand One Hundred Eighty-Four) Warrants at an issue price of Rs. 57/- (Rupees Fifty-Seven only) per warrant ("Per Share Warrant Price"), aggregating up to Rs. 7,90,12,488 (Rupees Seven Crores Ninety Lakhs Twelve Thousand Four Hundred and Eighty-Eight only), of which an amount equivalent to 25% (Twenty-Five per cent) of the Per Share Warrant Price shall be payable to the Company at the time of allotment of the Warrants, and the balance 75% (Seventy-Fiveper cent) of the Per Share Warrant Price shall be payable to the Company at the time of issue and allotment of the					
4.	Details to be furnish	equity shares upon exerc		detacirca to	the relevant	· · · · · · · · · · · · · · · · · · ·	
1.	a. Name of the investor(s) b. Post allotment	Mr. Lejas H. Desai Mrs. Mitali L. Desai					
	ofsecurities outcome ofthe subscription, issue price	Particulars (Name of the Investors)  Pre- Preferential Issue Equation to the Investors Pre- Pre- Preferential Issue Equation to the Investors Pre- Pre- Pre- Pre- Pre- Pre- Pre- Pre-		to the Prefe No. of	ent of es pursuant rential Issue		
	/allotted	Mr. Lejas H. Desai	4666929	31.11	Shares 5360021	25.97	
	(The post issue	Mrs. Mitali L. Desai	3276603	21.84	3969695	19.23	-



Regd. Office:3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017

E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045

CIN: L29100GJ2020PLC114489

	shareholding as	
	shown above is	
	calculated	
	assuming full	
	exercise of	
	warrants and	
	consequent	
	allotment of the	
	equity shares of	
	the Company.)	
5.	Any cancellation or	Not applicable
	termination of	
	proposal for	
	issuance of	
	securities	
	Including	
	reasons	
	thereof	

For Sunrise Efficient Marketing Limited

**Dhruvi Shyam Kapadia** 

Company Secretary & Compliance Officer

ACS No.: 61947



Regd. Office:3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017

E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045

CIN: L29100GJ2020PLC114489

### Annexure - B

Details required pursuant to Para A of Part A of Schedule III of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Master Circular No.SEBI/HO/CFD/PoD2/CIR/P/2023/120 dated July 11, 2023:

Sr. No	Particulars	Disclosure
1.	Type of securities proposed to be issued (viz. equity shares, convertibles, etc.)	• ·
2.	Type of issuance (further public offering, rights issue, depository receipts (ADR/GDR), qualified institutions placement, preferential allotment etc.)	Preferential Allotment
3.	Total number of securities proposed to be issued or the total amount for which the securities will be issued (approximately)	Up to 42,53,500 (Forty-Two Lakhs Fifty Three Thousand Five Hundred) Equity shares of the face value of Rs.10/- (Rupees Ten) each fully paid up at an issue price of Rs. 75/- (Rupees Seventy-Five Only) per Equity Share aggregating upto Rs. 31,90,12,500/- (Rupees Thirty-One Crores Ninety Lakhs Twelve Thousand Five Hundred Only)
4.	In case of preferential issue, t stock exchange(s):	the listed entity shall disclose the following additional details to the
	a. Number of Proposed Allottee(s)	139 (One Hundred Thirty Nine)
	b Names of the Proposed Allottee(s)	List of allottees are attached herewith as an Annexure C
5.	Issue price for preferential allotment	Rs.75/- (Rupees Seventy Five Only) per Equity Share [including premium of Rs.65/- (Rupees Sixty Five Only)]
6	Post allotment of securities- outcome of the subscription, issue price/allotted price (in case of convertibles), number of investors	Not Applicable



Regd. Office:3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017

E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045

CIN: L29100GJ2020PLC114489

7	In case of convertibles -	Not Applicable
	intimation on conversion of	
	securities or on lapse of the	
	tenure of the instrument;	
8	Any cancellation or	Not Applicable
	termination of proposal for	
	issuance of securities	
	including reasons thereof	

**Annexure C** 

# Names of the Proposed Allottee(s)

Sr. No.	Name of Proposed Allottees	Category (Promoter/ Non Promoter)	No. of Equity Shares proposed to be issued
1	MITALI LEJAS DESAI	Promoter	1600000
2	TARUN PAL SINGH	Non-Promoter	25500
3	ASHOK KUMAR BAREJA	Non-Promoter	25500
4	RISHAB SANJAY JAIN	Non-Promoter	25500
5	GANGARANI CHUGH	Non-Promoter	21000
6	RAJPUSHP ENTERPRISE LLP	Non-Promoter	21000
7	RAJIV LEKHRAJ CHUGH	Non-Promoter	21000
8	SHAILJA RAJIV CHUGH	Non-Promoter	21000
9	RAHUL AGARWAL	Non-Promoter	13500
10	RAJUBHAI PREMJIBHAI VANANI	Non-Promoter	13500
11	VANDANA VIJAY ARORA	Non-Promoter	13500



Regd. Office:3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017 E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045

12	HIRAL VISHAL GHORI	Non-Promoter	60000
13	BHANWAR SINGH RAGHUNATH SINGH BHATI	Non-Promoter	15000
14	KRUSHIT HARESHBHAI ZADAFIYA	Non-Promoter	15000
15	AMIT GOYAL	Non-Promoter	15000
16	NILESH KUMAR VAGHASIYA	Non-Promoter	30000
17	VIRESHBHAI C KASLIWALL HUF	Non-Promoter	15000
18	SAGAR SADH	Non-Promoter	12000
19	CHINTANBHAI J CHARADAVA	Non-Promoter	12000
20	RAKESH KUMAR PADIA	Non-Promoter	7500
21	INDERKUMAR LADURAMJI PUROHIT	Non-Promoter	12000
22	KARTIK DHANVANTRAI DOSHI	Non-Promoter	7500
23	SHAH SANJEEV KANAIYALAL	Non-Promoter	49500
24	ALPESH HARSHADRAI SANGHVI	Non-Promoter	49500
25	DAGA CAPITAL	Non-Promoter	30000
26	AGARWAL SABITA	Non-Promoter	30000
27	BRIJWASI VINIMAY PVT LTD	Non-Promoter	45000



Regd. Office:3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017 E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045

28	TANUJA	Non-Promoter	30000
29	GAUTAM MAKHARIA	Non-Promoter	15000
30	BALDEV TEXTILE MILLS PVT LTD	Non-Promoter	15000
31	BHAGWATIDEVI SITARAM RAWAT	Non-Promoter	15000
32	MADHURI JAIN BHANSALI	Non-Promoter	30000
33	JAYA MAROTHI	Non-Promoter	15000
34	NEHA MITTAL	Non-Promoter	15000
35	KIMI GUPTA	Non-Promoter	15000
36	GOGAD KRUTIKA DILIP	Non-Promoter	15000
37	NORATAN KUMAR DUGAR	Non-Promoter	15000
38	PRAKASHKUMAR MAGANBHAI SARDHARA	Non-Promoter	15000
39	SONAM BHARGAVA	Non-Promoter	10500
40	KARISHMA KOCHAR	Non-Promoter	31500
41	VIDHYA DUGAR	Non-Promoter	10500
42	KHUSHAAL BOTHRA	Non-Promoter	10500
43	VIDHI JINENDRA BOTHRA	Non-Promoter	10500
44	NISHITA JINENDRA BOTHRA	Non-Promoter	10500



**Regd. Office:**3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017 **E-mail:** cs@sunrisemarketing.net, **Website:** www.sunriseefficientmarketing.com, **Tel. No**. 261-2890045

45	VICKY PATWARI	Non-Promoter	6000
46	RANJEET KUMAR BOTHRA	Non-Promoter	10500
47	PANSARI PRIYANSHU GHANSHYAM	Non-Promoter	27000
48	RAHUL CHOUDHARY HUF	Non-Promoter	30000
49	PANKAJ JHANWAR	Non-Promoter	12000
50	MANOHAR LAL JHANWAR	Non-Promoter	12000
51	RICHA NAHATA	Non-Promoter	30000
52	MANJU DEVI BAJAJ	Non-Promoter	33000
53	PRATAP SINGH	Non-Promoter	25500
54	SATYA NARAIN BANSAL	Non-Promoter	19500
55	ASHUTOSH BANSAL	Non-Promoter	19500
56	JAIN KETAN KANTILAL	Non-Promoter	33000
57	KAMLADEVI GAUTAMCHAND LUNKAD	Non-Promoter	33000
58	NIKHIL GARG	Non-Promoter	33000
59	PAREEK SHOBHA	Non-Promoter	30000
60	ADITYA MODI	Non-Promoter	19500
61	NIKHIL LALITKUMAR AGARWAL	Non-Promoter	33000



Regd. Office:3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017

E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045

CIN: L29100GJ2020PLC114489

62	SHILPI GUPTA	Non-Promoter	25500
63	SWATI JALAN	Non-Promoter	25500
64	SEEMA KEDIA	Non-Promoter	25500
65	SANDEEP SARAF	Non-Promoter	22500
66	SITADEVI GOYAL	Non-Promoter	25500
67	AJAY GOPALBHAI JALAN	Non-Promoter	19500
68	SHIV SHANKAR BIHANI	Non-Promoter	15000
69	ROSHAN KUMAR BAJAJ	Non-Promoter	13500
70	AKSHAY AGARWAL	Non-Promoter	13500
71	KUNAL BAID	Non-Promoter	12000
72	SAURABH BANSAL HUF	Non-Promoter	12000
73	SUDARSHAN KUMARPAL SHAH	Non-Promoter	15000
74	VIJETA PAWAN DAGA	Non-Promoter	15000
75	RUPAL JAYESHKUMAR MADHANI	Non-Promoter	15000
76	SANGANI JIGNESH KANUBHAI	Non-Promoter	15000
77	PANKAJ AGARWAL	Non-Promoter	15000
78	KESHAV KANAIYA ASAWA	Non-Promoter	15000



**Regd. Office:**3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017 **E-mail:** cs@sunrisemarketing.net, **Website:** www.sunriseefficientmarketing.com, **Tel. No**. 261-2890045

79	KANANI DIVYABEN	Non-Promoter	22500
80	PREETI CHETAN DHOKA	Non-Promoter	13500
81	DHANRRAJ GANGAJALIYA	Non-Promoter	15000
82	BHADRESH KAPADIA	Non-Promoter	7500
83	MUKESH HAJARIMAL BOGAR	Non-Promoter	15000
84	ANISH DESHRAJ JAIN	Non-Promoter	15000
85	BHAVESH RAMESHCHANDRA SUBA (Huf)	Non-Promoter	15000
86	TANISHA FATESARIA	Non-Promoter	7500
87	PRADEEP KUMAR TOTALA	Non-Promoter	30000
88	AKASH MAHINDRA DHINGRA	Non-Promoter	30000
89	VIKASH GOYAL	Non-Promoter	30000
90	SHRUTI ANUJ JAIN	Non-Promoter	30000
91	LAXMANDAS SIRUMAL TAHALRAMANI	Non-Promoter	30000
92	ABHINAV JAIN	Non-Promoter	45000
93	SUMAN SUMIT SARAOGI	Non-Promoter	30000
94	KHUSHALI BOCHIWAL	Non-Promoter	30000
95	ALKA JAIN	Non-Promoter	15000



Regd. Office:3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017 E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045

96	VINAY PUKHRAJ SINGHVI	Non-Promoter	15000
97	DINESH KUMAR JAIN HUF	Non-Promoter	15000
98	VIKASH BUDHIA	Non-Promoter	15000
99	KASHISH BAGRA	Non-Promoter	15000
100	YOGESHKUMAR RASIKLAL SANGHAVI	Non-Promoter	30000
101	MAHENDRAKUMAR DHANDHUKIA	Non-Promoter	30000
102	RAJNIKANTH CHOTHMAL VERMA	Non-Promoter	15000
103	MADHURI SETHI	Non-Promoter	15000
104	AMIT UGAMRAJ PALGOTA	Non-Promoter	30000
105	CHANDRIKABEN U. JAIN	Non-Promoter	45000
106	BABULAL KOTHARI HUF	Non-Promoter	30000
107	ASHOKKUMAR BHERULAL CHOPRA	Non-Promoter	15000
108	MRS RADHIKA DHARMESH VIRANI	Non-Promoter	15000
109	HARESH LAXMANBHAI VANANI	Non-Promoter	15000
110	SMIT HITESHKUMAR THAKKAR	Non-Promoter	15000
111	JAIN JITENDRA ARUNKUMAR	Non-Promoter	15000



Regd. Office:3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017 E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045

112	HITESHKUMAR BABULALJI	Non-Promoter	6000
113	HETAL SATYAM DHIMAR	Non-Promoter	7500
114	VANITA KOTHARI	Non-Promoter	7500
115	BHAGWATIDEVI TAPARIA	Non-Promoter	6000
116	JINDALL CHANDRAPRAKASH BHANSALI	Non-Promoter	6000
117	MEENABEN SAMPATLAL JAIN	Non-Promoter	6000
118	JAYDEEP CHHAGANBHAI PATEL	Non-Promoter	6000
119	AVESH ASFAK SHEKHANI	Non-Promoter	6000
120	SNEH SARAF	Non-Promoter	15000
121	NARENDRA PREMJANI	Non-Promoter	12000
122	MANAV AGARWAL	Non-Promoter	30000
123	GHANSHYAMBHAI VIRAJBHAI PATEL	Non-Promoter	15000
124	RAHUL SURESH CHOPRA	Non-Promoter	18000
125	NISHA GUPTA	Non-Promoter	12000
126	GAURAV G KHERAJANI	Non-Promoter	21000
127	MEGHNA J KHERAJANI	Non-Promoter	30000
128	SANKIT SUDHIRBHAI SHAH	Non-Promoter	12000



Regd. Office:3rd Floor, 9292 Building, VIP Road, Nr. Metro Wholesale, Althan, Surat 395017 E-mail: cs@sunrisemarketing.net, Website: www.sunriseefficientmarketing.com, Tel. No. 261-2890045

CIN: L29100GJ2020PLC114489

129	ANKUR LAXMIPAT NAHATA	Non-Promoter	12000
130	AKSHAT PIYUSH SHAH	Non-Promoter	12000
131	MANOJ KHIVESARA	Non-Promoter	12000
132	ANKIT MOHANBHAI PATEL	Non-Promoter	12000
133	NILAY SHAH	Non-Promoter	12000
134	SHAILESH BABULAL SHAH HUF	Non-Promoter	12000
135	VIVEK SHAH HUF	Non-Promoter	12000
136	SANJAY KUMAR AGARWAL HUF	Non-Promoter	12000
137	AMIT KUMAR AGARWAL HUF	Non-Promoter	12000
138	RITA SHAH	Non-Promoter	12000
139	BHARATBHAI PARSHOTTAMBHAI GAJERA	Non-Promoter	15000
		Total	4253500

For Sunrise Efficient Marketing Limited

**Dhruvi Shyam Kapadia** 

Company Secretary & Compliance Officer

ACS No.: 61947