
LEJAS HEMANTRAI DESAI

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

03rd August, 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* <table border="0" style="width:100%; border:none;"> <tr><td style="width:5%;">1</td><td>Lejas Hemantrai Desai</td></tr> <tr><td>2</td><td>Hemantrai Thakorbbhai Desai</td></tr> <tr><td>3</td><td>Mitali Lejas Desai</td></tr> <tr><td>4</td><td>Jatinkumar Rameshbhai Lad</td></tr> <tr><td>5</td><td>Hiteshkumar Balavantrai Chauhan</td></tr> <tr><td>6</td><td>Gaurav Jayantbhai Desai</td></tr> <tr><td>7</td><td>Pinkal Sureshbhai Pancholi</td></tr> </table>			1	Lejas Hemantrai Desai	2	Hemantrai Thakorbbhai Desai	3	Mitali Lejas Desai	4	Jatinkumar Rameshbhai Lad	5	Hiteshkumar Balavantrai Chauhan	6	Gaurav Jayantbhai Desai	7	Pinkal Sureshbhai Pancholi
1	Lejas Hemantrai Desai																
2	Hemantrai Thakorbbhai Desai																
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5	Hiteshkumar Balavantrai 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	Lejas Hemantrai Desai	49,17,429	32.78														
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 T.C (specify holding in each category)	-	-	-														
e) Total (a+b+c+d)	49,17,429	32.78	32.78														
Details of acquisition/sale																	
a) Shares carrying voting rights acquired/sold	Lejas Hemantrai Desai	2,50,500	1.67														
b) VRs acquired /sold otherwise than by shares	-	-	-														
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying	-	-	-														
d) Shares encumbered / invoked/released by the acquirer	-	-	-														
e) Total (a+b+c+d)	2,50,500	1.67	1.67														
After the acquisition/sale, holding of:																	
a) Shares carrying voting rights	Lejas Hemantrai Desai	46,66,929	31.11														
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	-	-	-														
e) Total (a+b+c+d)	46,66,929	31.11	31.11														
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	2-Aug-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 Hemantrai Desai

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

Date: 3-Aug-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 02/08/2024

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 Hemantra Desai	4917429	32.78	2,50,500	1.67	46,66,929	31.11
2	Hemantra Thakorbbhai Desai	96	0.00	0	-	96	0.00
3	Mitali Lejas Desai.	4443603	29.62	2,49,000	1.66	41,94,603	27.96
4	Jatinkumar Rameshbhai Lad	93	0.00	0	-	93	0.00
5	Hiteshkumar Balavantra 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	9361500	62.41	4,99,500	3.33	8862000	59.08

Desai Lejas