



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: 12th June, 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,

In pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Please find enclosed herewith a Press Release on projects which includes 30% revenue increase for 2024-25 through its new merchandising business, which includes over 2,000 hours of spiritual and sports content, 44 books, and various Sai Baba-themed products. The company has invested significantly in acquiring rights and developing merchandise like the Shirdi Sai Baba Samadhi box. Products are now available on digital platforms and offline, with substantial sales growth expected in both the Agarbatti segment and FMCG division. This new venture is anticipated to boost the company's profitability by 2-3 times its current levels.

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**

**Aushim Khetarpal
Managing Director & CFO
DIN: 00060319**

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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ORIENT TRADELINK LIMITED PROJECTS 30% REVENUE INCREASE IN 2024-25

Orient Tradelink Limited has ventured into the merchandising business, acquiring significant content rights over the past three years. The company now holds marketing rights to more than 2,000 hours of Spiritual & Sports software and 44 books. This new endeavor involved substantial expenditure on acquiring these rights.

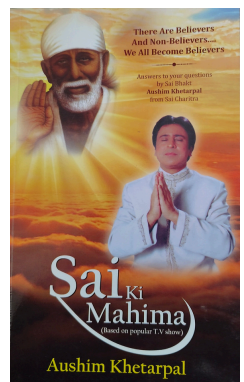
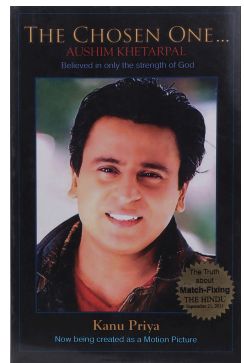
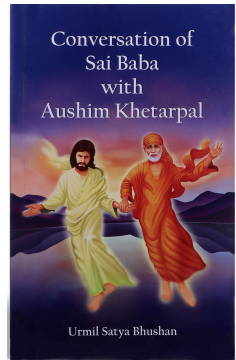
Orient's R&D team has developed extensive merchandising inventories, including the Shirdi Sai Baba Samadhi box, featuring mantras narrated by Shri Aushim Khetarpal. Additionally, the Samadhi box, along with the books "Sai Vibhuti" and pen drives containing various talk shows like "Sai Ke Mahima" and "Sai Mantras and Mantras for the Soul," have been released and are available on digital platforms worldwide. This new business venture is expected to increase turnover by 30% in the coming year.

The digital platforms will launch in a month's time, and offline orders are already being received. With the acquisition of these rights, the next step is to expand the FMCG division. While the Agarbattis segment is performing well, it currently caters to only one segment. This year, the Agarbatti segment is expected to grow significantly on both offline and online platforms.

The FMCG business is projected to rise from the second quarter, contributing to 10% of the revenues, which will substantially increase the company's bottom line by 2-3 times its current profitability.

All these books, which have been repackaged, are now available on Amazon, Flipkart, and other digital platforms. Offline sales of all Sai Baba inventory are increasing with about 2,500 counters. In the next four months, this will show a substantial rise in revenues and the increase of these merchandising and publishing contents.

The top books are "Sai Ki Mahima," "Sai Ki Atmakatha," "The Conversations of Sai Baba with Aushim Khetarpal," "11 Commandments of Sai," "Harta Peer Fakir," "The Chosen One," etc. All the content which Orient has acquired over the past 3-4 years has now been turned into merchandising and books, pen drives, special boxes, and specially packaged inventories prepared for the audiences.



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