

**SUNRISE EFFICIENT MARKETING LIMITED**

**Regd. Office:** Sub Plot No.2, Block B, Akash Bhumi Complex Village Pandesara, Surat 394221

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

**CIN:** L29100GJ2020PLC114489

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Date: 18/01/2024

To  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort, Mumbai- 400 001  
Maharashtra, India.

**Scrip ID / Code: SEML / 543515**

**Subject: Launch of Game Changing Payment Scheme for industrial users –  
“Save & Pay” - product – SynchroPlus- Energy Efficient Motors Technology.**

Dear Sir/Madam,

**Launch Of Game Changing Payment Scheme for industrial users –  
Product - SynchroPlus -Energy Efficient Motors Technology – “Save & Pay.”**

Now Industrial users can replace their old high power consuming motors with new Energy efficient motors without any initial investment. Install the EE motor save the power and money and pay the motor cost from the Savings.

**Experience:**

SEML MD Mr Lejas Desai is an authority in Energy Efficient Motors in Surat Textile Industry. By now he has replaced 4000 Number of Old motors with EE IE3/IE4 motors, to save power for the Textile Industry as well as Gujarat & India...That becomes a saving of 1 Crore units of power (Equivalent to Rs. 6 Cr @ 6 Rs as a power unit cost in Surat)

**What is the Scheme is all about?**

**“Save & Pay”**

SEML will replace old & high power consuming electric motors running in the industry without any initial cost, with SynchroPlus high efficiency electric motors running at a synchronous speed of 1500 / 3000 RPM , and the payment will be taken only from the savings made by using the high efficiency electric motors with innovative technology !



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SEML has offered to the existing Motor users to replace their motors by the latest power saving motors & pay from the savings, in Equal Monthly Installments of 12 months or 24 months.

This will prove to be the Master Stroke in Surat Textile Industry Electric Motors' Users and SEML is eyeing a business of thousands of such old motors to be replaced by the SynchroPlus motor in coming months.

### ***MD's Message:***

SEML MD Mr Lejas Desai has to say this – The Never before Concept of “Save & Pay” in Textile Will be a boom Creating Concept. Once the Standard Textile Motors start getting replaced with World Class **Synchro Plus** motors in the scheme , comes the turn of the Non Standard Applications in Textile. There are more than 50 varieties of Textile Motors which are monopolized by local manufacturers with no BIS license & no manufacturing Practices followed. We plan to make drastic changes to these applications one by one with our Innovative Technological combination in Motor making and make them High Efficiency. Which will be also sold with the same “Save & Pay” model.

Having covered Surat Textile Business, we plan to go to Rajasthan, Bhiwandi in Mumbai & North India where thousands of motors are installed in last 10 years. The unending story of Retrofitting will become a Historical Phenomenon.

### ***About Us:***

We, Sunrise Efficient Marketing Ltd, became a Public Limited company in the year 2021. Our main aim is to make an impact into the society by the following 2/3 ways. First of all we want to sell Energy Efficiency Products like electric Motors & allied group of products like VFDs, Pumps. Our MD Mr Lejas Desai has a very rich experience of selling highest number of Lighting products as well as electric motors in India for respective companies. This not only impacts in saving the energy bills for the industry but saves money for the country as well. Secondly we want to make an impact into society by educating customers & even our employees so that the humble word spreads & Energy Efficiency becomes the way of life for more & more...

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Thanking you,

Yours faithfully,

For Sunrise Efficient Marketing Limited

Kaushik Vegad

Company Secretary