

**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: 13/10/2023

To

BSE Limited,

Phiroze Jeejeebhoy Towers,

Dalal Street, Fort, Mumbai- 400 001

Maharashtra, India.

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

**Subject : MD's vision**

Dear Sir/Madam,

SEML has bagged a very prestigious Single Order worth 130 millions. This is the first such order in the history of SEML. The PO is for the supply of various sizes of cables & its' accessories to be supplied to a big contractor from Surat who in turn supplies to big tenders of various projects of the State of Gujarat. This will not only improve our sales team's moral, but give us energy to look for such businesses in Gujarat & around. This PO will make us eligible to even quote for such tenders of the various departments of Government of Gujarat.

The material has to be supplied in minimum possible lots as well as against secured terms of payment. This will enhance our confidence, and also the confidence of big contractors who in turn look for suppliers like SEML, who can take such big orders & procure the material at lowest possible time from the best quality manufacturers and are able to supply in the lots & convenience of their time span as well as to directly reach it to their various sites.

Our Prestigious PO has Cables of various sizes and many more such items, totalling to Rs. 133.34 millions

It gives me immense sense of pride & pleasure that our highly dynamic team has bagged the order in stiff competition, from the suppliers not only from Gujarat but even from out side our state. Our Sales Team has time & again proven that given a situation of any sort of complications, they only come out as winners. We all have heard the saying, " When the going becomes tough, the tough gets going" .. I have tremendous amount of confidence now, after having spread our wings into all directions, products, verticals and our own brand of products- We will go a long way, Our time has come now" - Lejas Desai - MD- Sunrise Efficient Marketing Ltd.

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Just to recap on what our company SEML is doing for the recent years. We are the largest electric motors' Authorised Dealers, All India, for the brand called Bharat Bijlee Ltd, having its manufacturing unit at Airoli, Navi Mumbai. We have the Prestigious dealership of Elecon GearBoxes and their another flagship company PowerBuild Ltd, both having their factories at Vallabh Vidya Nagar in Gujarat. We also sell Industrial & Fire Pumps Of Lubi & Kirloskar Brothers Ltd, having got 4 high value awards from KBL in the past 2 years. We sell their SPB (Small Pump Business) group products over & above industrial & Agricultural pumps. We have high Quality Variable Frequency Drive from japan- Yashkawa, for whom we are one of budding dealers for Gujarat. There is authorised Dealership of valuable Gulf Industrial Oil, we are top Western Region Dealers for them. We have been highest sellers of Kirloskar Fire Engine Pump Sets in South Gujarat Region.

We have 40 % market share in our HQ, at Surat for the pioneer business of electric motors. We mainly sell Bharat Bijlee Brand of motors in Surat. We have branches in Ankleshwar, Mumbai and in Ahmedabad. We have very senior Sales Chiefs from the industry as our torch bearers, like Mr Surojit Roy heads Mumbai - who has 25 years of sales & marketing exposure from Gulf countries & African countries, selling European products all over that region including Madagaskar. Our Ahmedabad branch head comes with the exposure of 30 years in companies like Elecon PowerBuild, out of which 5 years as all India chief . He headed Ahmedabad Branch of BBL. We have our Whole Time Director Mr HK Shah, who has worked with companies like Batliboi, Crompton greaves ltd, Lawkim- A Godrej Ltd co, BBL , with Last tenure as a GM (West) who not only heads sales but even mentors company for its systems, strategies, Vertical & Geographical expansion, product addition, Menpower planning etc.

We have two major line of expansions. First into High Efficiency Electric Motors' selling, on a larger scale. We are All India no-1 dealers for IE4 motors of BBL. we have recently taken very prestigious dealership of CGL, at our Mumbai office. Being no 1 in BBL-IE4, we know very well the textile application, whereby retrofitting business will boom in coming years for the reasons like - Very high Industrial Tariffs, Energy Efficiency awareness by Governments, power becoming the only source to become competitive in the products one is manufacturing ! We have tied up with a big ESCO (Energy Saving Company) in Mumbai- the concept is to conduct a Energy Audit for highly power consuming process plant which runs 24\*7, offer the power saving by replacing old (high power consuming) equipments , and even supplying such equipments to the client ... Payment will be recovered on a longer span of 36-48 months against the power saved . So the client does not have to invest for the new, high efficiency equipments.. And after the full payment, the saving of power for years is his benefit. We are eying major plants in Surat to start with such activity which not only saves power but helps India reduce its dependence on generation of power..

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We have hired a highly technical energy efficiency expert from Pune, an ex-ABB (Baldor) technocrat namely Mr B. M. Bansod. ABB are known to be world giants on energy Efficient Products, with his expertise we are developing energy efficiency motors' market for retrofitting (replacing old inefficient motors with highly efficient IE4 motors) as well as high power consuming applications / products like Cooling towers, textiles, etc. We have recently tied up with a company who is the first company in India to make IE5 - the highest efficiency motors in India, on a very large scale. They are developing for us many frames & HP rating of IE5 motors for TFO as well as ring Frame motors in textile application, where we will have monopoly with highest efficiency of motors in the entire country.

So such are our growth plans. We came out with fully subscribed IPO in April 2022, at the price of 121 Rs per share. We have recently given Bonus share of 1:1 ratio and it has been received well by the market. We work Smartly, strategically & scientifically. We make profits and share it. We have very solid future plans, We Firmly believe that we will build an Empire - selling Energy Efficient Products.

Thanking you,

Yours faithfully,

For Sunrise Efficient Marketing Limited

Kaushik Vegad  
Company Secretary