

**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: 03/07/2023

To,  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai-400001

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

**Sub: BONUS DECLARED 1:1 (100%) - Outcome of Board Meeting held on 03<sup>rd</sup> July, 2023**

Dear Sir/Madam,

In Compliance of regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, we wish to inform you that Board of Director in its meeting held on 03<sup>rd</sup> day of July, 2023 has inter alia considered and approved the following:

1. Considered and approved increase in the Authorized Share Capital of the Company from Rs. 5,00,00,000/- (Rupees Five Crore only), divided into 50,00,000 (Fifty Lakh) Equity Shares of Rs. 10/- (Rupees Ten) each to Rs. 10,00,00,000/- (Rupees Ten Crore only), divided into 1,00,00,000 (One Crore) Equity Shares of Rs. 10/- (Rupees ten) each ranking pari passu in all respect with the existing Equity Shares of the Company and consequential amendment in Memorandum of Association of the Company, subject to the approval of shareholders of the Company
2. The Board has recommended the issue of bonus equity shares in the ratio of 1:1 [ i.e., 1 (One) bonus equity shares of Rs. 10/- each for every 1 (One) fully paid-up equity shares held as on record date] subject to the approval of the shareholders in forthcoming Annual General Meeting of the Company in compliance with applicable provisions of the Companies Act, 2013 read with the rules notified and SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009 and subsequent amendments thereto. The detailed disclosure as required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 is enclosed as Annexure - A.

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The Company will inform in due course, the “Record Date” for determining shareholders entitled to receive Bonus Shares and date of AGM.

The Bonus Shares once allotted shall rank pari-passu in all respects and carry the same rights of the existing Equity Shares and shall be entitled to participate in full in any dividend and either corporate action(s), recommended and declared after the issue and allotment of such Bonus Shares.

The meeting of Board of Director commenced at 01.00 pm. and concluded at 1.10 p.m.

Further we are pleased to share herewith Journey & Key Milestones of Sunrise Efficient Marketing Limited as enclosed as Annexure - B

Kindly take the above information on record and oblige.

Thanking you,

Yours faithfully,  
For Sunrise Efficient Marketing Limited

Kaushik Vagad  
Company Secretary

**Encl:** As above

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ANNEXURE - A

DISCLOSURE FOR FURTHER ISSUE OF SHARES, BY WAY OF BONUS AS REQUIRED UNDER REGULATION 30 OF SEBI (LISTING OBLIGATIONS & DISCLOSURE REQUIREMENTS) REGULATIONS, 2015

S. No	Particulars	Disclosures						
1.	Weather Bonus issue is created out of Free Reserve created out of profits or share premium	The Bonus Equity Shares will be issued out of the permissible reserves (Free Reserves and/ or Securities Premium Account and / or Capital Redemption Reserve Account) of the Company available as on March 31, 2023.						
2.	Bonus Ratio	1:1 i.e. 1 (one) fully paid up Equity Share for every 1 (One) fully paid-up Equity Share						
3.	Details of Share Capital pre and post bonus issue	The Share capital of the company – Pre and Post issue will be as under  <b>Pre Bonus</b> - Issued Capital :- 50,00,000 shares of Rs. 10/- each aggregating to Rs. 5,00,00,000/-  <b>Post Bonus</b> – Issued Capital :- 1,00,00,000 shares of Rs. 10/- each aggregating to Rs. 10,00,00,000/-						
4.	Free reserve and/or share premium required for implementing the Bonus issue	Rs. 5,00,00,000/- will be utilized for implementation of Bonus Issue.						
5.	Free reserve and/or share premium available for capitalization and the date as on which such balance available	The following amount is available as at 31.03.2023 as per Audited Financial Statement: <table border="1" data-bbox="683 1713 1412 1960"> <thead> <tr> <th>Particulars</th> <th>Amount (Rs. in Lacs) as on 31.03.2023</th> </tr> </thead> <tbody> <tr> <td>General Reserve/ Surplus in Statement of Profit and Loss</td> <td>2767.83</td> </tr> <tr> <td>Total</td> <td>2767.83</td> </tr> </tbody> </table>	Particulars	Amount (Rs. in Lacs) as on 31.03.2023	General Reserve/ Surplus in Statement of Profit and Loss	2767.83	Total	2767.83
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6.	Weather the aforesaid figures are audited	Yes
7.	Estimated date by which such bonus shares would be credited / dispatched	Within 2 months from the date of Board meeting i.e. 03.07.2023 wherein decision to announce the Bonus issue was taken subject to shareholder's approval.

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### ANNEXURE - B

#### **Sunrise Efficient Marketing Ltd- Journey & Key Milestones:**

This journey has started in 2002, as Sunrise Marketing when we began selling **Asian Electronics Ltd -Lighting Products**, as Authorized Dealers (Agents) for their Energy Saving Lighting Products like T-5 Tube lights, high bay and streetlights etc. This was our very first venture with Corporate World but fortunately First Such Encounter with Energy Efficient Products! We decided to sell only Energy Efficient Product henceforth, saving the cost for the customer & Helping build nation by Energy Conservation.

This enhanced our interest into

\*Giving Solutions to factories, Industries, Users, OEMs

\*Saving Energy for the country, because generating 1 KW costs very high to a developing nation like ours.

\*Earning more respect than money, from the business.

We immediately got into a mentality of selling only High Efficiency Engineering Products and Solutions. Hence we approached industries to find out which products consume highest amount of energy or saypower? And we got the answer- The Electric Motors consume 75% of the power generated by the Power Houses!!

In the year 2007, we became Gujarat's No-1 Dealers for Asian Electronics Ltd, the same year we purchased our own first office in Surat. We started selling High Efficiency Electric motors to various textile OEMs & Users. we used to help them not only with supplying motors but used to help them build their brand with technical help to use other latest products, improve after sales service in their all India plants !

In 2010, we got the First Award from BBL, as "The Ace Performers in Gujarat". This boosted our confidence into the energy efficient product selling. We started being called as Solution Providers now and both the current Directors used to be in the market, giving the 'Power saving guidance for free to the Industry @ Surat.

Which gave us the insight to enter into Mechanical engineering Products along with electrical engineering because for industry there are Electro technical Idivises, which are of the utmost important to them. We acquired the Dealership of **Premium Transmission Pvt Ltd For their Gear Boxes**.

In 2011, we diversified into Consumer Goods, Called FMCG, with **PepsiCo India Limited** (FMCG Division) for **Food and beverages** in 40% of Geography of Surat.

There was No Looking back, Companies used to themselves approach for their products or Services' Dealerships and wanted to associate with us. We became Dealers for **Crompton Greaves Ltd- Lighting Division** and became the best dealers for Gujarat in 2012.

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We went further by taking **Industrial Oils from Gulf Oil Lubricants India Ltd** in 2014.

We also took the dealership of **YASKAWA** (the Japanese giant) for **VFDrives** to our portfolio in 2017 to serve the energy conscious customers.

In the year 2017 we also got authorization for **Bharat Bijlee VF Drive and Automation div.** wherein we provide application automation solution to our customers with **KEB** (Made in Germany) VFD.

**We became all India No1 dealers for BBL motors since 2015-16 and remained so, till date..**

**We became Top Performing Gujarat Distributors for Gulf Oil in the same year and currently we are India's 2<sup>nd</sup> highest volume distributors for the last 2 years.**

**We have received a gold award for sales excellence in textile segment for Bharat bijlee drive and automation div. for the years 17-18**

Awards kept coming and slowly we have reached a stage since 2015-16, that whichever products are being sold by us, we are either State's or Country's top Dealers.

Our turnover was appx 40 Cr and we needed an experienced Mentor from the Corporate world, to take us from a partnership company to an Organized Co. We took Mr HK Shah, the Ex GM of Bharat Bijlee Ltd as our mentor in Dec 2019.

Systems, Procedures, JDs, SoPs, Sales & collection targets, Monthly performance Reviews, DTR, STR, WCR monitoring, yearly performance based incentives, making second line in each departments, more professionals being hired... All such changes started getting implemented.

Continuing the journey further, we started branching out into other territories than Surat, we opened our first branch in the Ankleswar (Asia's Biggest GIDC) in the year 2020, hence we went on improving on Geography as well as Product range. Of course our sales Force today is equal or higher than any Corporate of these Product line ..!

Our growth rate Enhanced due to our very aggressive marketing Strategies, from 2019-20.

We added industry well-known brands in last few years like **Redicon Power Build Gear Boxes, Elecon Gears range of products, Kirloskar Brothers Ltd offered us Pumps of Domestic Series, Agriculture Series as well as Industrial Series.** We became authorized Dealers for **Lubi Pumps Industrial Div.** And we are adding on Products, manpower and Geographies. We sell Fire System Pump sets of KBL and getting popular into the contractor of Surat & around. A high potential due to increasing awareness & revised norms for Fire safety by the State Governments of the present day.

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Despite Kovid years one after the other, we grew in Sales, improved parameters of business by all means, and in the year 2021 we made it a Pub Ltd and changed the name to Sunrise Efficient marketing Limited.

The demand of electric motors was going up & up in the pharma & chemical Zones of Ankleshwar- Vapi belt, we needed finance to invest into higher stocks of motors and improve sales in multifold. Hence we chose to go for a SME IPO @ 17.7 Cr from the market and we are proud to declare that our IPO was oversubscribed by 1.4 Times.

Come 2022 we opened our first branch out of the state of Gujarat, ie Mumbai.

SEML opened Mumbai office to cater to the ever growing demand of Electric motors in areas like Nasik, Chiplun, Roha, Mhaad, Khapoli, Murbad etc.

SEML has hired a very highly qualified & well experienced Mr Surojit Roy, who has worked with European MNCs in gulf countries, Africa, SA geographies for various types of Electro-mechanical engineering products for more than 15 years.

SEML becomes an ESCO company.

SEML hired a stalwart from the electric motor industry, Mr B M Bansod with his rich experience of being an expert of Energy Efficiency Replacement Motors' expert with the right selection of motors of existing & old less efficiency standards, with higher efficiency standards.

SEML with its highest efficiency of electric motors of PMSM IE4 manufactured by Bharat Bijlee, which is an award winning & the only such product -running on synchronous speed to save power with its highest efficiency consistently.

Adiyta Birla textile plants, Raymond textile Plants are SEML's target users, where they have given PMSM IE4 typemotors for trails. Power saving results are expected any time now. Which will be followed by good no of motors' orders depending upon the available budgets of the Users. The users in turn save a lot of power and save energy for the country. The same as carbon credit.

Surat has a lot of potential of Small textile Electric motors, which no MNCs or Organized

Manufacturers can cater to, due to the unorganized players domination & a huge price gap. Looking at this potential, Sunrise started manufacturing their own motors with the brand name of **Syncroplus+ in the year 2020.**

The brand has been applied for the Trade Mark registry.

Under which SEML now plans to manufacture indigenous motors with usp like IE4 and sell in bulk to compete with local players & rule the huge textile market.