

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

Date: 17/05/2023

To

BSE Limited,

Phiroze Jeejeebhoy Towers,

Dalal Street, Fort, Mumbai- 400 001

Maharashtra, India.

Scrip ID / Code : SEML / 543515

Subject : Intimation of New Developments of Sunrise Efficient Marketing Ltd

Dear Sir/Madam,

Pursuant to the relevant provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are proud to provide information regarding new development and Journey & Key Milestones of Sunrise Efficient Marketing Ltd.

Please find enclosed herewith Journey & Key Milestones of Sunrise Efficient Marketing Ltd. You are requested to host the information on website for knowledge of the Members/Investors of the Company.

Thanking you,

Yours faithfully,

For Sunrise Efficient Marketing Limited

Kaushik Vegad

Company Secretary

Encl.: As above

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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 say power? And we got the answer- The Electric Motors consume 75% of the power generated by the Power Houses!!

We immediately made a presentation to **Bharat Bijlee Ltd**, for our passion and an interest into their **Energy Efficiency Motors** and they immediately agreed. Thus we became exclusive dealers for their motors in & around Surat in 2004.

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 Idevices, which are of the utmost important to them. We acquired the Dealership of **Premium Transmission Pvt Ltd For their Gear Boxes**.

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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.

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 2nd 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.

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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.

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.

Mr Roy has also established record selling of Gulf Oil in Raipur (Chhattisgad) area before joining SEML.

He now heads SEML Mumbai operations with authorized Dealerships like the following

Bharat Bijlee Ltd- standard Electric motors & IE4 motors

Crompton Greaves Ltd- IE4 motors, Fire Fighting Pumps, Fans

Gulf Oil Ltd- Industrial Oil products.

Other agencies are under discussion with the principals.

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.

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SEML now takes up the jobs of approaching users of hundreds of motors installed in their existing unit, with 24*7 utility of the equipment & motors – which are to be checked, selected with the latest & higher efficiency motors, and to be replaced for huge power savings. No motor manufacturers or sellers have either time & energy or sufficient knowledge & passion to replace existing motors giving a lot of efforts to select right motors.

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.

All existing users of 1000kw & above, as per the directive of the Government of India , have to show a significant saving in power consumed – every year.

So it is not only a necessity of the industry but a huge business opportunity for SEML.

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.