

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: 09/11/2023

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

Scrip ID / Code : SEML / 543515

Subject : Robust performance by Sunrise Efficient Marketing Limited for half year ended Sep-2023

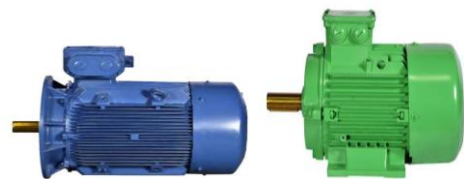
SEML achieved Revenue from operations of Rs. 496.43 million which is up by 38% YOY. Profit before tax (PBT) is Rs.45.45 million which is increase by 100% YOY giving PBT margin of 9.2%. Further, Profit after Tax (PAT) is Rs.33.81 million with stellar boost of 140% YOY which give PAT margin of 6.8%. Annualized EPS for SEML shareholders is Rs.6.76.

Financial Result:

	<i>Rs. Million)</i>		
Half Year ended 30-Sep-2023	Sep-23	Sep-22	Growth
Revenue	496.43	360.23	38%
Profit before Tax (PBT)	45.45	22.72	100%
PBT %	9.2%	6.3%	
Profit after Tax (PAT)	33.81	14.11	140%
PAT %	6.8%	3.9%	

Our Products:

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.



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<p>We have the Prestigious dealership of Elecon GearBoxes and another flagship company PowerBuild Ltd, both having their factories at Vallabh Vidya Nagar in Gujarat.</p>	 
<p>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 been highest sellers of Kirloskar Fire Engine Pump Sets in South Gujarat Region.</p>	 
<p>We have high Quality Variable Frequency Drive from Japan- Yaskawa, for whom we are one of budding dealers for Gujarat.</p>	 
<p>There is authorized Dealership of valuable Gulf Industrial Oil, we are top Western Region Dealers for them.</p>	 

Management Commentary:

By Seeing the half yearly performance, Managing Director & Promoter, Lejas Desai Says:

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We at SEML are very excited to declare the financial result for the second Quarter of FY 2024. This positive & highly encouraging Financial Result has poured a very positive energy into our highly efficient team of Sales, Supply Chain, Manufacturing and Back Office spread across our branches at Ankleshwar, Mumbai, Ahmedabad & our Head Quarter at Surat.

We have recently received our Registered Trade Mark from the Registry for our own brand of electric motors - SynchroPlus with its unique Logo. With this TM and Successful trials of our own IE4 motors for special textile applications like TFO, we are very optimistic to repeat better and better financial results quarter on quarter.

We thank all our shareholders and our stakeholders, our bankers and our well wishes to have faith in us.

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.

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 people.

We have been selling the highest number of IE4 motors for our principal - M/s Bharat Bijlee Ltd. We have recently started manufacturing IE4 motors in our own indigenous facility at Surat, we even have Registered Trade Mark of our own Synchro+ brand & logo.

We have opened branches at Ankleshwar (2021), Mumbai (2022) and Ahmedabad (2023) where we have employed world class & experienced as well as technically sound Engineers to take care of the branches. From Small Trading activity company of one

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time has now expanded into a company doing Tender business for products like High-mast Lighting & Industrial Cable kind of products. We have tied up with Western India's biggest Energy Auditor & ESCO company in Mumbai. We have recently done an MOU with a company making magnet technology electric Motors of IE5, first time in India. We are now working on designing Special high efficiency motors of IE4 & IE5 which are world's latest standards (being used at EU & USA) for textile applications like TFO as well as High Tech applications like Cooling Tower.

Soon you will hear many laurels in the field of Energy Efficiency & Power savings, from the house of SEML.

Thanking you,

**Yours faithfully,
For Sunrise Efficient Marketing Limited**

**Kaushik Vegad
Company Secretary**