

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS

This is an abridged prospectus containing salient features of the Prospectus. You are encouraged to read greater details available in the Prospectus dated March 23, 2022.

THIS ABRIDGED PROSPECTUS CONSISTS '06' PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

Fixed Price Issue

**SUNRISE EFFICIENT MARKETING LIMITED**

CIN: U29100GJ2020PLC114489, DATE OF INCORPORATION: July 09, 2020

Registered Office	Corporate Office	Contact Person	Email and Telephone	Website
Sub Plot No. 2, block B, Akash Bhumi Complex, Village Surat, Gujarat, India-394221	NA	Manish Vaghela Company Secretary and Compliance officer	Tel: - +91 99250 43408 Email Id: lejas@sunrisemarketing.net	www.sunriseefficientmarketing.com/

PROMOTERS OF THE COMPANY: LEJAS DESAI**DETAILS OF ISSUE TO PUBLIC**

Type of Issue (Fresh/ OFS/ Fresh & OFS)	Fresh Issue Size (by no. of shares or by amount in ₹)	OFS Size (by no. of shares or by amount in ₹)	Total Issue Size (by no. of shares or by amount in ₹)	Issue Under 229 (1)/ (2)	Share Reservation		
					Market Maker	Retail Individuals	QIB & NII
Fresh Issue	Fresh Issue of 13,80,000 equity shares	N.A.	Public Issue of 13,80,000 equity shares	229 (1)	78,000	6,51,000	6,51,000

These equity shares are proposed to be listed on SME Platform of BSE LIMITED ("BSE SME").

DETAILS OF OFS BY PROMOTER (S)/ PROMOTER GROUP/ OTHER SELLING SHAREHOLDERS: N.A.**PRICE, MINIMUM LOT SIZE & INDICATIVE TIMELINES**

Price	₹ 121 per Equity Share of Face Value of ₹ 10.00/- Each
Minimum Lot Size	1000 Equity Shares
Offer Open On	March 30, 2022
Offer Closes Open On	April 05, 2022
Finalisation of Basis of Allotment	April 08, 2022
Initiation of Refunds	On or before April 11, 2022
Credit of Equity Shares to Demat accounts of Allottees	On or before April 12, 2022
Commencement of trading of Equity Shares	On or before April 13, 2022

*For details of price and basis of price, please refer to page 82 of Prospectus.

Details of Weighted Average Cost of Acquisition (WACA) of all shares transacted over the trailing eighteen months from the date of Prospectus: Equity Shares are acquired by our Promoters in the last 18 months preceding the date of the Prospectus, the weighted average price of equity share is as follows:

Name	Number of shares	Weighted Average Cost of Acquisition per Equity Share (in ₹)
Lejas Desai	15,55,643	12.21*

*As certified by SBMG & Co., Chartered Accountants, pursuant to their certificate dated March 22, 2022.

RISKS IN RELATION TO THE FIRST ISSUE

This being the first Public Issue of our Company, there has been no formal market for the securities of our Company. The face value of the shares is ₹ 10 per Equity Shares and the Issue price is ₹ 121 per Equity Share and the Issue Price is 12.1 times of the face value. The Issue Price (as determined by our Company in consultation with the Lead Manager) as stated in the chapter titled on "Basis for Issue Price" beginning on page 82 of the Prospectus should not be taken to be indicative of the market price of the Equity Shares after such Equity Shares are listed. No assurance can be given regarding an active or sustained trading in the equity shares of our Company or regarding the price at which the Equity Shares will be traded after listing.

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS**GENERAL RISKS**

Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this offering. For taking an investment decision, investors must rely on their own examination of our Company and the Issue, including the risks involved. The Equity Shares offered in the Issue have neither been recommended nor approved by Securities and Exchange Board of India nor does Securities and Exchange Board of India guarantee the accuracy or adequacy of the Prospectus. Specific attention of the investors is invited to the section titled "Risk Factors" beginning on page 24 of the Prospectus and on page 8 of this Abridged Prospectus.

PROCEDURE

You may obtain a physical copy of the Application Form and the Prospectus from the stock exchange, Lead Manager, registrar to the issue, share transfer agents, depository participant's, stock brokers, underwriters, bankers to the issue, investors' associations or Self Certified Syndicate Banks.

If you wish to know about processes and procedures applicable to this issue, you may request for a copy of the Prospectus and/or the General Information Document (GID) from the Lead Manager or download it from the websites of the Stock Exchange i.e. www.bseindia.com; and the Lead Manager www.fedsec.in.

PRICE INFORMATION OF LEAD MANAGER***DISCLOSURE OF PRICE INFORMATION OF PAST ISSUES HANDLED BY FEDEX SECURITIES PRIVATE LIMITED**

Issue Name	+/- % change in closing price, [+/- % change in closing benchmark]-		
	30 th calendar days from listing	90 th calendar days from listing	180 th calendar days from listing
Atam Valves Limited	-0.12% (2.63%)	0.018% (21.74%)	-0.12% (24.33%)
Rangoli Tradecomm Limited	14.49% (-4.15%)	2.55% (5.63%)	377.78% (18.57%)
Rajeshwari Cans Limited	-10.00% (-0.15%)	0.07% (8.13%)	2.50% (23.06%)
Kuberan Global Edu Solutions Limited	-7.50% (7.03%)	-0.10% (8.78%)	-30.00 (24.95%)
Aashka Hospitals Limited	-58.68% (3.12%)	-0.64% (-0.14%)	NA
Euro Panel Products Limited	62.36% (3.61%)	NA	NA
Wherrelz IT Solutions Limited	19.88% (-0.92%)	NA	NA

Sources: All share price data is from www.bseindia.com and www.nseindia.com

Note:

1. The BSE Sensex and CNX Nifty are considered as the Benchmark Index.
2. Prices on BSE/NSE are considered for all of the above calculations.
3. In case 30th/90th/180th day is not a trading day, closing price on BSE/NSE of the next trading day has been considered.
4. In case 30th/90th/180th days, scrips are not traded then last trading price has been considered.

Name of Lead Manager and contact details	FEDEX SECURITIES PRIVATE LIMITED Tel No: +91 81049 85249 Email: mb@fedsec.in Website: www.fedsec.in Contact Person: Yash Kadakia
Name of Syndicate Members	Not Applicable
Name of Market Maker and contact details	RIKHAV SECURITIES LIMITED Office No.922-A, 9 th Floor, P.J.Tower, Dalal Street, Mumbai Maharashtra 400001 India. Tel No: 022 69077353 Fax No: 022 69077301
Name of Registrar to the Issue and contact details	KFIN TECHNOLOGIES PRIVATE LIMITED Tel No.: +91 40 6716 2222; Fax No.: +91 40 2343 1551 E-mail: seml.ipo@kfintech.com ; Website: www.kfintech.com Contact Person: M. Murali Krishna
Name of Statutory Auditor	SBMG & Co. Chartered Accountants (FRN: 127756W),
Peer Review Auditor	SBMG & Co. Chartered Accountants Peer Review Certificate No. 013977.
Name of Credit Rating Agency and the rating or grading obtained, if any	Not Applicable
Name of Debenture trustee, if any	Not Applicable
Self-Certified Syndicate Banks	The list of SCSBs banks through ASBA process is available on the website of SEBI at https://www.sebi.gov.in/sebiweb/home/list/5/33/0/0/Intermediaries
Non-Syndicate Registered Brokers	You can submit Application Forms in the Issue to Non-Syndicate Registered Brokers at the Non-Syndicate Broker Centres. For further details, see section titled "Issue Procedure" beginning at page no. 254 of the Prospectus.

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Details regarding website address(es)/link(s) from which the Investor can obtain list of Registrar to Issue and Share Transfer Agents, Depository Participants and Stock Brokers who can accept application from investor (as applicable)

<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes>

PROMOTERS OF THE ISSUER COMPANY

Sr. No.	Name	Individual/Corporate	Experience & Educational Qualification
1.	LEJAS DESAI	Individual	<p>Experience: Lejas Desai is the Promoter and Managing Director of the Company. He was previously associated with Sunrise Marketing And Services, his proprietorship concern. Currently, he is looking after overall management of our Company, particularly all business and strategic matters.</p> <p>Educational Qualification: He holds a Diploma in Electrical Engineering from Technical Examinations Board, Gujarat, Gandhinagar.</p>

BUSINESS OVERVIEW AND STRATEGY

Company Overview: Our Company was incorporated as a Public Limited Company in name and style of Sunrise Efficient Marketing Limited under the provisions of Companies Act, 2013 vide Certificate of Incorporation dated July 09, 2020 bearing Registration Number U17299GJ2020PLC114489 issued by Registrar of Companies, Central Registration Centre, and commenced its business from Financial Year 2021. Subsequently, the Company amended its object clause vide the member's resolution dated January 15, 2022 for taking over the entire business of Sunrise Marketing And Services, a sole proprietorship concern of Lejas Hemantra Desai. A fresh Certificate of Registration dated February 02, 2022 with Corporate Identification Number as U29100GJ2020PLC114489 was issued by Registrar of Companies, Ahmedabad.

Our Company has acquired the business comprising of distribution agreement, customer relationship, employees and brands of M/s Sunrise Marketing and Services w.e.f. July 24, 2020. We are an ISO 9001:2015 certified Company primarily engaged in the business as traders, distributors, super stockiest, retailers, wholesalers, importers, exporters, agents, dealers, buyers, sellers, fabricators, assemblers, fitters, installers, repairers of all types of Industrial machineries, its spare parts, electrical items, electronic items, mechanical and engineering items, pipes, pipe fittings, sanitation parts, all types of machined and un-machined castings, industrial valves and its spares, Oils, lubricants, all types of motors, pumps, generator sets, batteries and all types of electrical, mechanical, electromechanical & electronic items, and spare parts, accessories used for industrial, domestic and agricultural purposes. We are also distributor for FMCG products.

Product/Service Offering: Trading, Sale and Supply of Products.

Revenue segmentation by product/service offering: (Financial Metrics)

(₹ in Lakhs)

Product wise revenue	As on September 30, 2021	As on March 31, 2021
Automation	37.18	27.59
Drive	529.84	606.56
Lighting	60.04	41.38
Gear Box	155.02	164.32
Motors	1315.47	1267.30
Pumps	329.15	215.38
Oil	244.45	294.45
FMCG	324.52	6.19

An exhibit providing the details of Revenue from our own brands and sale of OEM products is given below –

(₹ in Lakhs)

Category	As on September 30, 2021	As on March 31, 2021
Own Brand	61.49	35.47
Others	2937.35	2592.53

Geographies Served: Revenue is majorly generated from Surat and nearby cities of Gujarat.

Key Performance Indicators: "Large & Diverse Product Portfolio; Established relationship with institutional customers; Quality Assurance and Control and Experienced Promoter and skilled workforce".

Client Profile or Industries Served: Indian Textile Industry and Fast Moving Consumer Goods Industry.

Revenue segmentation in terms of top 5/10 clients or Industries: More than 25% of our revenues were generated from our top 10 clients.

Intellectual Property, if any: Our Company has obtained registration and/or made applications for the registration of the following trademarks:

Sr. No.	Trademark Image	Class	Application number	Date of Application	Status
1	SUNRISE EFFICIENT MARKETING LIMITED	35	5315914	February 05, 2022	Applied

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Market Share: Not ascertainable

Manufacturing plant, if any: Since we are a trading company, we do not own any major plant and machinery.

Employee Strength: As on September 30, 2021, we had 53 full-time employees.

BOARD OF DIRECTORS

Sl. No.	Name	Designation (Independent / Whole time / Executive / Nominee)	Experience & Educational Qualification	Other Directorship
1	Lejas Hemantrai Desai	Managing Director	For details refer to “ <i>Promoter of the Issuer Company</i> ” on page no. 4 of this Abridged Prospectus.	Suniti Hospitality Private Limited Foreign Companies: Nil
2	Hemantrai Thakorbbhai Desai	Chairman and Whole-time Director	He has over 30 years of experience in the FMCG industry. He holds a bachelor’s degree of Arts from the Sardar Patel University, Gujarat. Currently, he is looking after the FMCG division of our Company.	Nil Foreign Companies: Nil
3	Mitaliben Lejas Desai	Joint Managing Director	She holds a Diploma in Metallurgy Engineering from Technical Examinations Board, Gujarat, Gandhinagar and Post Graduate Diploma in Marketing Management from Government Polytechnic for Girls, Surat. She was previously associated as Admin Head with Sunrise Marketing and Services. Currently, she is looking after overall back-office operations of the Company.	Suniti Hospitality Private Limited, Foreign Companies: Nil
4	Hiren Kunverji Shah	Whole-time Director	He holds a Diploma in Mechanical Engineering from Bhavsinhji Poly Instt., Bhavnagar. He was previously associated with Bharat Bijlee Limited as General Manager- Western Region & Motors. He is responsible for the overall strategic directions for our Company and is currently leading marketing functions for Motors Divisions.	Nil Foreign Companies: Nil
5	Pinkal Sureshbhai Pancholi	Whole-time Director	He holds a Bachelor of Engineering in Electrical Engineering from Sardar Vallabhbhai National Institute of Technology, Surat. He was previously associated with Sunrise Marketing and Services, proprietorship concern of our Promoter as Sales and Marketing Manager.	Nil Foreign Companies: Nil
6	Krishna Pratik Lankapati	Independent Non-Executive Director	She is a Chartered Accountant and has been an Associate member of the Institute of Chartered Accountants of India since 2011. She provides business advisory services in FEMA, tax, debt raising, setting up business and compliance support for companies. She is currently a practising Chartered Accountant under her firm named M/s. Lankapati & co, Surat. She has also worked with Xpanxion UST Global Group and later joined Sokrati Technologies Pvt Ltd (Dentsu Aegis Network Group) as Manager Finance.	Nil Foreign Companies: Nil
7	Prashantkumar Rameshchandra Patil	Independent Non-Executive Director	He holds a Diploma in Electrical Engineering from Dr. S.&S. S.G. College of Engg, Surat. He has been associated with The Surat Electricity Company Limited and is currently working as Assistant Manager in Automation Department handling operational & maintenance activities.	Nil Foreign Companies: Nil
8	Anurag Dindayal Harlalka	Independent Non-Executive Director	He holds a Bachelor’s Degree in Commerce from DRB College, Surat. He is the Founding partner of Power Squad India LLP, a firm engaged in trading of Batteries.	Nil Foreign Companies: Nil

OBJECTS OF THE ISSUE

DETAILS OF MEANS OF FINANCE

The fund requirements for each of the objects of the Issue are stated as follows.

(₹ in lakhs)

Sr. No.	Objects of the Issue	Total Estimated Cost	Amount Deployed till	Amount to be funded from Net Proceeds	Estimated Net Proceeds Utilization	
					Fiscal 2021-22	Fiscal 2022-23
1	Funding the incremental working capital requirements	1118.77	Nil	1118.77	Nil	1118.77
2	General corporate purposes*	417.45	Nil	417.45	Nil	417.45
	Total	1536.22	Nil	1536.22	Nil	1536.22

*The amount utilized for general corporate purpose shall not exceed 25% of the gross proceeds of the issue.

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Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues/rights issues, if any, of the Company in the preceding 10 years: Not Applicable.

Name of monitoring agency, if any: Not Applicable

Terms of Issuance of Convertible Security, if any: Not Applicable

SHAREHOLDING PATTERN

Sr. No.	Particulars	Pre-Issue Number of Shares	% Holding of Pre-issue
1.	Promoter & Promoter Group	36,19,876	99.997%
2.	Public	124	0.003%
	Total	36,20,000	100.00%

For more details, please refer “Capital Structure” on page no. 63 of the Prospectus.

Number/amount of equity shares proposed to be sold by selling shareholders: Not Applicable

RESTATED AUDITED FINANCIALS STATEMENTS

(₹ In Lakhs)

Particulars	For the Half year period ended	For the year ended
	September 30, 2021	March 31, 2021
Total income from operations (Net)	2,998.85	2,613.78
Net Profit / (Loss) before tax and extraordinary items	417.51	25.38
Net Profit / (Loss) after tax and extraordinary items	312.36	18.37
Equity Share Capital	100.00	100.00
Reserves and Surplus	330.73	18.37
Net worth	430.73	118.37
Basic earnings per share (₹)	31.24	2.10
Diluted earnings per share (₹)	31.24	2.10
Return on net worth (%)	72.52%	15.52%
Net Asset Value Per Share (in ₹)	43.07	11.83

INTERNAL RISK FACTORS

The below mentioned risks are top 10 risk factors as per the Prospectus.

1. We are involved in certain legal proceedings and may face certain liabilities as a result of the same.
2. Substantial portion of our revenue is dependent on a limited number of customers. Loss of business from any of these customers may have an adverse effect on our revenue and profitability.
3. We are dependent upon manufacturer for fulfilment of needs of our customers. Our inability to maintain our relationships with our agents or deficiency in the service provided by such agents may adversely affect our business, results of operations, cashflow and profitability.
4. Demand for our products is cyclical in nature and a substantial decrease in our sales during certain quarters of fiscal could have a material adverse impact on our financial performance.
5. Our registered office and factory premises are not owned by us.
6. Our Company had made application for registration of trademarks under Trade Marks Act and the status of the same is pending as on date of the Prospectus.
7. We have incurred substantial secured indebtedness which exposes us to various risks which may have an adverse effect on our business and results of operations.
8. Relevant copies of educational qualifications of some of our Promoters, Directors and Key Managerial Personnel are not traceable.
9. Our Company had entered into various transactions with our Promoters, Promoter Group, Directors and their Relatives and Group Companies.
10. Orders placed by customers may be delayed, modified, cancelled or not fully paid by our customers, which may have an adverse effect on our business, financial condition and results of operations and do not enter into long term contracts with most of them.

For further details, please refer chapter titled “Risk Factors” on page no. 24 of the Prospectus.

SUMMARY OF OUSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

A. Total number of outstanding litigations against the company and amount involved

Name of Entity	Criminal Proceedings	Tax Proceedings	Statutory or Regulatory Proceedings	Disciplinary actions by the SEBI or Stock Exchanges against our Promoters	Material Civil Litigations	Aggregate amount involved
Company						
By the Company	Nil	Nil	Nil	Nil	Nil	NIL
Against the Company	Nil	Nil	Nil	Nil	1	Aggregate amount ₹ 146,28,38/- & Int - ₹ 351081
Directors						
By our Directors	11	2	Nil	Nil	2	Aggregate amount ₹ 20,956,895 & Int - ₹ 2,237,389/-
Against the Directors	Nil	Nil	Nil	Nil	Nil	Nil
Promoters						
By Promoters	Nil	Nil	Nil	Nil	Nil	Nil
Against Promoters	Nil	Nil	Nil	Nil	Nil	Nil
Subsidiaries						
By Subsidiaries	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Against Subsidiaries	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

* For further details of "Outstanding Litigations and Material Developments" please refer page number 219 of the Prospectus.

B. Brief details of top 5 material outstanding litigations against the company and amount involved:

Sr. No.	Particulars	Litigation filed by	Current Status	Amount involved
1.	Remi Electrotecnic Limited V/S M/S Sunrise Marketing & Services & Lejas Hemantray Desai Proprietor of Sunrise Marketing & Services	Remi Electrotecnic Limited	This matter is currently pending before Civil Judge Senior Division Vasai	₹ 14,62,838/-



C. Regulatory Action, if any - disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any: Nil

D. Brief details of outstanding criminal proceedings against Promoters: Nil

ANY OTHER IMPORTANT INFORMATION AS PER LEAD MANAGER / ISSUER COMPANY: NIL

DECLARATION BY THE COMPANY

We hereby certify and declare that all relevant provisions of the Companies Act, 2013 and the guidelines/regulations issued by the Government of India or the guidelines/regulations issued by the Securities and Exchange Board of India, established under Section 3 of the Securities and Exchange Board of India Act, 1992, as the case may be, have been complied with and no statement made in the Prospectus is contrary to the provisions of the Companies Act, 2013, the Securities and Exchange Board of India Act, 1992 or the rules made or guidelines or regulations issued there under, as the case may be. We further certify that all statements in the Prospectus are true and correct.

LEAD MANAGER TO THE ISSUE		REGISTRAR TO THE ISSUE	
	FEDEX SECURITIES PRIVATE LIMITED B 7, 3 rd Floor, Jay Chambers, Dayaldas Road, Vile Parle (East), Mumbai - 400 057, Maharashtra, India Tel No.: +91 81049 85249 E-mail: mb@fedsec.in; Website: www.fedsec.in; Contact Person: Yash Kadakia SEBI Registration Number: INM000010163 Investor Grievance E-Mail: mb@fedsec.in		KFIN TECHNOLOGIES PRIVATE LIMITED Selenium Tower-B, Plot 31 & 32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad – 500 032, Telangana Tel No: +91 40 6716 2222; Fax No: +91 40 2343 1551 E-mail Id: seml.ipo@kfintech.com Website: www.kfintech.com Contact Person: M. Murali Krishna SEBI Registration No: INR000000221
	OFFER PERIOD		
ISSUE OPENS ON	March 30, 2022	ISSUE CLOSES ON	April 05, 2022

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