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COMMON APPLICATION FORM

SUNRISE EFFICIENT MARKETING LIMITED - INITIAL PUBLIC ISSUE - R
 Registered Office: Sub Plot No. 2, Block B, Akash Bhumi Complex Village Surat, Gujarat, India, 394221
 Contact Person: Manish Vaghela, Company Secretary & Compliance Officer;
 Tel. No.: +91 99250-43408; Fax No.: Not Available; E-Mail ID: lej@sunriseefficientmarketing.com;
 Website: www.sunriseefficientmarketing.com; CIN.: U29100GJ2020PLC114489

FOR RESIDENT INDIAN INVESTORS INCLUDING RESIDENT QIBS, NON-INSTITUTIONAL INVESTORS, RETAIL INDIVIDUAL INVESTORS AND ELIGIBLE NRI'S APPLYING ON A NON-REPATRIATION BASIS

ISSUE OPENS ON **WEDNESDAY, MARCH 30, 2022**
 ISSUE CLOSES ON **TUESDAY, APRIL 05, 2022**



To,
 The Board of Directors
 SUNRISEEFFICIENTMARKETINGLIMITED

100% FIXED PRICE SME ISSUE
ISIN – INE0KPY01017

Application Form No. _____

| REGISTERED BROKER / SCSB/ CDP/ RTA STAMP & CODE | SUB-BROKER'S/SUB-AGENT'S STAMP & CODE | 1. NAME & CONTACT DETAILS OF SOLE/FIRST APPLICANT | |
|---|---------------------------------------|---|--|
| | | Mr./Ms./M/s. | |
| | | Address | |
| | | Email | |
| | | Tel. No (with STD code) / Mobile | |
| SCSB BRANCH STAMP & CODE | SCSB BRANCH SERIAL NO. | 2. PAN OF SOLE/FIRST APPLICANT | |
| | | | |

3. APPLICANT'S DEPOSITORY ACCOUNT DETAILS NSDL CDSL

| | | | | | | | | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
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|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

For NSDL enter 8 Digit DP ID followed by 8 Digit Client ID / For CDSL enter 16 Digit Client ID.

| 4. APPLICATION DETAILS | | 5. CATEGORY | |
|--|--|-------------|--|
| No. of Equity Shares of ₹ 10.00/- each applied at the Issue Price i.e. at ₹ 121.00/- per Equity Share ¹ | | | |
| ALLOTMENT WILL BE IN DEMAT MODE ONLY ² | | | |
| (In Figures) | | (In Words) | |
| | | | <input type="checkbox"/> Retail Individual Applicant <input type="checkbox"/> Non-Institutional Applicant <input type="checkbox"/> QIB |

6. INVESTOR STATUS

- Individual(s) - IND
- Hindu Undivided Family - HUF*
- Bodies Corporate - CO
- Systematically Important - NBFCs
- Banks & Financial Institutions - FI
- Mutual Funds - MF
- National Investment Funds - NIF
- Insurance Companies - IC
- Insurance Funds - IF
- Venture Capital Funds - VCF
- Alternative Investment Funds - AIF
- Others (Please Specify) - OTH
- Eligible Non-Resident Indians - NRI (Non-Repatriation Basis)
- All entities other than QIBs, Bodies Corporates and Individuals - NOH

*HUF Should apply only through Karta (Application by HUF would be treated on par with individual)

7. PAYMENT DETAILS [IN CAPITAL LETTERS] **PAYMENT OPTION : FULL PAYMENT**

Amount Blocked (₹ in Figures) _____ (₹ in words) _____

ASBA Bank A/c No. _____

Bank Name & Branch _____

OR

UPI Id. _____ (Maximum 45 characters)

I/WE (ON BEHALF OF JOINT APPLICANTS, IF ANY), HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS APPLICATION FORM AND THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN THE PUBLIC ISSUE ("GID") AND HEREBY AGREE AND CONFIRM THE "APPLICANT(S) UNDERTAKING" AS GIVEN OVERLEAF. I/WE (ON BEHALF OF JOINT APPLICANTS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE APPLICATION FORM GIVEN OVERLEAF.

| 8 A. SIGNATURE OF SOLE / FIRST APPLICANT | 8 B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS) | Registered Broker/ SCSB/ CDP/ RTA Stamp (Acknowledging upload of Application in Stock Exchange system) |
|--|--|--|
| Date: _____, 2022 | I/We authorize the SCSB to do all acts as are necessary to make the Application in the issue | |
| | 1) _____ | |
| | 2) _____ | |
| | 3) _____ | |

PLEASE FILL IN BLOCK LETTERS



SUNRISE EFFICIENT MARKETING LIMITED - INITIAL PUBLIC ISSUE - R

Acknowledgement Slip for Registered Broker/ SCSB/ CDP/ RTA

Application Form No. _____

| | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|--|----------------------------|--|----------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| DPID / CLID | | | | | | | | | | | | | | | | | | | | |
| Amount Blocked (₹ in figures) | | ASBA Bank A/c No. / UPI Id | | Stamp & Signature of SCSB Branch | | | | | | | | | | | | | | | | |
| Bank Name & Branch | | | | | | | | | | | | | | | | | | | | |
| Received from Mr./Ms. /M/s. | | | | | | | | | | | | | | | | | | | | |
| Telephone / Mobile | | Email | | | | | | | | | | | | | | | | | | |

| SUNRISE EFFICIENT MARKETING LIMITED - INITIAL PUBLIC ISSUE - R | In Figures | In Words | Stamp & Signature of Registered Broker/ SCSB/ CDP/ RTA | Name of Sole / First Applicant |
|--|----------------------|----------|--|------------------------------------|
| | No. of Equity Shares | | | |
| | Issue Price | | | |
| | Amount Blocked (₹) | | | |
| ASBA Bank A/c No. / UPI Id: _____ | | | | Acknowledgement Slip for Applicant |
| Bank Name & Branch: _____ | | | | |
| | | | | Application Form No. _____ |

Important Note: Application made using third party UPI Id or ASBA Bank A/c are liable to be rejected.

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IN THE NATURE OF ABRIDGED PROSPECTUS – MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS APPLICANT'S UNDERTAKING AND CONFIRMATION FOR APPLICATION FORM

(IN CASE OF A JOINT APPLICATION, THE CONFIRMATIONS, AUTHORIZATIONS, UNDERTAKINGS AND REPRESENTATIONS MADE BY THE FIRST APPLICANT WILL BE DEEMED TO HAVE BEEN MADE ON BEHALF OF ALL JOINT APPLICANTS. THE FIRST APPLICANT SHALL BE LIABLE FOR ALL THE OBLIGATIONS ARISING OUT OF THE ISSUE OF EQUITY SHARES.)

The Equity Shares have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold, and application may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction. On the basis of the Prospectus dated March 23, 2022 filed with the Registrar of Companies, Ahmedabad, ("RoC"), General Information Document for investing in the public issue (the "GID") and having studied the attached details as per the Abridged Prospectus, I/We hereby apply for allotment to me/us the Equity Shares in the Issue upto my/our application for maximum number of Equity Shares at the Issue Price out of the above Initial Public Issue. I/We hereby confirm that I am / we are eligible person to invest in this Issue in accordance with applicable laws. The Amount payable has been blocked with relevant SCSB / through UPI mandate, the bank account linked with the UPI ID as mentioned in the Application Form, as the case may be. I/We hereby agree to accept the Equity Shares applied for, or such lesser number of Equity Shares as may be allotted to me/us, subject to the terms of the Prospectus, GID, Abridged Prospectus, the Application Form and other applicable laws. I/We undertake that I/We will sign all such other documents and do all such acts, if any, necessary on my/our part to enable me/us to be registered as the holder(s) of the Equity Shares which may be allocated/allotted to me/us. I/We authorise you to place my/our name(s) on the Register of Members of the Company as holders of the Equity Shares that may be allocated/allotted and to register my/our address(es) as given in depository records. I/We note that in case of QIB application, the (i) SCSBs (for applications other than applications by Anchor Investors) and (ii) the LM's have the right to reject the application (including on technical grounds) at the time of acceptance of application form provided that the reasons for rejecting the same shall be provided to applicant in writing, whereas, it has the right to reject it from Non-Institutional Applicant and Retail Individual Applicant, based only on technical grounds and/or as specified in the Prospectus, GID and Abridged Prospectus. In the event, the amount paid by me/us is not correct; I/We understand that this application will be rejected. It is clearly understood that the shares allotted to me/us would be pari passu in all respects including dividend. I/We authorise the Company to make the necessary changes in the Application Form without intimation to me/us and use this application form for the purpose of this Issue. I/We confirm that I/we have read the prospectus. The Investment decision cannot be based solely on the Prospectus and should be based on Independent Verification and External Advice.

Nationality and Residency: (Tick (✓) whichever is applicable in the box and strike out whichever is not applicable in text).

I/WE CONFIRM THAT: (1) EITHER I am/we are Indian National(s) resident in India and I am/we are not applying for the said Equity Shares as nominees of any person resident outside India or Foreign Nationals OR I am/we are Indian National(s) resident in India and I am/we are applying for the said equity shares as Power of Attorney holder(s) of Non-Resident Indian(s) as mentioned on Non-Repatriation basis OR I am/we are Indian National(s) resident in India and I am/we are applying for the said Equity Shares on my/our own behalf through NRO Account on Non-Repatriation basis; (2) I am/we are, or at any time the Equity Shares are purchased will be, the beneficial owner of such equity shares; (3) I am /we are not an affiliate of the Company or a person acting on behalf of such affiliate; I am / We are not prohibited from accessing capital market under any order / ruling / judgment etc. of any regulatory authority including SEBI. I/We confirm that my/ our application is in compliance with the applicable Indian and Foreign Laws. The Equity Shares have not been, and will not be, registered under the U.S. Securities Act 1933, as amended (the "U.S. Securities Act") or any state securities laws in the United States and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirement of the U.S. Securities Act. Accordingly, the Equity Shares will be issued and sold only outside the United States in compliance with Regulation S of Securities Act and the applicable laws of jurisdiction where those issues and sales occur. The Equity Shares have not been, and will not be, registered, listed or otherwise qualified in any other jurisdiction outside India and may not be issued or sold, and Applications may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction outside India. I/We confirm that the Equity Shares applied by me/us do not exceed the relevant regulatory approvals/limits.

JOB FOR QIB APPLICANTS: We confirm that the Maximum Equity Shares applied for by us do not exceed the relevant regulatory approvals/limits. I/We am/are not prohibited from accessing capital markets under any order/ruling/ judgment of any regulatory, judicial or any other authority, including Securities and Exchange Board of India ("SEBI") or under the provisions of any law, regulation or statute.

Further: (1) In accordance with ASBA process provided in the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulation") and as disclosed in the Prospectus. I/We authorize (a) the Registered Brokers (at Broker Centres) or the SCSBs or the RTAs (at designated RTA Locations) or the CDPs (at Designated CDP Locations), as the case may be, to do all acts as are necessary to make the application in the Issue, including uploading my/our Application, blocking or unblocking of funds in the bank account maintained with SCSBs as specified in the Application Form or in the bank account of the Applicant linked with the UPI ID provided in the Application Form, as the case may be, transfer of funds to the Public Issue Account on receipt of instruction from Registrar to the Issue or Sponsor Bank, as the case may be, after finalisation of Basis of Allotment, and (b) the Registrar to the Issue or Sponsor Bank, as the case may be, to issue instruction to the SCSBs to unblock the funds in the specified bank account upon finalisation of Basis of Allotment. (2) In case the amount available in the specified bank account is insufficient as per the application form, the SCSBs shall reject the application. (3) I/We hereby authorise the Registered Brokers (at Broker Centres) or the SCSBs or the RTAs (at designated RTA locations) or the CDPs (at designated CDP locations), as the case may be, to make relevant revisions as may be required to be done in the application, in the event of price revision. I/We hereby provide my/ our consent to the Stock Exchanges / Sponsor Banks / NPCI / RTA for collecting, storing and usage validating my/our PAN details from the bank account where my/our amount is blocked by the relevant SCSBs *As per the existing policy of Government of India, OCBs cannot participate in the Issue. For further details, see "Issue Procedure" and "Restrictions on Foreign Ownership of Indian Securities" on page 254 and 287 respectively of the Prospectus.*

INSTRUCTIONS FOR FILLING UP THE APPLICATION FORM

- Name of sole/first applicant should be exactly the same as it appears in the depository records. In case of joint applications, only the name of the first applicant (which should be the first name in which the beneficiary account in held) should be provided in the Application Form. Application means an "indication to make an issue" and not Issue.
- The first applicant should mention his/her PAN allotted under the Income Tax Act, DP ID, Client ID and UPI ID (as applicable) except for applications by or on behalf of the Central or State Government and the officials appointed by the courts and by investors who are exempt from the requirement of obtaining / specifying their PAN for transacting in the securities market and by persons residing in the state of Sikkim, or in case of applications in joint names, the first applicant (the first name under which the beneficiary account is held), should mention his/her PAN allotted under the Income Tax Act. Any Application Form without the PAN is liable to be rejected other than specified above. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification.
- Based on the PAN, DP ID, Client ID and UPI ID (as applicable) provided by the Applicants, the Registrar to the issue will obtain Demographic Details registered with depository participants to be used, among other things, for allotment, technical rejections, or unblocking of ASBA Account. Hence, Applicants are advised to immediately update any change in their Demographic Details as appearing on the records of the Depository Participant, to ensure accuracy of records. Please note that failure to do so could result in failure in allotment of Equity Shares, delays in unblocking of ASBA Account at the Applicants sole risk and neither the Registered Brokers or the Registrar to the issue or RTAs/CDPs or the SCSBs nor the Company shall have any responsibility and undertake any liability for the same.
- Application Lot and Price:** The Issue being 100% Fixed Price Issue at a Price of ₹121.00/- per equity share which has been decided by our Company, in consultation with Lead Manager. The Face Value of Equity Shares ₹ 10.00/- each. Minimum Application Lot is 1,000 Equity Shares and in multiples of 1,000 Equity Shares thereafter. The Issue period shall be for a minimum of 3 Working Days and shall not exceed 10 Working Days. In case of revision of Price or force majeure, banking strike or similar circumstances, for reason to be recorded in writing, the Issue Period will be extended for at least three additional working days subject to the total Issue Period not exceeding 10 working days. Any revision in the Price and the revised Issue Period, if applicable will be widely disseminated by notification to Stock Exchange, by issuing a press release and also by indicating the changes on the website of the LM.
- Maximum and Minimum Application Size:** In case of Resident Retail Individual Applicants, such number of Equity Shares in multiples of the of minimum application lot such that the application amount does not exceed ₹ 2,00,000/-. An application cannot be submitted for more than the issue size. In case of Non-Institutional Applicants and QIB Applicants, the minimum application size shall be such number of Equity Shares in multiples of the minimum application lot such that application amount exceeds ₹ 2,00,000/-. The maximum application by any applicant should not exceed the investment limits prescribed for them by applicable laws.
- Please tick category as applicable to ensure proper upload of Application in Stock Exchange System.
- Please tick Investor Status as applicable. Please ensure applicant status is updated in your depository records.
- The entire Issue price of ₹121.00/- per equity share is payable on application. In case of allotment of lesser number of equity shares than the number applied, the company shall unblock the excess amount paid on application to the applicants. **Cheques/Demand Draft/Cash/stock invest/money orders/postal orders will not be accepted.** Eligible NRIs bidding on a non-repatriation basis by using the Resident Application Form are required to authorise their SCSB to confirm or accept the UPI Mandate Request in case of Retail Individual Investors applying through the UPI Mechanism, block their Non-Resident Ordinary (NRO) Accounts for the full Application Amount, at the time of the submission of the Application Form. All applicants including the Eligible NRIs on a non-repatriation basis can obtain the Application Form from the Registered Office of the Company or CDPs or RTAs or Registered Brokers from the centers. In accordance with applicable law and UPI Circulars, Applicants to please ensure that SCSB where the ASBA Account is maintained has notified at least one branch in the location where Application Forms will be deposited by Designated Intermediaries.
- Please note that application made using third party UPI Id or ASBA Bank A/c are liable to be rejected.
 - QIB and Non Institutional Applicants cannot use UPI mechanism to apply.
 - For Retail Individual Investors applying using UPI.**
 - Please ensure that your Bank is offering UPI facility for Public Issues.
 - Please mention UPI Id clearly in CAPITAL LETTERS only.
 - Ensure that the: (a) bank where the bank account linked to their UPI ID is maintained; and (b) Retail Individual Investors applying using the UPI Mechanism may apply through the SCSBs and mobile applications whose names appears on the website of the SEBI <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmlid=40> and <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmlid=43> respectively, as updated from time to time.
 - Eligible NRIs applying in the Issue through the UPI Mechanism, are advised to enquire with the relevant bank where their account is UPI linked prior to submitting their Application.
 - UPI Id cannot exceed 45 characters.
 - Please ensure that you are using your UPI Id only and not the UPI of any third party.
 - Retail Individual Investors applying using the UPI Mechanism shall ensure that details of the application are reviewed and verified by opening the attachment in the UPI Mandate Request and then proceed to authorise the UPI Mandate Request using his/her UPI PIN. For further details, see "Issue Procedure" on page 254 of the Prospectus.
- Only the first Applicant is required to sign the Application form/ Revision form. Thumb impressions and signatures other than in the languages specified in the Eighth Schedule to the Constitution of India must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal. Signature of ASBA bank account holder is mandatory. If the first applicant is not account holder, ensure that the Application form is signed by the account holder.
- Other Instructions:** (a) Application must be made only in the prescribed Application Form. (b) Application must be completed in full, in BLOCK LETTERS in ENGLISH. Applicant should note that the members of Registered Brokers, CDPs, RTAs, and / or SCSBs will not be liable for errors in data entry due to incomplete or illegible Application Form. (c) Ensure that all applicable documents in support of Application are attached with the Application Form.
- The applicants may note that in case the UPI ID, DP ID, Client ID and PAN mentioned in the Application Form and entered into the electronic biddings systems of the Stock Exchange do not match with the UPI ID, DP ID, Client ID and PAN available in the Depository database, the Application Form is liable to be rejected. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification.
- The Equity Shares have not been and will not be registered under the U.S. Securities Act 1933, as amended (the "Securities Act") or any state securities laws in the United States and may not be offered or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in Regulation S of the Securities Act), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. Accordingly, the Equity Shares will be offered and sold (i) in the United States only to "qualified institutional buyers", as defined in 205 Rule 144A of the Securities Act, and (ii) outside the United States in offshore transactions in reliance on Regulation S under the Securities Act and in compliance with the applicable laws of the jurisdiction where those offers and sales occur.

The Company, LM or Bankers to the Issue will provide the Prospectus either in physical form or electronic form or both as per the request made by you. You may not distribute or forward these documents and these documents are subject to the disclaimers and restrictions contained in or accompanying them. This Common Application Form is being issued to you on the basis that you (i) confirm that the representations, warranties, agreements and acknowledgement set out in Chapter titled "Other Regulatory and Statutory Approvals" and "Issue Procedure" of the Prospectus on pages 232 and 254 respectively and (ii) agree to abide by (1) this Common Application Form and (2) the Prospectus, together with the terms and conditions contained therein.

Note: Terms used but not defined therein shall have the meaning assigned to such terms in the Prospectus. For Detailed instructions for filling the various fields of this Application form, please refer to the "General Information Document for investing in the public issue", which is available on the websites of the Company, Lead Manager and Stock Exchange.

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|---|---|---|
| <ul style="list-style-type: none"> In case of queries related to allotment/ credit of allotted equity shares, the Applicants should contact Registrar to the Issue. In case of Application submitted to the SCSBs, the Applicants should contact the relevant SCSB. In case of queries related to upload of Application submitted to the Registered Broker/CDPs/RTA/Collecting Agent the Applicants should contact the relevant intermediaries. For UPI related queries, investor can contact NPCI at the toll free number - 18001201740 and E-mail: ipo.upi@npciorg.in | <p style="text-align: center;">COMPANY CONTACT DETAILS</p> <p>SUNRISE EFFICIENT MARKETING LIMITED CIN No: U29100GJ2020PLC114489 Registered Office: Sub Plot No. 2, Block B, Akash Bhumi Complex Village Surat, Gujarat, India, 394221 Tel. No.: +91 99250-43408; Fax No.: Not Available E-mail Id: lejas@sunriseefficientmarketing.net Website: www.sunriseefficientmarketing.com Contact Person: Manish Vaghela, Company Secretary & Compliance Officer</p> | <p style="text-align: center;">REGISTRAR TO THE ISSUE CONTACT DETAILS</p> <p>KFIN TECHNOLOGIES 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</p> |
|---|---|---|

IN THE NATURE OF ABRIDGED PROSPECTUS – MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS APPLICANT'S UNDERTAKING FOR REVISION FORM

I/We (on behalf of joint applicants, if any) confirm that the Acknowledgement Slip for my/our application are enclosed for the revisions which are being requested. I/We agree to be bound by all the terms & conditions mentioned in the Application Form submitted earlier by me/us.

I/We (on behalf of joint applicants, if any) authorise you to reject this Revision Form, in case any of the details of my/our existing application as appearing on the electronic bidding system do not tally with the details given in this Revision Form.

INSTRUCTIONS FOR FILLING UP THE REVISION FORM

- Name of Sole/ First Applicant should be exactly the same as it appears in the depository records. In case of joint applicants, the Application Form should contain only the name of the first applicant whose name should also appear as the first holder of the beneficiary account held in joint names. This Application means an "indication to make an offer" and not "an offer".
- Please ensure that the application options provided are in the same order as that provided in the Application Form submitted earlier.
- In case there is no change in the particular application option, please write "NO CHANGE". In case you want to cancel the application option, please write "CANCELLED".
- Total amount payable must be calculated for the equity shares applied for at Issue Price. Entire Application Amount to be paid at a time of submission of Application Form. Under ASBA Process the SCSBs shall be authorized to block such funds in the bank accounts that are specified in the Application Form. Applicants, please ensure that your SCSB where the ASBA Account is maintained has notified an SCSB Branch in the city where Application Form is being submitted.
- Only the First Applicant is required to sign the Application Form/Revision Form. Thumb impressions and signatures other than in the languages specified in the Eighth Schedule to the Constitution of India must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal. Signature of ASBA Account Holder is mandatory. Applicants should specify only his/her ASBA Bank Account or UPI ID linked with his/her own bank account in case of sole applicant and ASBA bank account or UPI ID linked with the bank account of first applicant in case of joint applicants, in the application form. If the first Applicant is not the account holder, ensure that the Application Form is signed by the ASBA Account Holder. Signature of the ASBA Account Holder is mandatory
- Please note that application made using third party UPI Id or ASBA Bank A/c are liable to be rejected.
 - QIB and Non Institutional Applicants cannot use UPI mechanism to apply.
 - For Retail Individual Investors applying using UPI.**
 - Please ensure that your Bank is offering UPI facility for Public Issues.
 - Please mention UPI Id clearly in CAPITAL LETTERS only.
 - Ensure that the: (a) bank where the bank account linked to their UPI ID is maintained; and (b) Retail Individual Investors applying using the UPI Mechanism may apply through the SCSBs and mobile applications whose names appears on the website of the SEBI <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmlId=40> and <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmlId=43> respectively, as updated from time to time.
 - Eligible NRIs applying in the Issue through the UPI Mechanism, are advised to enquire with the relevant bank where their account is UPI linked prior to submitting their Application.
 - UPI Id cannot exceed 45 characters.
 - Please ensure that you are using your UPI Id only and not the UPI Id of any third party.
 - Retail Individual Investors using the UPI Mechanism shall ensure that details of the application are reviewed and verified by opening the attachment in the UPI Mandate Request and then proceed to authorise the UPI Mandate Request using his/her UPI PIN. For further details, see "Issue Procedure" on page 254 of the Prospectus
- Other Instructions:** (a) Revision to Applications must be made only in the prescribed Revision Form, as applicable; (b) Application must be completed in full, in BLOCK LETTERS in ENGLISH. Applicants should note that the SCSBs/Registered Brokers/Collecting Agent/DP/RTA will not be liable for errors in data entry due to incomplete or illegible Revision Form; (c) Ensure that Acknowledgement Slip for your Application and any other applicable documents in support of the Revision are attached with the Revision Form; and (d) Applicants shall only be required to issue instruction to block the amount in excess of their original Application Amount (if any) upon an upward revision of their Application.
- Revision(s) in the application, the Applicants will have to use the services of the same Designated Intermediary through which such Applicant had placed the original application. Applicants are advised to retain copies of the Block Revision Form and the application must be made only in such Revision Form or copies thereof.

ISSUE STRUCTURE

| Particulars of the Issue | Net Issue to Public* | Market Maker Reservation Portion |
|--|--|--|
| Number of Equity Shares | 13,02,000* | 78,000 |
| Percentage of Issue Size available for allocation | 94.35% | 5.65% |
| Basis of Allotment/Allocation if respective category is oversubscribed | Proportionate subject to minimum allotment of 1,000 Equity Shares and Further allotment in multiples of 1,000 Equity Shares each. | Firm Allotment |
| Mode of Application | Retail Individual Investor may apply through UPI Payment Mechanism. All other applicants and Retail Individual Investors (whose bank do not provide UPI ID) shall apply through ASBA process only. | Through ASBA mode Only. |
| Minimum Application Size | For QIB and NII: Such number of Equity Shares in multiples of 1,000 Equity Shares such that the Application Value exceeds ₹ 2,00,000 For Retail Individuals: Such number of equity shares where application size is of at least 1,000 Equity Shares. | 1000 Equity Shares |
| Maximum Bid | For QIB and NII: Such number of Equity Shares in multiples of 1,000 Equity Shares such that the Application Size does not exceed the Net Issue. For Retail Individuals: Such number of equity Shares so that the Application Value does not exceed ₹ 2,00,000/- | 78,000 Equity Shares |
| Mode of Allotment | Compulsorily in dematerialized mode | Compulsorily in dematerialized mode |
| Trading Lot | 1000 Equity Shares | 1000 Equity Shares, However the Market Maker may accept odd lots if any in the market as required under the SEBI (ICDR) Regulations, 2018. |
| Terms of payment | In case of ASBA, the entire application amount shall be blocked at the time of submission of Application Form to the SCSBs and in case of UPI as an alternate mechanism, application amount shall be blocked at the confirmation of mandate collection request by the Applicant. | |

* 50% of the shares offered in the Net Issue to Public portion are reserved for applications whose value is below ₹ 2,00,000 and the balance 50% of the shares are available for applications whose value is above ₹ 2,00,000.

Note:

- In case of joint application, the Application Form should contain only the name of First Applicant whose name should also appear as the first holder of beneficiary account held in joint names. The signature of only such First Applicant would be Required in the Application Form and such First Applicant would be deemed to have signed on behalf of joint holders.
- Applicants will be required to confirm and will be deemed to have represented to our Company, the LM, their respective directors, officers, agents, affiliates and representatives that they are eligible under applicable laws, rules, regulations, guidelines and approvals to acquire the Equity Shares in this Issue.
- SCSBs applying in the Issue must apply through an ASBA Account maintained with any other SCSB.

This Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018. For further details please refer chapter titled "Issue Procedure" beginning on page 254 of the Prospectus.

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| | COMPANY CONTACT DETAILS | REGISTRAR TO THE ISSUE CONTACT DETAILS |
|---|---|--|
| <ul style="list-style-type: none"> In case of queries related to allotment/ credit of allotted equity shares, the Applicants should contact Registrar to the Issue. In case of Application submitted to the SCSBs, the Applicants should contact the relevant SCSB. In case of queries related to upload of Application submitted to the Registered Broker/CDPs/RTA/Collecting Agent the Applicants should contact the relevant intermediaries. For UPI related queries, investor can contact NPCI at the toll free number - 18001201740 and E-mail: ipo.upi@npciorg.in | <p>SUNRISE EFFICIENT MARKETING LIMITED CIN No: U29100GJ2020PLC114489 Registered Office: Sub Plot No. 2, Block B, Akash Bhumi Complex Village Surat, Gujarat, India, 394221 Tel. No.: +91 99250-43408; Fax No.: Not Available E-mail Id: lejas@sunrisemarketing.net Website: www.sunriseefficientmarketing.com Contact Person: Manish Vaghela, Company Secretary & Compliance Officer</p> | <p>KFIN TECHNOLOGIES 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</p> |



To,
 The Board of Directors
 SUNRISE EFFICIENT MARKETING LIMITED

100% FIXED PRICE SME ISSUE
 ISIN – INE0KPY01017

Application Form No. _____

| | | | |
|---|---|--|--|
| REGISTERED BROKER / SCSB/ CDP/ RTA STAMP & CODE | SUB-BROKER'S / SUB-AGENT'S STAMP & CODE | 1. NAME & CONTACT DETAILS OF SOLE/FIRST APPLICANT | |
| | | Mr./Ms./M/s. _____ | |
| | | Address _____ | |
| | | E-mail _____ | |
| | | Tel. No (with STD code) / Mobile _____ | |
| SCSB BRANCH STAMP & CODE | SCSB BRANCH SERIAL NO. | 2. PAN OF SOLE/FIRST APPLICANT | |
| | | _____ | |
| | | 3. INVESTOR'S DEPOSITORY ACCOUNT DETAILS NSDL <input type="checkbox"/> CDSL <input type="checkbox"/> | |
| | | _____ | |
| | | For NSDL enter 8 digit DP ID followed by 8 digit Client ID / For CDSL enter 16 digit Client ID | |

PLEASE CHANGE MY APPLICATION

| Options | No. of Equity Shares applied (Application must be in multiples of 1,000 Equity Shares) | | | | | | | Price per Equity Share (₹) 121.00/- (In Figures) | | | | | | | | | | | |
|---------------|---|---|---|----------------|---|---|---|---|---|---|---|------------------|---|---|---|-----------|---|---|---|
| | (In Figures) | | | | | | | Issue Price | | | | Discount, if any | | | | Net Price | | | |
| | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 4 | 3 | 2 | 1 | 4 | 3 | 2 | 1 | 4 | 3 | 2 | 1 |
| Option 1 | | | | | | | | | | | | | | | | | | | |
| (OR) Option 2 | | | | NOT APPLICABLE | | | | | | | | | | | | | | | |
| (OR) Option 3 | | | | NOT APPLICABLE | | | | | | | | | | | | | | | |

| Options | No. of Equity Shares applied (Application must be in multiples of 1,000 Equity Shares) | | | | | | | Price per Equity Share (₹) 121.00/- (In Figures) | | | | | | | | | | | |
|---------------|---|---|---|----------------|---|---|---|---|---|---|---|------------------|---|---|---|-----------|---|---|---|
| | (In Figures) | | | | | | | Issue Price | | | | Discount, if any | | | | Net Price | | | |
| | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 4 | 3 | 2 | 1 | 4 | 3 | 2 | 1 | 4 | 3 | 2 | 1 |
| Option 1 | | | | | | | | | | | | | | | | | | | |
| (OR) Option 2 | | | | NOT APPLICABLE | | | | | | | | | | | | | | | |
| (OR) Option 3 | | | | NOT APPLICABLE | | | | | | | | | | | | | | | |

| | | | |
|--|-------|-------------------------------|-------|
| 6. PAYMENT DETAILS [IN CAPITAL LETTERS] | | PAYMENT OPTION : FULL PAYMENT | |
| Additional Amount Blocked (₹ in Figures) | _____ | (₹ in words) | _____ |
| ASBA Bank A/c No. | _____ | | |
| Bank Name & Branch | _____ | | |
| OR | _____ | | |
| UPI Id. | _____ | | |
| (Maximum 45 characters) | _____ | | |

I/WE (ON BEHALF OF JOINT APPLICANTS, IF ANY), HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS REVISION FORM AND THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN THE PUBLIC ISSUE ("GID") AND HEREBY AGREE AND CONFIRM THE "APPLICANT(S) UNDERTAKING" AS GIVEN OVERLEAF. I/WE (ON BEHALF OF JOINT APPLICANTS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE REVISION FORM GIVEN OVERLEAF.

| | | |
|--|--|---|
| 7 A. SIGNATURE OF SOLE / FIRST APPLICANT | 7 B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(S) (AS PER BANK RECORDS) | Registered Broker/ SCSB/ CDP/ RTA Stamp (Acknowledging upload of Application in Stock Exchange system) |
| | I/We authorize the SCSB to do all acts as are necessary to make the Application in the issue | |
| | 1) _____ | |
| | 2) _____ | |
| | 3) _____ | |
| Date: _____, 2022 | | |

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| | | | |
|--|---|--|-------------------------------|
| | SUNRISE EFFICIENT MARKETING LIMITED - INITIAL PUBLIC ISSUE - REVISION - R | Acknowledgement Slip for Registered Broker/ SCSB/ CDP/ RTA | Application Form No. _____ |
| DPID / CLID | _____ | PAN of Sole/First Applicant | _____ |
| Additional Amount Blocked (₹ in figures) | _____ | ASBA Bank A/c No. / UPI Id | _____ |
| Bank Name & Branch | _____ | | SCSB Branch Stamp & Signature |
| Received from Mr./Ms. /M/s. | _____ | | |
| Telephone / Mobile | _____ | Email | _____ |

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| | | | | | |
|---|-------------------------------|----------|----------|--|-----------------------------------|
| SUNRISE EFFICIENT MARKETING LIMITED - INITIAL PUBLIC ISSUE - REVISION - R | Option 1 | Option 2 | Option 3 | Stamp & Signature of Registered Broker/ SCSB/ CDP/ RTA | Name of Sole / First Applicant |
| | No. of Equity Shares | | | | |
| | Issue Price | | | | |
| | Additional Amount Blocked (₹) | | | | |
| ASBA Bank A/c No. / UPI Id: _____ | | | | | Acknowledgment Slip for Applicant |
| Bank Name & Branch: _____ | | | | | |
| Important Note: Application made using third party UPI Id or ASBA Bank A/c are liable to be rejected. | | | | | Application Form No. _____ |