

ગુજરાત ઇન્સ્ટિટ્યૂટ ઓફ સિસ્મોલોજિકલ રિસર્ચ

## ગુજરાતના કાંઠે છેલ્લાં ૬ હજાર વર્ષમાં ત્રણ વાર સુનામી આવી

ગુજરાત ભારતના નકશામાં એવી જગ્યા પર સ્થાન ધરાવે છે જે અનેકવાર કુદરતી આફતોનો સામનો કરતું રહે છે

અમદાવાદ, તા. ૨૪

ગુજરાત ભારતના નકશામાં એવી જગ્યા પર સ્થાન ધરાવે છે જે અનેકવાર કુદરતી આફતોનો સામનો કરતું રહે છે. ગુજરાતે અત્યાર સુધી અનેક કુદરતી આફતો જોઈ છે, તેમાંથી હાલમાં બેઠું થયું છે. દરેક આફતોનો સામનો ગુજરાતે કર્યો છે. ત્યારે ગુજરાતે એક નહિ, ત્રણ સુનામીનો સામનો કર્યો પુરાવો સામે આવ્યો છે. ગુજરાત ઇન્સ્ટિટ્યૂટ ઓફ સિસ્મોલોજિકલ રિસર્ચ દ્વારા જે સરવે કરાયો તેમાં જણવા મળ્યું કે, ગુજરાતના કાંઠે છેલ્લાં ૬ હજાર વર્ષમાં ૩ વાર સુનામી આવી છે. આ સુનામી ભૂકંપ બાદ આવી છે. ગુજરાતમાં ભૂકંપના આંચકા આવવા રોજની વાત છે, પણ સુનામી સાંભળીને આંખો પહોળી થઈ જાય. કોઈને માનવામાં નહિ આવે કે ગુજરાતે પણ સુનામીનો સામનો કર્યો હતો. એ પણ એકવાર નહિ, ત્રણ વાર. ગુજરાત ઇન્સ્ટિટ્યૂટ ઓફ સિસ્મોલોજિકલ રિસર્ચનો છેલ્લા સાત વર્ષનો અભ્યાસ કહે છે કે, છેલ્લાં ૬ હજાર વર્ષમાં ગુજરાતના દરિયાકાંઠે ૩ વાર સુનામી ટકરાયું છે. આમ, તો સુનામી દર એક હજાર વર્ષ બાદ નોંધાય છે.

ત્યારે ગુજરાતમાં છેલ્લાં ૨૭ નવેમ્બર, ૧૯૪૫ ના રોજ સુનામી અનુભવાયું હતું. ભૂકંપ બાદની સુનામીએ માત્ર ભારત જ નહિ, પાકિસ્તાન, ઈરાન, ઓમાન જેવા દરિયાઈ પાસેથી દેશોને પણ અસર કર્યું છે. ગુજરાત ઇન્સ્ટિટ્યૂટ ઓફ સિસ્મોલોજિકલ રિસર્ચના પ્રો. સિદ્ધાર્થ પ્રિયોમવાલા અને તેમની ટીમે આ રિસર્ચ કર્યું છે. આ ટીમ સાત વર્ષથી ગુજરાતના દરિયા કાંઠે રિસર્ચ કરી રહી છે અને સુનામીના પુરાવા એકત્ર કરી રહી છે. જેનું તારણ પણ રસપ્રદ છે.

રિસર્ચમાં સામે આવ્યું કે, અરબી સમુદ્રમાં દર એક હજાર વર્ષમાં મોટી સુનામી આવતી જાય છે. જેની અસર દરિયા કાંઠાના રાજ્યોને થતી હોય છે. ગુજરાતમાં જે સુનામી આવ્યું તેમાં દરિયા કાંઠે મોજા ઊંચે ઊંચા હતા. ચોરવાડ અને દીવના દરિયા કિનારે તેની અસર જોવા મળી હતી, ૧૪ થી ૧૫ ટનના મહાકાય પથ્થરો દરિયામાથી નીકળીને દરિયાકાંઠે ટકરાયા હતા. તો ઈ.સ. ૧૦૦૮ માં જે સુનામી આવી હતી, તેમાં કચ્છના કોટેથર મંદિર, માંડવી અને મુન્દ્રા સુધીના ૨૫૦ કિલોમીટર લાંબા દરિયાકાંઠે દરિયાઈ રેતીની યાદર પથરાઈ હતી. લગભગ ૩૦૦ થી ૪૦૦ મીટર સુધીના જમીન વિસ્તારમાં દરિયાઈ રેતી ધસી આવી હતી. તો છેલ્લે ૨૭ નવેમ્બર, ૧૯૪૫ના વર્ષે જે સુનામી આવી હતી, તે ભૂકંપની કારણે આવી હતી.

મકરાન સબકશન ઝોનમાં ૭.૮ ની તીવ્રતાના ભૂકંપને કારણે સુનામી ઊઠી હતી. જેમાં દરિયાના કિનારે ૮ મીટર સુધી મોજા ઊંચા હતા. ઓખા-પિંડરાના કાંઠેથી ૬૦૦ મીટર અંદર સુધી દરિયાઈ રેતી ધસી આવી હતી. છેક મુંબઈ સુધી તેની અસર જોવા મળી હતી. મુંબઈના દરિયાઈ કાંઠે પણ ૨ મીટર ઊંચાં મોજા ઊંચાં હતાં.

## નામ બદલેલ છે.

મારું નામ જ્યોત્સનાબેન રણછોડભાઈ પટેલ હતું જે હવેથી હું નામ બદલીને જોઈતીબેન રણછોડભાઈ પટેલ ના નામથી ઓળખાઈ છું જેની નોંધ લેશે.

લિ.: જોઈતીબેન રણછોડભાઈ પટેલ

સરનામું : ૧૧-૫૮, કાવચિયા વાસ, સેવાલીયા ગુજા,

વિસનગર, મહેસાણા, ગુજરાત

નામ બદલેલ છે.

મારું લગ્ન પહેલાંનું જૂનું નામ પટેલ મીનાકુમારી છગનલાલ હતું જે લગ્ન બાદ બદલીને નવું નામ પટેલ મીનાબેન કિરીટભાઈ રાખેલ છે. જેની સર્વે નોંધ લેવી.

લિ.: પટેલ મીનાબેન કિરીટભાઈ

સરનામું : મુન્દ્રાવાડ ફળિયા, કયાતળાવ, અમલસાડ, તા- ગણદેવી,

જી- નવસારી- ૩૮૬૩૧૦

નામ બદલેલ છે.

મારું જૂનું નામ કુટવાલા મોહમ્મદઅમીન યાશીનમોહમ્મદ હતું જે નામ બદલીને નવું નામ શેખ મોહમ્મદઅમીન મોહમ્મદયાશીન રાખેલ છે. જેની સર્વે નોંધ લેવી.

લિ.: શેખ મોહમ્મદઅમીન મોહમ્મદયાશીન

સરનામું : રૂમ નં-૨૦૪, ૨મીઝ એપાર્ટમેન્ટ, બીજો માળ, ધાંચીવાડ,

વલસાડ- ૩૮૬૦૦૧

## નામ બદલેલ છે.

મારું જૂનું નામ મીનાબેન ઉમેશભાઈ રાખડિયા હતું જે નામ બદલીને નવું નામ મીનાશીબેન ઉમેશભાઈ રાખડિયા રાખેલ છે. જેની સર્વે નોંધ લેવી.

લિ.: મીનાશીબેન ઉમેશભાઈ રાખડિયા

સરનામું : ૩૩, પારસી રો હાઉસ, પુણા આરોગ્ય કેન્દ્રની પાછળ,

પુરાવાઓ, સુરત

## નામ બદલેલ છે.

મારું લગ્ન પહેલાંનું જૂનું નામ પટેલ નીતાબેન કૈયાલાલ હતું જે લગ્ન બાદ બદલીને નવું નામ પટેલ નીતાબેન હેમંતભાઈ રાખેલ છે. જેની સર્વે નોંધ લેવી.

લિ.: પટેલ નીતાબેન હેમંતભાઈ

સરનામું : મુ-૧૦૫૪, અંધેશ્વર રોડ, સરીબુજરાં, અમલસાડ, તા- ગણદેવી,

જી- નવસારી- ૩૮૬૩૧૦

## નામ બદલેલ છે.

મારું જૂનું નામ કુટવાલા મોહમ્મદઅમીન યાશીનમોહમ્મદ હતું જે નામ બદલીને નવું નામ શેખ મોહમ્મદઅમીન મોહમ્મદયાશીન રાખેલ છે. જેની સર્વે નોંધ લેવી.

લિ.: શેખ મોહમ્મદઅમીન મોહમ્મદયાશીન

સરનામું : રૂમ નં-૨૦૪, ૨મીઝ એપાર્ટમેન્ટ, બીજો માળ, ધાંચીવાડ,

વલસાડ- ૩૮૬૦૦૧

## પશ્ચિમ રેલવે દ્વારા દરરોજ પાચ ફેસ્ટીવલ વિશેષ ટ્રેન દોડશે

ટ્રેન નં. ૧૨૬૮૯, ૧૪૭૦૨, ૨૨૪૭૪, ૧૨૪૬૦ અને ૨૦૪૮૪ નું યુકિંગ ૨૫/૦૩/૨૦૨૨ એ પીઆરએસ કાઉન્ટર અને આઈઆરસીટીસી વેબસાઇટ પરથી થશે

પશ્ચિમ રેલવે  
www.wr.indianrailways.gov.in

લાઈક કરો facebook.com/WesternRly ફોલો કરો twitter.com/WesternRly

આરક્ષિત ટિકિટ સાથે ઓળખપત્ર સાથે રાખવું

THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE FOR SECURITIES. NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION DIRECTLY OR INDIRECTLY OUTSIDE INDIA.



SUNRISE EFFICIENT MARKETING LTD  
ENERGY EFFICIENT PEOPLE

ISO 9001 - 2015

ENERGY EFFICIENT PEOPLE

## SUNRISE EFFICIENT MARKETING LIMITED

CIN: U29100GJ2020PLC114489

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, on alteration of Object Clause of the Company a fresh Certificate of Registration of the Special Resolution Confirming Alteration of Object Clause dated February 02, 2022 was issued by Registrar of Companies, Ahmedabad. The Corporate Identification Number is U29100GJ2020PLC114489. For details of incorporation, change of name and registered office of our Company, please refer to the chapter titled "General Information" and "History and Certain Corporate Matters" beginning on page 54 and 138 respectively of the Prospectus.

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

## OUR PROMOTER: LEJAS HEMANTRAI DESAI

## THE ISSUE

INITIAL PUBLIC ISSUE OF 13,80,000 EQUITY SHARES OF FACE VALUE OF ₹ 10.00/- EACH ("EQUITY SHARES") OF SUNRISE EFFICIENT MARKETING LIMITED ("THE COMPANY" OR "THE ISSUER") FOR CASH AT A PRICE OF ₹ 121 PER EQUITY SHARE (THE "ISSUE PRICE"), (INCLUDING A PREMIUM OF ₹ 111 PER EQUITY SHARE), AGGREGATING ₹ 1669.80 LAKHS ("THE ISSUE"), OF WHICH 78,000 EQUITY SHARES OF FACE VALUE OF ₹ 10.00/- FOR CASH AT A PRICE OF ₹ 121 EACH AGGREGATING ₹ 94.38 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 13,02,000 EQUITY SHARES OF FACE VALUE OF ₹ 10.00 EACH FOR CASH AT A PRICE OF ₹ 121 PER EQUITY SHARE, AGGREGATING TO ₹ 1575.42 LAKHS IS HEREAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 27.60 % AND 26.04 % RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF THE COMPANY. FOR FURTHER DETAILS, PLEASE REFER TO SECTION TITLED "TERMS OF ISSUE" BEGINNING ON PAGE NO. 244 OF THE PROSPECTUS.

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10.00/- EACH AND THE ISSUE PRICE IS ₹ 121.00/- PER EQUITY SHARE

THE ISSUE PRICE IS 12.10 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

THIS ISSUE IS BEING MADE THROUGH FIXED PRICE PROCESS, IN TERMS OF CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE "SEBI (ICDR) REGULATIONS"), AS AMENDED AND RULE 19(2)(b)(i) OF THE SECURITIES CONTRACTS (REGULATION) RULES, 1957, AS AMENDED, THIS IS AN ISSUE FOR AT LEAST 25% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. FOR FURTHER DETAILS, PLEASE REFER TO CHAPTER TITLED "ISSUE PROCEDURE" BEGINNING ON PAGE 254 OF THE PROSPECTUS. A COPY OF THE PROSPECTUS WILL ALSO BE DELIVERED TO THE REGISTRAR OF COMPANIES, AHMEDABAD FOR FILING AS REQUIRED UNDER SECTION 26 OF THE COMPANIES ACT, 2013.

## FIXED PRICE ISSUE AT ₹ 121.00/- PER EQUITY SHARE

## MINIMUM APPLICATION OF 1000 EQUITY SHARES AND IN MULTIPLES OF 1000 EQUITY SHARES THEREAFTER

## ISSUE PROGRAMME

OPENS ON: March 30, 2022  
CLOSES ON: April 05, 2022

## ASBA\*

Simple, Safe, Smart way of Application - Make use of it!!!

\*Applications Supported by Blocked Amount ("ASBA") is a better way of applying to issues by simply blocking the fund in the bank account. For details, check section on ASBA below.

Mandatory in public issue No cheque will be accepted



UPI - Now Mandatory in ASBA for Retail Individual Investors (RIIs)

Investors are required to ensure that the Bank Account used for bidding is linked to their PAN.

UPI - Now available in ASBA for RIIs applying through Registered Brokers, DPs and RTAs. RIIs also have option to submit the application directly to the ASBA Bank (SCSBS) or to use the facility of linked online trading, demat and bank account.

For details on ASBA and UPI process, please refer to the details given in Application Form, Abridged Prospectus, General Information Document for investing in the public issue and also please refer to Section "Issue Procedure" beginning on page 254 of the Prospectus.

The process is also available on the website of Lead Manager to the Issue, and the website of BSE Limited ("BSE") and in General Information Document for investing in the Public Issue ("GID").

ASBA Application Forms can be downloaded from the website of BSE Limited ("BSE") and can be obtained from the list of banks that is displayed on the website of the Securities and Exchange Board of India ("SEBI") at [www.sebi.gov.in](http://www.sebi.gov.in)

List of banks supporting UPI is also available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in). For the list of UPI Apps and Banks live on IPO, please refer to the link [www.sebi.gov.in](http://www.sebi.gov.in).

IN TERMS OF THE CIRCULAR NO. CIR/CFD/POLICYCELL/11/2015 DATED NOVEMBER 10, 2015 AND ALL POTENTIAL INVESTORS PARTICIPATE IN THE ISSUE ONLY THROUGH APPLICATION SUPPORTED BY BLOCKED AMOUNT (ASBA) PROCESS PROVIDING DETAILS ABOUT THE BANK ACCOUNT WHICH WILL BE BLOCKED BY THE SELF-CERTIFIED SYNDICATE BANKS (SCSBS) FOR THE ISSUE. FURTHER PURSUANT TO CIRCULAR BEARING NO. SEBI/HO/CFD/DIL2/CIR/P/2019/76 DATED JUNE 28, 2019 FOR IMPLEMENTATION OF PHASE II FOR UPI FACILITY, WHICH IS EFFECTIVE FROM JULY 01, 2019. ALL POTENTIAL BIDDERS (EXCEPT ANCHOR INVESTORS) ARE REQUIRED TO MANDATORILY UTILIZE THE APPLICATION SUPPORTED BY BLOCKED AMOUNT (ASBA) PROCESS PROVIDING DETAILS OF THEIR RESPECTIVE ASBA ACCOUNT OR UPI ID (IN CASE OF RIIS), IN WHICH THE CORRESPONDING APPLICATION AMOUNT WILL BE BLOCKED BY THE SCSBS OR UNDER THE UPI MECHANISM, AS APPLICABLE.

FOR MORE DETAILS IN THIS REGARD, SPECIFIC ATTENTION IS INVITED TO THE "ISSUE PROCEDURE" ON PAGE NO 254 OF THE PROSPECTUS. IN CASE OF DELAY, IF ANY, IN UNBLOCKING / REFUND THE FUND, OUR COMPANY SHALL PAY THE INTEREST ON THE APPLICATION MONEY AT THE RATE OF 15.00% PER ANNUM FOR THE PERIOD OF DELAY.

## PROPOSED LISTING

The Equity Shares offered through the Prospectus are proposed to be listed on the SME Platform of BSE Limited ("BSE SME") in terms of the Chapter IX of the SEBI (ICDR) Regulations, 2018, as amended from time to time. Our Company has received an In-Principle Approval Letter dated March 22, 2022 from BSE Limited for using its name in this Prospectus for listing of our shares on the BSE SME. For the purpose of this Issue, the Designated Stock Exchange will be BSE Limited.

## DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI")

Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Offer Document was not filed with SEBI. In terms of the SEBI (ICDR) Regulations, SEBI shall not issue any observations on the Offer Document. Hence, there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire "SEBI Disclaimer Clause" on page 234 of the Prospectus.

## DISCLAIMER CLAUSE OF SME PLATFORM OF BSE LIMITED (DESIGNATED STOCK EXCHANGE)

The investors are advised to refer to the Prospectus for the full text of the "Disclaimer Clause of the SME Platform of BSE LIMITED" on page 235 of the Prospectus.

## RISK 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 ₹ 10.00 per Equity Shares and the Issue price is ₹ 121/- per Equity Share and the Issue Price is 12.10 times of the share 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.

## GENERAL RISK

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 this Draft Prospectus. Specific attention of the investors is invited to the section titled "Risk Factors" beginning on page 24 of the Prospectus.

## CREDIT RATING: This being the issue of Equity Shares, no credit rating is required.

DEBENTURE TRUSTEES: As this is an issue of Equity Shares, the appointment of Trustees is not required.

IPO GRADING: Since this issue is made in terms of Chapter IX of the SEBI (ICDR) Regulations, there is no requirement of appointing an IPO Grading Agency.

BASIS OF ISSUE PRICE: The Issue Price is determined by the Company, in consultation with the Lead Manager. The financial data presented in section "Basis of Issue Price" on page no.82 of the Prospectus are based on Company's Restated Financial Statements. Investors should also refer to the section titled "Risk Factors" and "Restated Financial Statement" on page no. 24 and 165 respectively of the Prospectus.

## INFORMATION AS REQUIRED UNDER SECTION 30 OF THE COMPANIES ACT, 2013

## CONTENTS OF MAIN OBJECTS AS PER MEMORANDUM OF ASSOCIATION OF OUR COMPANY

## MAIN OBJECTS AS PER MEMORANDUM OF ASSOCIATION OF THE COMPANY

For information on the Main Objects of the Company, please see "History and Corporate Matters" on page 138 of the Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of the Company is a material document which is available for inspection in relation to the Issue. For further details, please see "Material Contracts and Documents for Inspection" on page 305 of the Prospectus.

## LIABILITY OF MEMBERS

Liability of the Members of the Company is Limited.

## AMOUNT OF SHARE CAPITAL OF OUR COMPANY AND CAPITAL STRUCTURE

Authorised Share Capital is Rs.500.00 lakhs divided into 50,00,000 Equity Shares of face value of Rs.10.00/- each. Issued, Subscribed and Paid-up Share Capital prior to the issue is Rs.362.00 lakhs divided into 36,20,000 Fully Paid Equity Shares of Rs.10.00/- each. Proposed Post Issue Paid-up Share Capital 500.00 lakhs divided into 50,00,000 Equity Shares of Rs 10.00/- each. For details of the Share Capital and Capital Structure of the Company, please refer to chapter titled "Capital Structure" on page no. 63 of the Prospectus.

## NAME OF THE SIGNATORIES TO MEMORANDUM OF ASSOCIATION AND THE NUMBER OF SHARES SUBSCRIBED BY THEM

Lejas Desai, Mitalbhai Desai, Hemantra Desai, Pinkal Pancholi, Gaurav Desai, Jatinkumar Lad, Hiteshkumar Chauhan are the original subscribers to the Memorandum of Association who subscribed 24975, 24975, 10, 10, 10, 10, 10 Equity Shares each respectively of ₹ 10.00/- each aggregating to 50,000 Equity Shares.

## LEAD MANAGER TO THE ISSUE

**FEDX SECURITIES PRIVATE LIMITED**  
B 7, 3rd 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 No.: INM000010163  
Investor Grievance Email: mb@fedsec.in

## REGISTRAR TO THE ISSUE



**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: semi ipo@kfintech.com  
Website: www.kfintech.com  
Contact Person: M Murali Krishna  
SEBI Registration No: INR000000221

## COMPANY SECRETARY AND COMPLIANCE OFFICER

**Manish Govindhai Vaghela**  
Sub Plot No. 2, Block B, Akash Bhumi Complex,  
Village Surat, Gujarat, India, 394221,  
Tel No: +91-9227660504  
Email: lejas@sunriseefficientmarketing.net  
Website: www.sunriseefficientmarketing.com

Investors can contact our Company Secretary and Compliance Officer, the Lead Manager or the Registrar to the Issue, in case of any pre-issue or post-issue related problems, such as non-receipt of letters of allotment, non-credit of allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders and non-receipt of funds by electronic mode etc.

## AVAILABILITY OF PROSPECTUS

Investors should note that Investment in Equity Shares involves a high degree of risk and investors are advised to refer to the Prospectus and the Risk Factors contained therein, before applying in the Issue. Full copy of the Prospectus will be available at the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), the website of Stock Exchange at [www.bseindia.com](http://www.bseindia.com), the website of our Company at [www.sunriseefficientmarketing.com](http://www.sunriseefficientmarketing.com) and also on website of Lead Manager at [www.fedsec.in](http://www.fedsec.in).

## AVAILABILITY OF APPLICATION FORMS

Application Forms can be obtained from the Registered Office and Branch Office of Sunrise Efficient Marketing Limited and the Registered Office of Lead Manager to the Issue - Fedex Securities Private Limited. Application forms shall be available at selective location of Registered Brokers, Bankers to the Issue, RTA and Depository Participants. Application Forms can be obtained from the website of BSE Limited and at the Designated Branches of SCSBS, the list of which is available on the website of BSE and SEBI.

## APPLICATIONS SUPPORTED BY BLOCKED AMOUNT ("ASBA")

The investors are required to fill the application form and submit the same to the relevant SCSBS at the specific locations or registered brokers at the broker centers or RTA or DPs. The SCSBS will block the amount in the account as per the authority contained in application form. On allotment, amount will be unblocked and account will be debited only to the extent required to be paid for allotment of shares. Hence, there will be no need of refund. For more details on the ASBA process, please refer to the details given in Application Form and the Prospectus and also please refer to the chapter titled "Issue Procedure" on page 254 of the Prospectus.

## APPLICATION SUPPORTED WITH UNIFIED PAYMENTS INTERFACE ("UPI")

Investors are advised to carefully refer SEBI Circular SEBI/HO/CFD/DIL2/CIR/P/2018/138 dated November 01, 2018 and as modified through its SEBI circular (SEBI/HO/CFD/ DIL2/CIR/P/2019/50) dated April 03, 2019, SEBI circular (SEBI/HO/CFD/DIL2/CIR/P/2019/76) dated June 28, 2019, SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2019/85 dated July 26, 2019, SEBI Circular SEBI/HO/CFD/DCR2/CIR/P/2019/133 dated November 08, 2019 and SEBI Circular No. SEBI/HO/CFD/DIL2/CIR/P/2020/50 dated March 30, 2020, for the procedure to be followed for applying through UPI. Further, SEBI vide its circular no. SEBI/HO/CFD/DIL2/CIR/P/2021/2480/1/M dated March 16, 2021 as amended pursuant to SEBI circular no. SEBI/HO/CFD/DIL2/P/CIR/2021/570 dated June 2, 2021, has introduced certain additional measures for streamlining the process of initial public offers and redressing investor grievances. Retail Individual Investor have to apply through UPI Mechanism. Retail Individual Investor whose bank is not live on UPI as on date of this circular, may use the other alternate channels available to them viz. Submission of application form with SCSBS/using the facility linked online trading, demat and bank account list. For further details, please refer the chapter titled "Issue Procedure" beginning on page 254 of the Prospectus.

## Sponsor Banker/ Banker to the Issue and Refund Banker to the Issue: ICICI Bank Limited

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Prospectus.

Investor should read the Prospectus carefully, including the "Risk Factors" beginning on page 24 of the Prospectus before making any investment decision.

SUNRISE EFFICIENT MARKETING LIMITED  
On behalf of the Board of Directors

Date: March 24, 2022

Place: Surat, Gujarat

SUNRISE EFFICIENT MARKETING LIMITED is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, an Initial Public Issue of its Equity Shares and has filed the Prospectus with the Registrar of Companies, Ahmedabad. The Prospectus is available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), the website of the Lead Manager at [www.fedsec.in](http://www.fedsec.in), website of the BSE Limited at [www.bseindia.com](http://www.bseindia.com) and website of Issuer Company at [www.sunriseefficientmarketing.com](http://www.sunriseefficientmarketing.com). For details, investors should refer to and rely on the Prospectus including the section titled "Risk Factors" beginning on page no. 24 of the Prospectus.

The Equity Shares offered in this Issue have not been and will not be registered under the US 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) within the United States only to persons reasonably believed to be "Qualified Institutional Buyers" (as defined in Rule 144A of the Securities Act) under Section 4(a) of the Securities Act, and (ii) outside the