

सेंट्रल बैंक ऑफ इंडिया
Central Bank of India

1814 वे सन्ताने सित्तु - सेंट्रल बैंक ऑफ इंडिया

PUBLIC NOTICE

FOR KIND ATTENTION OF ESTEEMED CUSTOMERS OF THE BANK - UPDATION OF KYC AND CUSTOMER PROFILE INFORMATION.

The customers are informed through this public notice that as per KYC-AML guidelines of RBI, the Customers are required to update their KYC Records & Profile particulars periodically. Therefore Customers are requested to provide their updated Profile information/Mobile number (if available), PAN card or Form 60/61, Income details, Occupation, Business etc., along with ID/Address proof documents to their Home Branch immediately. **Please note that in pending accounts debit transactions will be freed from 01.04.2022.** Customers are requested to update their Profile and KYC particulars as above for availing un-interrupted Banking services.

For further details, customers may contact their Home Branch/Visit Web Site www.centralbankofindia.co.in or Customer care No. 1800221911.

Authorized Official
Planning, Development & Operations Department
Central office, Mumbai

Business Standard
AHMEDABAD EDITION

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ISO 9001 - 2015

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 Register Act 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 HERINAFTER 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 WILL 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

<h2>ASBA*</h2>	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.
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	<p>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.</p> <p>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.</p> <p>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.</p> <p>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").</p> <p>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</p> <p>List of banks supporting UPIs is also available on the website of SEBI at www.sebi.gov.in. For the list of UPI Apps and Banks live on IPO, please refer to the link www.sebi.gov.in.</p>
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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 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.

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 OUR 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, Mitabhen Desai, Hemantrai Desai, Pinkal Panchohi, 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.

WONDERLA HOLIDAYS LIMITED
CIN: L55101KA2002PP1C031224
Regd. Office: 28th KM, Mysore Road, Bangalore-562109, Karnataka. Website: www.wonderla.com
Email Id: investors@wonderla.com, Tel: +91-80-37230372

POSTAL BALLOT NOTICE

Members are hereby informed that pursuant to Section 110 of the Companies Act, 2013, read with Companies (Management and Administration) Rules, 2014, Secretarial Standard on General Meetings (SS-2) and SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, General Circular No.14/2020 dated April 08, 2020, General Circular No.17/2020 dated April 13, 2020, General Circular No. 20/2020 dated May 5, 2020, General Circular No. 22/2020 dated June 15, 2020 and General Circular No. 33/2020 dated September 28, 2020, including General Circular No.20/2021 dated December 8, 2021 (together, the "MCA Circulars"), the Company is seeking approval of its Members through Postal Ballot voting (only through E-voting) for the businesses as set out in the Postal Ballot Notice dated March 16, 2022 together with the explanatory statement thereto for the following matters:

Special resolution
Appointment of Mr. K.Ulles Kamath as an Independent Director.

The Company on Thursday, March 24, 2022 has sent the Postal Ballot Notice by E-mail only to those members, who have registered their E-mail addresses with the Company's Registrar and Share Transfer Agent (RTA) or their respective Depository Participants as on Friday, March 18, 2022 (Cut-off date). In view of the compliance with the requirements of the MCA circulars, hard copy of the Postal Ballot Notice along with Postal Ballot forms and pre-paid business reply envelope will not be sent to the members for this Postal Ballot and the members are required to communicate their assent or dissent through E-Voting only.

The Company has engaged the services of KFin Technologies Pvt Ltd (KFin) for the purpose of providing e-voting facility to all its Members. Members are requested to note that the voting through electronic mode shall commence from Friday, March 25, 2022 (09:00 hours IST) and shall end on Saturday, April 25, 2022 (17:30 hours IST).

For Members whose E-mail addresses are not registered in their Demat accounts, KFin provides the process to collect email addresses of members only for the limited purpose of sending postal ballot e-voting notice in case of electronic folios and for registration of e-mail addresses in case of physical folios. Members can visit the link <https://ris.kfintech.com/client/services/postalballot/> and follow the process mentioned therein.

The Board of Directors has appointed Mr. Somy Jacob, Practising Company Secretary, as the Scrutinizer for conducting the postal ballot through e-voting process in a fair and transparent manner.

Members whose names appear on the Register of Members' List of Beneficial owners as on March 18, 2022 (relevant date) will be considered for the purpose of voting. A person who is not a member as on the relevant date should treat this notice for information purpose only.

The postal ballot Notice can be downloaded from the Company's website <http://www.wonderla.com/investor-relations/>

The result of the postal ballot shall be declared by the Chairman or any other authorized person of the Company on or before April 30, 2022 and communicated on the same day to the stock exchanges, depository, registrar and share transfer agent and shall also be displayed on the said Company's website.

For any queries/ grievances relating to voting by postal ballot, members are requested to contact Mrs. Krishna Priya, KFin Technologies Pvt. Ltd., UNIT: Wonderla Holidays Ltd, Selenium Tower B, Plot 31-32, Gachibowli, Financial District, Hyderabad - 500032, at 040-67161500 or at 1800-345-4001 (toll free) or einward@kfintech.com.

For Wonderla Holidays Limited
Sd/-
Srinivasulu Raju Y
Company Secretary

Date: 24/03/2022
Place: Bengaluru

GOVERNMENT OF TAMIL NADU
FINANCE DEPARTMENT, CHENNAI - 9

Auction of 8, 10, 20 year Tamil Nadu Government Stock (Securities) and Re-issue of 6.67% Tamil Nadu State Development Loan 2050

1. Government of Tamil Nadu has offered to sell by auction the dated securities for an amount of **Rs.1000 crore** each with **Eight year** and **Twenty year** tenure, **Rs.2600 crore** with **Ten year** tenure and **Rs.2000 crore** by **Re-issue of 6.67% Tamil Nadu State Development Loan 2050** for an aggregate amount of **Rs.6600 crore**. Securities will be issued for a minimum nominal amount of Rs.10,000/- and multiples of Rs.10,000/- thereafter. Auction which will be yield/price based under multiple price format will be conducted by Reserve Bank of India at Mumbai Office (Fort) on **March 29, 2022**.

2. The Government Stock upto 10% of the notified amount of the sale will be allotted to eligible individuals and institutions subject to a maximum limit of 1% of its notified amount for a single bid as per the Revised Scheme for Non-competitive Bidding facility in the Auctions of State Government Securities of the General Notification (Annexure II). Under the scheme, an investor can submit a single bid only through a bank or a Primary Dealer.

3. Interested persons may submit bids in electronic format on the Reserve Bank of India Core Banking Solution (E-Kuber) System as stated below on **March 29, 2022**.

a) The competitive bids shall be submitted electronically on the Reserve Bank of India Core Banking Solution (E-Kuber) System between 10.30 A.M. and 11.30 A.M.

b) The non-competitive bids shall be submitted electronically on the Reserve Bank of India Core Banking Solution (E-Kuber) System between 10.30 A.M. and 11.00 A.M.

4. The yield percent per annum expected by the bidder should be expressed up to two decimal points. An investor can submit more than one competitive bid at different rates in electronic format on the Reserve Bank of India Core Banking Solution (E-Kuber) System. However, the aggregate amount of bids submitted by a person should not exceed the notified amount.

5. The result of auction will be displayed by Reserve Bank of India on its website on **March 29, 2022**. Successful bidders should deposit the price amount of Stock covered by their bids by means of a Bankers' Cheque or Demand Draft payable at Reserve Bank of India, Mumbai (Fort) or Chennai on **March 30, 2022** before the close of banking hours.

6. The Government Stock for fresh issues will bear interest at the rate determined by Reserve Bank of India at the auction and interest will be paid half yearly on **September 30 and March 30**. The Government Stock for Re-issue of Tamil Nadu State Development Loan 2050 will bear interest at the rate of **6.67%** per annum paid half yearly on **August 19 and February 19**. The Stock will be governed by the provisions of the Government Securities Act, 2006 and Government Securities Regulations, 2007.

7. The stocks will qualify for ready forward facility.

8. For other details please see the notifications of Government of Tamil Nadu Specific Notification No.604(L)/W&M-II/2022, 605(L)/W&M-II/2022, 606(L)/W&M-II/2022 and 607(L)/W&M-II/2022, dated **March 24, 2022**.

N. MURUGANANDAM
Additional Chief Secretary to Government,
Finance Department, Chennai - 9.

DIPR/218/Display/2022

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
<p>FEDEX 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</p>	<p>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</p>	<p>Manish Govindbhai 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</p>

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, the website of Stock Exchange at www.bseindia.com, the website of our Company at www.sunriseefficientmarketing.com and also on website of Lead Manager at 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 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

Sd/-
LEJAS HEMANTRAI DESAI
Managing Director
DIN: 02488965

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, the website of the Lead Manager at www.fedsec.in, website of the BSE Limited at www.bseindia.com and website of Issuer Company at 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 United States in offshore transaction in reliance on Regulation S under the Securities Act and the applicable laws of the jurisdiction where those offer 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 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.