

SUNRISE EFFICIENT MARKETING LIMITED

Regd. Office: Sub Plot No.2, Block B, Akash Bhumi Complex Village Pandesara, Surat 394221

E-mail: cs@sunrisemarketing.net, **Website:** www.sunriseefficientmarketing.com, **Tel. No.** 261-2890045

CIN: L29100GJ2020PLC114489

Date: 21/10/2022

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400001

Scrip Code / ID: SEML / 543515

Sub: Outcome of Board Meeting held on 21st October, 2022

Ref: Announcement under Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to the Regulation 30 and 33 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 we wish to inform you that the Board of Directors of the company at their meeting held on Friday, October 21, 2022 at 11.00 AM at the registered office of the company at Sub Plot No.2, Block B, Akash Bhumi Complex Village Pandesara, Surat 394221, interalia transacted following Businesses:

1. Considered and approved Standalone Unaudited Financial Results along with Limited Review Report thereon for the half year ended on September 30, 2022. Limited Review Report and Financial Results are enclosed herewith.

The Board meeting commenced at 11.00 A.M. and concluded at 12.50 P.M.

Kindly take the above information on record and oblige.

Thanking you,

Yours faithfully,
For Sunrise Efficient Marketing Limited

Kaushik Vagad
Company Secretary

SBMG & Co.

Chartered Accountants

Limited Review Report of Unaudited Half Yearly Standalone Financial Results of Sunrise Efficient Marketing Limited.

To,
The Board of Directors
Sunrise Efficient Marketing Limited.

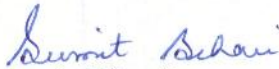
We have reviewed the accompanying statement of unaudited financial results of Sunrise Efficient Marketing Limited; for the period ended 30th September, 2022.

This statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on these financial statements based on our review.

We conducted our review of the statement in accordance with the Standard on Review Engagements (SRE)2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying statement of unaudited financial results prepared in accordance with applicable accounting standards and other recognized accounting practices and policies has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 including the manner in which it is to be disclosed, or that it contains any material misstatement.

For, SBMG&CO.
Chartered Accountants



Sumit Bihani,

Partner

Membership No: 121551

FRN :127756W

UDIN: 22121551BANHPB9041

Place: Surat

Date:21-10-2022

SUNRISE EFFICIENT MARKETING LIMITED

CIN :U29100GJ2020PLC114489

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UNAUDITED FINANCIAL RESULTS FOR THE HALF YEARLY ENDED 30.09.2022

Particulars	Note No.	As on 30.09.2022	As on 30.09.2021	As on 31.03.2022	As on 31.03.2021
		Unaudited (Amount in ₹ Lakhs)	Unaudited (Amount in ₹ Lakhs)	Audited (Amount in ₹ Lakhs)	Audited (Amount in ₹ Lakhs)
I. EQUITY AND LIABILITIES					
SHAREHOLDER'S FUND					
(a) Share Capital	1	500.00	100.00	362.00	100.00
(b) Reserves and Surplus	2	2,108.76	334.94	436.04	19.56
Share application money pending allotment			-	-	-
NON-CURRENT LIABILITIES					
(a) Long-Term Borrowings	3	180.81	115.90	454.88	17.57
(b) Deferred Tax Liabilities (Net)	4	(0.56)	(1.19)	(0.56)	(0.10)
(c) Other Long Term Liabilities			-	-	-
(d) Long Term Provisions			-	-	-
CURRENT LIABILITIES					
(a) Short-Term Borrowings	5	650.26	882.09	865.10	665.33
(b) Trade Payables	6	639.00	849.91	520.02	890.58
Total O/s Due to MSME		70.19	144.39	149.58	120.76
Total O/s Due to Others		568.81	705.52	370.43	769.82
(c) Short-Term Provisions	7	58.95	107.57	189.72	10.03
(d) Other Current Liabilities		-	-	-	-
TOTAL		4,137.21	2,389.23	2,827.20	1,702.97
II. ASSETS					
NON CURRENT ASSETS					
(a) Property, Plant & Equipment & Intangible Assets	8	53.55	8.88	57.86	7.61
Property, Plant & Equipment		-	-	-	-
Intangible Assets		-	-	-	-
Capital Work in Progress		-	-	-	-
Intangible Assets under Development		-	-	-	-
(b) Non-current Investments		-	-	-	-
(c) Long term Loans and Advances		-	-	-	-
(d) Other Non-current Assets	9	34.55	15.42	31.92	55.27
CURRENT ASSETS					
(a) Current Investments	10	50.50	20.24	35.50	10.00
(b) Inventories	11	1,047.00	648.03	946.77	457.02
(c) Trade Receivables	12	1,715.11	1,670.21	1,595.00	1,099.14
(d) Cash and Cash Equivalents	13	85.20	7.46	1.25	1.30
(e) Short-Term Loans and Advances	14	1,151.30	18.99	158.91	72.64
(f) Other Current Assets		-	-	-	-
TOTAL		4,137.21	2,389.23	2,827.20	1,702.97

NOTES ON ACCOUNTS & ACCOUNTING POLICIES :

In terms of our audit report of even date

For SBMG & Co.

Chartered Accountants

FRN 127756W

Sumit Bihani

Sumit Bihani, Partner

M No 121551

UDIN: 22121551BANHPB9041

Place: Surat

Date: 21/10/2022

For Sunrise Efficient Marketing Limited

Lejas Desai

Lejas Desai

Director

DIN:02488965

Kaushik Vegad

Kaushik Vegad

Company Secretary

M.No.:A49100

Mitali Desai

Director

DIN:02594823

Bhranti Desai

Bhranti Desai

CFO

PAN:ANLPD8136G

B.C. Desai

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UNAUDITED FINANCIAL RESULTS FOR THE HALF YEARLY ENDED 30.09.2022

(Amount in ₹ Lakhs, except for equity share & EPS data)

Particulars	Note No	Half Yearly Ended			Year Ended	
		As on 30.09.2022	As on 31.03.2022	As on 31.09.2021	As on 31.03.2022	As on 31.03.2021
		Unaudited (Amount In ₹ Lakhs)	Unaudited (Amount In ₹ Lakhs)	Unaudited (Amount In ₹ Lakhs)	Audited (Amount In ₹ Lakhs)	Audited (Amount In ₹ Lakhs)
i. Revenue from Operations	15	3,602.29	3,428.60	2,998.85	6,427.45	2,613.78
ii. Other Income	16	33.91	75.47	7.95	83.42	4.73
TOTAL INCOME		3,636.20	3,504.07	3,006.80	6,510.87	2,618.51
iii. Expenses:						
Cost of Materials Consumed	17	3,163.99	2,803.30	2,409.38	5,212.68	2,420.93
- Purchases of Stock in Trade	17	3,264.21	3,102.04	2,600.38	5,702.43	2,420.93
- Change in Inventories	18	100.23	298.74	191.00	489.75	-
Employee benefit expense	19	113.26	141.60	81.31	222.92	76.13
Financial costs	20	37.88	40.20	36.14	76.34	37.43
Depreciation and other amortized expenses	21	10.23	6.06	1.58	7.63	1.04
Other Expenses	22	83.68	266.70	58.32	325.02	55.77
TOTAL EXPENSES		3,409.03	3,257.86	2,586.74	5,844.60	2,591.29
iv. Profit before exceptional & extraordinary items & tax		227.17	246.21	420.06	666.27	27.22
v. Exceptional Items		-	-	-	-	-
vi. Profit before extraordinary items and tax		227.17	246.21	420.06	666.27	27.22
vii. Extraordinary Items		38.65	-	-	-	-
viii. Profit before tax		188.52	246.21	420.06	666.27	27.22
ix. Tax expense:						
Current tax	23	47.46	72.46	105.77	178.23	7.76
Deferred tax	4	(0.01)	0.63	(1.09)	(0.46)	(0.10)
Profit (Loss) from continuing operations		141.07	173.11	315.38	488.50	19.56
Profit/(Loss) from discontinuing operations		-	-	-	-	-
Tax expense of discounting operations		-	-	-	-	-
Profit/(Loss) from Discontinuing operations		-	-	-	-	-
Profit/(Loss) for the period		141.07	173.11	315.38	488.50	19.56
Earning per equity share:	24					
Basic		3.40	14.50	31.10	40.90	3.08
Diluted		3.40	14.50	31.10	40.90	3.08
Debt /Equity		1.66	3.65	9.98	3.65	6.08
Debt Service Coverage		5.63	6.68	-	9.84	-
Interest Coverage ratio		6.54	7.12	12.62	9.68	1.65
Diluted						

NOTES ON ACCOUNTS & ACCOUNTING POLICIES :

In terms of our audit report of even date
For SBMG & Co.
Chartered Accountants
FRN 127756W

Sumit Bihani
Sumit Bihani, Partner
M No 121551
UDIN: 22121551BANHPB9041
Place: Surat
Date: 21/10/2022

For Sunrise Efficient Marketing Limited

Lejas Desai
Lejas Desai
Director
DIN:02488965

Kaushik Vegad
Kaushik Vegad
Company Secretary
M.No.:A49100

Mitali Desai
Director
DIN:02594823

Bhranti Desai
Bhranti Desai
CFO
PAN:ANLPD8136G

B. V. Desai

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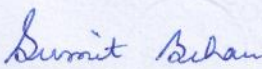
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CASH FLOW STATEMENT

PARTICULARS	As at 30/09/2022		
	Unaudited (Amount In ₹ Lakhs)		
<u>CASH FLOW FROM OPERATING ACTIVITIES</u>			
Net Profit as per Profit & Loss Account		141.07	
Add: Depreciation & other amortized expenses	10.23		
Income Tax Refund Adjusted	(0.17)		
Deferred Tax Liabilities	(0.01)		
Net Profit before Working Capital Changes		151.12	
<u>Changes in Working Capital</u>			
Changes in Trades Receivables	(120.11)		
Changes in Loans & Advances	(992.38)		
Changes in Stock-in-Trade	(100.23)		
Changes in Trade Payable	118.98		
Changes in Other Current Liabilities			
Changes in Provision	(130.77)		
Cash Flow from Operations		(1,224.52)	
Net Cash used in Operating Activity		(1,073.40)	(1,073.40)
<u>CASH FLOW FROM INVESTING ACTIVITIES</u>			
Fixed Assets purchase during the year	(5.92)		
Non-Current Assets	(2.63)		
Current Investments	(15.00)		
Net Cash used in Investing Activities		(23.55)	(23.55)
<u>CASH FLOW FROM FINANCING ACTIVITIES</u>			
Changes in Long Term Borrowings	(274.07)		
Changes in Share Capital	138.00		
Changes in Security Premium	1,531.82		
Changes in Short Term Borrowings	(214.84)		
Net Cash generated from Financing Activity		1,180.91	1,180.91
NET INCREASE IN CASH AND CASH EQUIVALENTS			83.96
Add: CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD			1.25
CASH AND CASH EQUIVALENTS AT END OF PERIOD			85.20

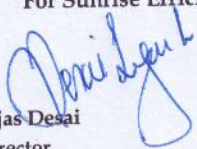
In terms of our audit report of even date


For SBMG & Co.
Chartered Accountants
FRNo: 127756W




Sumit Bihani, Partner
M. No. - 121551
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For Sunrise Efficient Marketing Limited


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Company Secretary
M.No.:A49100

Mitali Desai
Director
DIN:02594823


Bhranti Desai
CFO
PAN:ANLPD8136G

B.C. Desai

Notes:

1. The above Financial Results for the half year and year ended 30-09-2022 have been reviewed by the Audit Committee and subsequently approved by the Board of Directors at their respective meetings held on 21-10-2022.
2. As the company is listed on SME Platform of BSE, it has been exempted from applicability of IND-As as per proviso to rule 4 of Companies (Indian Accounting Standards) Rules, 2015. The Company has adopted Accounting Standards as notified by Ministry of Corporate Affairs. Accordingly, these financial results have been prepared in accordance with the Accounting Standards prescribed under Section 133 of the Companies Act, 2013 and other accounting principles generally accepted in India.
3. The figures of the previous year have been rearranged/ regrouped/ reclassified wherever necessary.
4. As the company do not have any Holding/Subsidiary/Joint Venture/ Associate concern, no reporting has been made in this regards.
5. The Cash flow statement has been prepared under the "Indirect Method" as set out in Accounting Standard-3, "Cash Flow Statements" issued under the Companies (Accounting Standard) Rules, 2006.

In terms of our audit report of even date
For SBMG & Co.
Chartered Accountants
FRN: 127756W



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Sumit Bihani, Partner
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