

SUNRISE EFFICIENT MARKETING LIMITED

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

Website: www.sunriseefficientmarketing.com, **CIN:** L29100GJ2020PLC114489

Email: cs@sunrisemarketing.net, **Phone:** 261-2890045

September 06, 2022

To,
BSE LIMITED
PhirozeJeejeebhoy towers,
Dalal Street,
Mumbai- 400 001.

Dear Sir/Madam,

Scrip ID / Code: SEML / 543515

Subject : Notice of 02nd Annual General Meeting of the Company

Reference No. : Regulation 30 and Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

With reference to the above captioned subject, please find enclosed herewith the Notice of 02nd Annual General Meeting of the members of the Company scheduled to be held on Friday, 30th September, 2022 at 11.00 A.M. at the registered office of the company at Sub Plot No.2, Block B, Akash Bhumi Complex Village Pandesara, Surat 394221, approved by the Board in its meeting held on September 03, 2022. The company has completed dispatching the same along with the Annual report for the financial year 2021-22 to its shareholders on September 06, 2022.

This enclosure is now being submitted under Regulation 30 and schedule III of SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2015.

This is for your information and record.

Yours Faithfully,

For **Sunrise Efficient Marketing Limited**

Lejas Hemantra Desai
Managing Director
DIN: 02488965

Place: Surat

Encl.: Notice of 02nd Annual General Meeting of the Company



NOTICE

Notice is hereby given that the 02nd Annual General Meeting of the Members of **SUNRISE EFFICIENT MARKETING LIMITED** will be held on Friday, 30th September, 2022 at 11.00 A.M. at the Registered Office of the company situated at Sub Plot No.2, Block B, Akash Bhumi Complex Village Pandesara, Surat 394221, Gujarat to transact the following businesses:

ORDINARY BUSINESS:

1. To receive, consider and adopt the Audited Financial Statements of the company for the financial year ended on 31st March, 2022 together with the report of the Board of Directors & Auditors' thereon.
2. To appoint a Director in place of Mrs. Mitaliben Lejas Desai, Executive Director (DIN: 02594823), liable to retire by rotation in terms of section 152(6) of the Companies Act, 2013 and being eligible, seeks re-appointment.

"RESOLVED THAT in accordance with the provision of Section 152(6) and all other applicable provisions, if any, of the Companies Act, 2013, Mrs. Mitaliben Lejas Desai, Executive Director (DIN: 02594823), who retires by rotation at this Annual General Meeting, be and is hereby reappointed as director of the Company, liable to retire by rotation."

3. Appointment of Statutory Auditor and authorise directors to approve their remuneration

To consider and if through fit, to pass with or without modification(s), the following resolution as an Ordinary Resolution:

"RESOLVED THAT pursuant to provisions of Section 139, 142 and other applicable provisions of the Companies Act, 2013, if any, read with the Companies (Audit & Auditors) Rules, 2014, including any statutory enactment or modification thereof, **M/s SBMG & CO.,** Chartered Accountants, (Firm Registration No. 127756W) be and is hereby appointed as the Statutory Auditors of the Company for the period of consecutive three years commencing from the conclusion of this 02nd Annual General Meeting till the conclusion of 05th Annual General Meeting of the Company, at a remuneration to be decided by the Board of Directors in consultation with the Auditors.

RESOLVED FURTHER THAT the Board of Directors of the Company be and is hereby authorized for and on behalf of the Company to take all necessary steps and to do all such acts, deeds, matters and things which may deem necessary in this behalf."

For and on behalf of the Board of Directors
SUNRISE EFFICIENT MARKETING LIMITED

Sd/-
Lejas Hemantrai Desai
Managing Director
DIN: 02488965

Date: 03/09/2022
Place: Surat

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

NOTES:

1. A member entitled to attend and vote at the Annual General Meeting (the “meeting”) is entitled to appoint a proxy to attend and vote on a poll instead of himself / herself and the proxy need not be a member of the company. The instrument appointing the proxy, duly completed, must be deposited at the company’s registered office not less than 48 hours before the commencement of the meeting (on or before 28th September, 2022, 11:00 A.M.). A person can act as a proxy on behalf of members not exceeding fifty and holding in the aggregate not more than ten percent of the total share capital of the company carrying voting rights. A member holding more than ten percent of the total share capital of the company carrying voting rights may appoint a single person as proxy and such person shall not act as a proxy for any other person or shareholder. A proxy form for the AGM is enclosed.
2. Corporate members intending to send their authorized representative to attend the meeting are requested to send to the Company a certified copy of Board resolution authorizing their representative to attend and vote on their behalf at the Meeting.
3. Karta in case of HUF, partners/proprietors in case of firm attending and voting should affix the respective stamp of HUF or firm on the attendance sheet, Ballot paper or Proxy form.
4. Relevant documents referred to in the above Notice are open for inspection at the Registered Office of the Company during the business hours on any working day (except Sunday and holidays) between 10.00 a.m. and 4.00 p.m. up to the date of the Annual General Meeting.
5. Members/Proxy holders/ Authorized representatives are requested to bring their copy of Annual Report and Attendance slip sent herewith, duly filled-in for attending the Annual General Meeting.
6. Members are requested to quote Folio number/Client ID No. in all their correspondences.
7. The Register of Directors and Key Managerial Personnel and their shareholding, maintained under section 170 of the Companies Act, 2013, will be available for inspection by the members at the AGM.
8. The Register of Contracts & arrangements in which director are interested, maintained under section 189 of the Companies Act, 2013, will be available for inspection by the members at the AGM.
9. The Register of Members and the Share Transfer Books of the Company will remain closed from 24th September, 2022 to 30th September, 2022 (both days inclusive).
10. The Shareholders are requested to direct change of address notifications and updates details to their respective Depository Participant(s).
11. Equity shares of the Company are under compulsory demat trading by all Investors.
12. The Annual Report 2021-22, the Notice of the 02nd AGM and Attendance Slip and Proxy form, are being sent by electronic mode to all the members whose email addresses are registered with the Company/ Depository Participant(s), unless a member has requested for a physical copy of documents.
13. Members may also note that the Notice of the 02nd AGM and the Annual Report 2021-22 will be available on Company’s website, <http://www.sunriseefficientmarketing.com>.

14. Members who have not registered their e-mail addresses so far, are requested to register their e-mail address for receiving all communication from the company electronically and quicker response to their queries to company's Registrar and Share Transfer Agent, Kfin Technologies Limited.

15. Members are requested to contact our Registrar and Transfer Agent for any query related to shares and other inquiry at following address:

M/s. Kfin Technologies Limited

Selenium Building, Tower-B, Plot No 31 & 32, Financial District, Nanakramguda, Serilingampally, Hyderabad, Rangareddi, Telangana India - 500 032.

Tel.: +91-40-67162222, E-mail: compliance.corp@kfintech.com,

Website: www.kfintech.com

Please Quote Folio No. / DP ID & CL ID for any communication for your shareholding

16. The shareholder needs to furnish the printed Attendance slip along with a valid identity proof such as the PAN card, passport, AADHAAR card or driving license to enter the AGM hall.

17. Additional information, pursuant to Regulation 36 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, in respect of the directors seeking appointment/re- appointment at the AGM, is furnished as annexure to the Notice. The directors have furnished consent / declaration for their appointment/ re-appointment as required under the Companies Act, 2013 and the Rules there under.

18. The voting rights of Shareholders shall be in proportion to their shares of the paid up equity share capital of the Company as on **23rd September, 2022**.

19. The route map of the venue of Annual General Meeting is appended to this report. The prominent land mark near the venue is Daxeshwar Temple, Pandesara, Surat.

Update E-Mails For Receiving Notice/Documents In E-Mode:

The Ministry of Corporate Affairs (MCA) has through its circulars issued in 2011, allowed service of documents by companies including Notice calling General Meeting(s), Annual Report etc. to their shareholders through electronic mode. This green initiative was taken by MCA to reduce paper consumption and contribute towards a green environment. As a responsible citizen, your company fully supports the MCA's endeavor.

In accordance of the same, your company had proposed to send Notice calling General Meetings, Annual Report and other documents in electronic mode in future to all the shareholders on their email addresses. It was also requested to inform the company in case the shareholders wish to receive the above documents in physical form. Accordingly, the Annual Report along with Notice will be sent to the shareholders in electronic mode at their email addresses.

The shareholders may register their email addresses with their Depository through Depository Participant.

Update Your Correspondence Address/ Bank Mandate/Pan/ Email Id:

Shareholder(s) holding shares in dematerialized form are requested to notify changes in Bank details/ address/ email ID directly with their respective DPs.

Quote Folio No. / DP ID No.:

Shareholders/ Beneficial owners are requested to quote their DP ID no. in all the correspondences with the Company.

Shareholders are also requested to quote their Email ID and contact number for prompt reply to their correspondence.

The Route Map of Venue of AGM of the Company.



For and on behalf of the Board of Directors
SUNRISE EFFICIENT MARKETING LIMITED

Sd/-

Lejas Hemantra Desai
Managing Director
DIN: 02488965

Date: 03/09/2022
Place: Surat

ANNEXURE TO NOTICE

DETAILS OF DIRECTOR/KMP SEEKING RE-APPOINTMENT AT THE ENSUING ANNUAL GENERAL MEETING:

(Pursuant to Regulation 36 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and Secretarial Standard 2 issued by the Institute of Companies Secretaries of India)

1. **Mrs. Mitaliben Lejas Desai**, is proposed to be re-appointed as Director, who is liable to retire by rotation and as per the Regulation 36(3) of SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015 and Secretarial Standards her details are as under:

Name of Director	Mrs. Mitaliben Lejas Desai
DIN	02594823
Date of Birth	24-04-1983 (39 Years)
Qualification	Post Graduate Diploma in Marketing Management
Expertise in specific functional areas	Expert in accounting, finance and overall back-office operations
Experience	She was previously associated as Admin Head with Sunrise Marketing and Services. Currently, she is looking after accounting, finance and overall back-office operations of the Company.
Terms and Conditions of Appointment/ Reappointment	As per the resolution at item No 2 of the notice convening this meeting, Mrs. Mitaliben Lejas Desai is liable to retire by rotation at the ensuing Annual General Meeting and being eligible, offers herself for reappointment.
Remuneration Last drawn	For the Financial Year 2021-22 she has been paid remuneration of Rs. 9,00,000.
Remuneration Proposed	Rs. 9,00,000
Date of First Appointment	09-07-2020
Relationship with Directors/ Key Managerial Personnel	Mrs. Mitaliben Lejas Desai is : <ul style="list-style-type: none">- wife of Mr. Lejas Hemantra Desai, Managing Director of the company; and- daughter in law of Mr. Hemantra Thakorbbhai Desai, Wholetime Director of the company
List of Companies in which directorship is held as on 31/03/2022	<ul style="list-style-type: none">• Sunrise Efficient Marketing Limited• Suniti Hospitality Private Limited
Chairman / Member of the Committee of other Company	Nil
No. of Meetings of the Board Attended during the year	15

Mr. Hemantra Thakorbbhai Desai & Mr. Lejas Hemantra Desai being relatives of director and are concerned or interested in this resolution.

EXPLANATORY STATEMENT PURSUANT TO SECTION 102 OF THE COMPANIES ACT, 2013 AND OTHER APPLICABLE PROVISIONS

ITEM NO.3

The Board of Directors, at its meeting held on May 30, 2022, based on the recommendation of the Audit Committee, approved the appointment of **M/s SBMG & CO.**, Chartered Accountants, (Firm Registration No. 127756W) as the Statutory Auditors of the Company for the period of consecutive Three years commencing from the conclusion of this 02nd Annual General Meeting till the conclusion of 05th Annual General Meeting of the Company, at a remuneration to be decided by the Board of Directors in consultation with the Auditors.

Based on the recommendation made by the Audit Committee, the Board recommends the appointment of **M/s SBMG & CO.**, Chartered Accountants, (Firm Registration No. 127756W) as the Statutory Auditors of the Company for the term of 3 years, as set out in the Resolution no. 3, for approval of the Members as an Ordinary Resolution.

The Board of Directors has approved remuneration of Rs. 1 Lakh plus applicable taxes and out of pocket expenses for the year 2022-23, subject to their re-appointment by the Members. The remuneration to be paid to the Statutory Auditors for the remaining period would be decided in line with the existing remuneration and shall commensurate with the services to be rendered by them during the said tenure. The Board of Directors, in consultation with the Audit Committee, may alter and vary the terms and conditions of appointment, including remuneration, in such manner and to such extent as may be mutually agreed with the Statutory Auditors.

None of the Director, Key Managerial Personnel, or their respective relatives are, in any way, concerned or interested, financially or otherwise, in the said resolution.

The Board recommends this Resolution for Members approval.

For and on behalf of the Board of Directors
SUNRISE EFFICIENT MARKETING LIMITED

Sd/-
Lejas Hemantra Desai
Managing Director
DIN: 02488965

Date: 03/09/2022
Place: Surat

SUNRISE EFFICIENT MARKETING LIMITED

CIN: L29100GJ2020PLC114489

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

Email: cs@sunrisemarketing.net, Ph: 261-2890045, Web: www.sunriseefficientmarketing.com

ATTENDANCE SLIP

Record of Attendance at the ANNUAL GENERAL MEETING held on Friday, 30th September, 2022 at 11:00 am at Sub Plot No.2, Block B, Akash Bhumi Complex Village Pandesara, Surat 394221

Please complete this attendance slip and Handover at the Entrance of the meeting Venue.

TO BE USED ONLY WHEN THE FIRST NAMED SHAREHOLDER ATTENDS

PLEASE GIVE NAME OF THE FIRST NAMED SHARE HOLDER:

NAME OF THE SHAREHOLDER OR PROXY OR REPRESENTATIVE ATTENDING THE MEETING:

Mr./Mrs./Ms. (In Capitals)

Members' Folio No. Signature.....
(in case the shares are held in Demat Mode)

DP ID.....

Client ID.....

Mr./Mrs./Ms.....

Members' Folio No..... No. of Shares Held

Dated: , 2022

SUNRISE EFFICIENT MARKETING LIMITED

CIN: L29100GJ2020PLC114489

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Email: cs@sunrisemarketing.net, Ph: 261-2890045, Web: www.sunriseefficientmarketing.com

Form No. MGT-11

Proxy form

[Pursuant to section 105(6) of the Companies Act, 2013 and rule 19(3) of the Companies (Management and Administration) Rules, 2014]

CIN: L29100GJ2020PLC114489

Name of the company: SUNRISE EFFICIENT MARKETING LIMITED

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

Name of the member(s):

Registered address:

E-mail Id:

Folio No/ Client Id:

DP ID:

I/We, being the member (s) of shares of the above named company, hereby appoint

1. Name:
Address:
E-mail Id:
Signature:
or failing him

2. Name:
Address:
E-mail Id:
Signature:

as my/our proxy to attend and vote (on a poll) for me/us and on my/our behalf at the Annual General Meeting of the company, to be held on the Friday, 30th September 2022 at 11.00 a.m. at Sub Plot No.2, Block B, Akash Bhumi Complex Village Pandesara, Surat 394221 and at any adjournment thereof in respect of such resolutions as are indicated below:

Resolution Nos.

1. To receive, consider and adopt the Audited Financial Statement of the company for the financial year ended on 31st March, 2022 together with the report of the Board of Directors & Auditors' thereon.
2. To appoint a Director in place of Mrs. Mitaliben Lejas Desai, Executive Director (DIN: 02594823), liable to retire by rotation in terms of section 152(6) of the Companies Act, 2013 and being eligible, seeks re-appointment.
3. Appointment of Statutory Auditor and authorise directors to approve their remuneration.

Signed this day of 2022

Signature of shareholder

Signature of Proxy holder(s)

Note: This form of proxy in order to be effective should be duly completed and deposited at the Registered Office of the Company, not less than 48 hours before the commencement of the Meeting. A holder may vote either for or against each resolution.

Affix a Re. 1 Revenue Stamp

Form No. MGT-12 Polling Paper

[Pursuant to section 109(5) of the Companies Act, 2013 and rule 21(1)(c) of the Companies (Management and Administration) Rules,2014]

Name of the Company: SUNRISE EFFICIENT MARKETING LIMITED				
Registered Office: Sub Plot No.2, Block B, Akash Bhumi Complex Village Pandesara, Surat 394221				
CIN: L29100GJ2020PLC114489				
BALLOT PAPER				
S No	Particulars	Details		
1.	Name of the first named Shareholder (In Block Letters)			
2.	Postal address			
3.	Registered Folio No./ *Client ID No. (*applicable to investors holding shares in dematerialized form)			
4.	Class of Share	Equity Shares		
I/We hereby exercise my/our vote in respect of the following resolution(s) as set out in the Notice of Annual General Meeting of Company scheduled to be held on Friday, 30 th September 2022 at 11:00 A.M. at the Registered Office of the Company at Sub Plot No.2, Block B, Akash Bhumi Complex Village Pandesara, Surat 394221, which is proposed to be placed for consideration of members at the aforesaid AGM of the Company, by conveying my/our assent and/or dissent to the said Resolution(s) in the relevant box as stated herein below:				
No.	Item No.	No. of Shares held by me	I assent to the resolution	I dissent from the resolution
Ordinary Businesses				
1	Receive, consider and adopt the Audited Financial Statement of the company for the financial year ended on 31st March, 2022 together with the report of the Board of Directors & Auditors' thereon.			
2	Appoint a Director in place of Mrs. Mitaliben Lejas Desai, Executive Director (DIN: 02594823), liable to retire by rotation in terms of section 152(6) of the Companies Act, 2013 and being eligible, seeks re-appointment.			
3	Appointment of Statutory Auditor and authorise directors to approve their remuneration.			
Place: Date:				
(Signature of the shareholder)				

INSTRUCTIONS

1. This Ballot Paper is provided to enable the shareholder(s) or their proxy(ies) for voting by way of Ballot Paper(s), so that they can also participate in voting through this physical Ballot Paper.