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31<sup>st</sup>. August 2020

To,

The Manager,  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai-400001

Dear Sir/Madam,

**Subject: Submission of Announcement with regard to telecasting of program "Sai Bhakton Ki Sachchi Kahaniyan" with Zee Group for Zee America and Zee Canada.**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Orient Tradelink Ltd has signed a deal with Zee group to play its one of the most sought and viewed serial in India's small screen on Sai Baba called "Sai Bhakton Ki Sachchi Kahaniyan".

"Sai Bhakton Ki Sachchi Kahaniyan" will be played on Zee America and Zee Canada every Sunday at 8:30 am and 7:30 am respectively for 52 Weeks. It is first time that any content based on true real life incidences and experiences, which has changed the lives of many people is being played on a foreign soil.

Kindly note the compliance.

Thanking you,

Yours faithfully,

For Orient Tradelink Limited

For ORIENT TRADELINK LTD

*Mahesh Kumar Verma*

Mahesh Kumar Verma DIRECTOR

Director

DIN: 07892196

Add: D-3, Street No. 2 Brijpuri

Dayalpur, East Delhi-110094 India

## ORIENT TRADELINK LIMITED

CIN: L65910GJ1994PLC022833

Corporate Office: 141 - A. Ground Floor,

Shahpur Jat Village, New Delhi-110049. Tel: 9999313918

## Sai Bhakton Ki Sachchi Kahaniyan Started on Zee America and Zee Canada

Orient Tradelink Ltd has signed a deal with Zee group to play its one of the most sought and viewed serial in India's small screen on Sai Baba called "**Sai Bhakton Ki Sachchi Kahaniyan**". "**Sai Bhakton Ki Sachchi Kahaniyan**" will be played on Zee America and Zee Canada every Sunday at 8:30 am and 7:30 am respectively for 52 Weeks. It is first time that any content based **on true real life incidences and experiences, which has changed the lives of many people** is being played on a foreign soil.

"**Sai Bhakton Ki Sachchi Kahaniyan**" is the super Hitprogram of Orient Tradelink Ltd which has been aired in approx. all the major channels in India and was the most viewed program in its category and time band. "**Sai Bhakton Ki Sachchi Kahaniyan**" is a multiple episodes program which is based on the true stories sent by Sai Bhakts. These are the incidents being felt and experienced by many Sai Bhakts, which has been then converted and given a shape of TV Program.

As per Mr Aushim Khetarpal "there are believers and non-believers and in the end all become believers". He started the work of doing publicity (*prachar and prasar*) of baba long time back, and when people started feeling the grace and presence of baba around them, they started sending their experience in the form of stories. It was then decided by the producers to make a program on selected stories and then OTL purchased the rights of this program and started marketing the same. The program was viewed and liked by millions and billions of people and it was evident by the TRPs of the channels and feedback received from the Sai Bhakts.

OTL has till date acquired the marketing rights of many programs related and based on Shri Shirdi Sai Baba. This is the first deal happened with Zee Group for their channels in USA and Canada namely Zee America and Zee Canada. After seeing the huge success of its YouTube Channel "Sai Ki Mahima with Aushim Khetarpal" which has become hit on the digital platform, OTL is further planning to market this content aggressively around the globe. The other content "**World of Oneness**" and "**Words of faith**" is also expected to be on television and other platforms very soon worldwide as the association of Mr. Aushim Khetarpal with Shri Shirdi Sai Baba is known to the whole world.


The Revenue expected from the 52 weeks telecast which is most likely to be extended on both the channels is expected to be approx. 30 million with the good profit as the content is already made.



# Sai Bhakton ki Sachchi Kahaniyan

With AUSHIM KHETRAPAL  
Every Sunday 8:30 AM

ZEETV



# Sai Bhakton ki Sachchi Kahaniyan

With AUSHIM KHETRAPAL  
Every Sunday 7:30 AM

ZEETV