

OPP: HOTEL PRESIDENT, B/H. FAIRDEAL HOUSE, SWASTIK CROSS ROADS, OFF: C.G.ROAD,

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#### Orient Tradelink Ltd Signs a 10 year deal with SSBF for Marketing "Religious Mantras".

Orient Tradelink Ltd (OTL) Signs a 10 year deal to publicize and Market 30 Religious Mantras produced by Shirdi Sai Baba Foundation (SSBF).

SSBF who is already active in the field of Mythology, upliftment of poor and various other social causes is now producing 30 religious Mantras including Shri Ganesh Mantra, Om Namah Shivay, Gayatri Mantra, Sai Mantra to name a few. Among these 30 Mantras 5 mantras has been produced and given to OTL on Profit sharing model.

The Copy right of these Mantras will remain with SSBF and OTL will publicize and market them; the revenues will be shared on 60:40 basis, between SSBF and OTL respectively. OTL is planning to publicize and market these Mantras through digital platforms and through CDs/DVDs/Pen drives. The expected revenue from this deal is approx Rs. 15 Crores in the next 10 years and Rs. 2-3 Crores in 3 years time.

As per SSBF, the chanting of these Mantras will enlighten and infuse new energy in today's younger generation. The renditions of these various mantras have greater strength. Today each and every person is distressed for one or other reason, there is too much mental stress and in such circumstances listening to these mantras relieves one's stress. You can listen to them anytime and thus you can concentrate and find solace. The new generation is slowly forgetting the religious trend and many are unaware of these mantras and their power. These mantras are one form of meditation which provides a positive energy within us and our organs, we are attempting to re-live these religious mantras within the younger generation and enlighten them about its power and effects. These 30 mantras are being sung by "Sai Bhakt Aushim Khetarpal"

OTL has also in past done few major work on the mythological genre which changed the vision of India and many other people in the world towards spirituality, wellness, upliftment of down trodden and helping the society. The recent work done by OTL was producing and releasing the Film "Baba Ramsaa Peer" which was based on the life of "Baba Ramdev" who was lovingly also called "Baba Jhulelal" of Rajasthan which has won the prestigious award "Rajasthan Integration Award" from Indian Federation of Working Journalist (IFWJ).

OTL has also produced and released the Film "Shirdi Sai Baba" which won the most prestigious award of India "National Integration Award" from the then Hon'ble President of India Sh. K. R. Narayanan.

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