



Regd. Office: OFFICE ADDRESS: 801-A, 8TH FLOOR, MAHALAYA COMPLEX,
OPP: HOTEL PRESIDENT, B/H. FAIRDEAL HOUSE,
SWASTIK CROSS ROADS, OFF: C.G.ROAD,
NAVRANGPURA, AHMEDABAD: 380 009. **Tel:**30025866
E-Mail: orient.tradelink@gmail.com, Website: www.orienttradelink.in

Date: 25th June, 2025

**To,
The Manager,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001**

**Script Code: 531512
Symbol: ORIENTTR**

Subject: Press Release-pursuant to Regulation 30 of SEBI (Listing Obligations & Disclosures Requirements) Regulations, 2015

Dear Sir/Madam,
Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed press release of the company dated 25th June 2025.

You are requested to kindly take the same on your record.

Thanking you,
Yours faithfully,

**For and on behalf of
Orient Tradelink Limited**

**Aushim Khetarpal
Managing Director & CFO
DIN: 00060319**

Encl: As above

ORIENT TRADELINK LIMITED

CIN: L65910GJ1994PLC022833
Corporate Office: 141 - A. Ground Floor,
Shahpur Jat Village, New Delhi-110049. Tel: 9999313918



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“Why Only Fourteen Years?” — The Question That Stirred a Literary Revolution in Delhi

Orient Tradelink Ltd. & Aushim Khetarpal Host the Grand Launch of the Boldly Reimagined Mythological Masterpiece — कैकेयी

What if Kaikeyi never banished Shri Ram—but simply prepared him for the crown the world wasn't yet ready for? Isn't exile sometimes the birthplace of empire?
— *Vikas Kapoor*, Visionary Writer & Creator of India's Most Revered Religious Series

What if the most misunderstood woman in Indian mythology wasn't a villain—but the visionary behind destiny itself?

This bold question echoed through the halls of **The Claridges, New Delhi**, today, where the much-awaited book "*कैकेयी – श्रीराम वनवास केवल चौदह वर्ष क्यों?*" by **Vikas Kapoor** was officially launched amidst a distinguished gathering of intellectuals, thought leaders, and dignitaries.

The grand event was inaugurated by **His Excellency, Hon'ble Governor of Bihar, Janab Arif Mohammad Khan Sahab**, who unveiled the book in a stirring ceremony that celebrated not only literature but also the revival of lost voices from India's epic heritage.

“Kaikeyi was not impulsive—she was intuitive. Not cruel—she was courageous. Not silenced—but silenced by time.”

— *His Excellency, Hon'ble Governor Janab Arif Mohammad Khan*

Presiding over the event was **Dr. Subhash Chandra**, Chairman Emeritus of Zee TV and former Member of Parliament, who called the book “*a cultural necessity*,” urging audiences to rethink the simplistic narratives often imposed on complex characters:

“Mythology is not about gods and demons—it's about decisions and consequences. This book compels us to revisit those decisions with fresh eyes.”

A Gathering of National Eminence

Also in attendance were:

- **Shri Tarun Rathi**, Hon'ble Minister of State, Government of Uttar Pradesh

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- **Sanjaanaa Jon**, Special Guest & Chief Global Strategist – Branding, Diplomacy & Visionary Leadership

The event was elegantly and insightfully anchored by **Supriya Saxena**, whose presence brought coherence, grace, and resonance to the evening’s thought-provoking theme.

A Question That Ignited Cultural Introspection

Based on over **two decades of deep research**, **कैकेयी** dares to ask:

- Why did Kaikeyi ask for **only fourteen years** of exile—and not forever?
- Was she truly the antagonist, or was she the **architect of fate**?

In a landscape dominated by linear interpretations of the Ramayana, this book reopens the conversation on feminine foresight, dharma, and strategic silence.

Not Just a Book – A Cultural Movement

More than just a literary release, **कैकेयी** became the centrepiece of a national introspection. Over **1,000 copies of the book were distributed** at the event by **Orient Tradelink Ltd.**, marking it not only as a bestseller in spirit but a **symbol of reclaiming untold narratives**.

Curated by **Aushim Khetarpal**, the event was a masterclass in merging heritage with modern consciousness, transforming myth into a mirror for today’s society.

Orient Tradelink Ltd.,

Media Spokesperson: Aditya Tiwari

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