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Press Release

Orient Tradelink Ltd Secures Global Marketing Rights for “Shirdi: Before and After 2000” – A Spiritual, Cultural, and Commercial Game-Changer – To increase turnover and profits by 12%

Shirdi, India – October 13, 2025 — What happens when faith meets foresight, devotion meets direction, and literature meets legacy? The answer lies in the runaway success of “Shirdi: Before and After 2000,” a transformative new book that’s redefining not only spiritual literature but also the business of belief.

Launched on **September 19th**, the book has already taken the spiritual and publishing world by storm. Within just eight days, over **3,000 hardcover copies** have been sold across **Amazon, Flipkart, and major e-commerce platforms**, setting a new benchmark for contemporary devotional works. With projected sales of over **5 lakh copies** in the next **two years**, this title is rapidly positioning itself as a global bestseller — and as a new growth engine for **Orient Tradelink Limited (OTL)**.

A Historic Partnership: OTL Backs the Rights

In a landmark business move, **Orient Tradelink Limited (OTL)** has acquired the **exclusive global marketing and distribution rights** for “Shirdi: Before and After 2000” for seven years from **Aum Sportainment Pvt. Ltd.**

This partnership marks **OTL’s** powerful entry into the high-growth domain of spiritual, cultural, and historical publishing — an arena that connects India’s heritage with global audiences.

OTL’s strategic roadmap includes **multi-language editions, digital and cinematic adaptations, and a potential web-series production**, reaffirming its vision of taking Shirdi’s message to every corner of the world.

“We are not just selling a story — we are celebrating an era,” said **Mr. Aushim Khetarpal**, Founder and Managing Trustee of the **Shirdi Sai Baba Foundation** and author of the book. “This work is about more than Shirdi’s transformation — it’s about the evolution of faith itself.”

ORIENT TRADELINK LIMITED

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A Story that Transcends Borders

Penned by **spiritual mentor Aushim Khetarpal**, this marks his **70th book**, and perhaps his most ambitious yet. “Shirdi: Before and After 2000” dives deep into the transformation of Shirdi — charting its journey from a sacred village to a **global epicentre of devotion and tourism** post-2000.

The book features **rare archival photographs, vivid historical narratives, and contributions from Indian and British sources**, offering a never-before-seen portrayal of Sai Baba’s enduring influence.

Readers have hailed it as “**a spiritual time capsule,**” “**a modern classic,**” and “a bridge between devotion and discovery.”

Global Trends, Global Aspirations

As the world rediscovers its connection to faith and culture, spiritual literature continues to flourish. With landmark works like “Jerusalem: The City Eternal” selling over **20 million copies** worldwide, experts predict “Shirdi: Before and After 2000” could follow a **similar success pattern**, propelled by the growing **global interest in Sai Baba, Indian spirituality, and cultural revival.**

The Business of Belief: A New Chapter for OTL

OTL’s marketing blueprint is ambitious, far-reaching, and transformative:

- **Worldwide distribution** through online and offline retail channels.
- High-impact video promotions, author interactions, and media features.
- **Multi-language** rollouts to capture global readership.
- **Cinematic and web-series** rights under negotiation for 2026 release.
- **A seven-year marketing mandate** ensuring sustained growth and visibility.

With over **3,000 hardcover copies already sold** in record time and **5 lakh copies projected** within **two years**, this single book is poised to contribute **12% of OTL’s total revenue** in the next six months — with profits expected to rise by over **12% in the same period.**

In the longer horizon, **OTL forecasts** that the Shirdi publishing series could elevate the company’s turnover and **profitability by 25%**, establishing a **regular annual mandate** where over a **lakh copies** are sold across diverse platforms globally.

“This isn’t just a book launch — it’s a business transformation,” said **Archana Awasthi, OTL spokesperson.** “By aligning with a title that carries both spiritual gravitas and global appeal, Orient is setting the stage for a new era of profitable publishing.”

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What Makes This Book a Phenomenon?

- **3,000+ hardcover copies** sold within the first 8 days
- **5,00,000+ global sales** projected within 2 years
- **70th publication by Aushim Khetarpal**, acclaimed spiritual mentor
- **12% immediate revenue** growth projected for OTL
- **25% long-term profitability** increase anticipated through global sales
- **Exclusive global rights** secured for 7 years from Aumsportainment Pvt. Ltd.
- **Translations and cinematic adaptations** in active planning
- **Available now on Amazon, Flipkart, and all leading e-commerce platforms**

A Question to the World

If faith can move mountains — can a book move the world?

“**Shirdi: Before and After 2000**” is not merely a publication. It is an awakening — an intersection of devotion, **documentation, and destiny**. As OTL champions this journey forward, it’s not just shaping a bestseller... it’s scripting history.

Book Title: Shirdi: Before and After 2000

Author: Aushim Khetarpal, Founder & Managing Trustee, Shirdi Sai Baba Foundation

Rights Holder & Global Marketer: Orient Tradelink Limited (OTL)

Availability: Amazon, Flipkart, and major e-commerce platforms

Photographs: Available upon request

Launched: September 19, 2025

Links :

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