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ORIENT TRADELINK LIMITED

CORPORATE ANNOUNCEMENT

ORIENT TRADELINK LIMITED ACQUIRES SEVEN-YEAR COMMERCIAL RIGHTS FOR MUCH-ANTICIPATED FEATURE FILM CHILDREN OF GOD

Mumbai | 14 September 2026

Orient Tradelink Limited (“the Company”) is pleased to announce that it has entered into definitive arrangements for the acquisition of specified commercial rights in the feature film Children of God for a period of seven years, subject to the terms and conditions of the definitive agreements.

The film is scheduled for a nationwide theatrical release on 23 October 2026.

The acquisition marks the Company’s strategic entry into entertainment content and intellectual-property assets, with opportunities for commercial utilisation across theatrical exhibition, overseas markets, television/satellite, dubbing and language adaptation, publishing, merchandising and other permissible formats.

CHILDREN OF GOD: BUILDING MOMENTUM AHEAD OF RELEASE

Children of God is a socially relevant Hindi feature film based on a true story, centred on themes of identity, acceptance, dignity, resilience and the human journey from rejection towards hope and belonging.

The film follows Amit, a young person who faces rejection because of being different and eventually finds acceptance within a transgender community. Through its central character and narrative, the film explores discrimination, compassion, identity and the fundamental human need for dignity and acceptance.

The project has generated considerable interest ahead of its theatrical release. Actor-filmmaker Aushim Khetarpal, associated with the film as producer and actor, has highlighted its larger social message and its objective of bringing greater visibility and dignity to a community that has historically remained underrepresented.

The film has also received attention through its international journey, including its reported presence at the Cannes Film Market 2026, providing an international platform ahead of its Indian theatrical release.

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The promotional campaign gained further momentum with the trailer and music launch held in Shirdi in July 2026, bringing together the film's cast, creative team and prominent guests. The campaign has focused on the film's message of equality, compassion, acceptance and human dignity.

With its social relevance, pre-release visibility, international exposure and nationwide theatrical release scheduled for October 2026, the Company believes Children of God presents a distinctive content property with potential for commercial utilisation across multiple markets and formats.

SEVEN-YEAR COMMERCIAL RIGHTS

The seven-year rights period provides the Company with an opportunity to explore the acquired property progressively beyond its initial theatrical release, subject to the rights acquired and applicable contractual arrangements.

The acquired rights provide opportunities relating to:

- * Domestic theatrical distribution
- * Overseas theatrical distribution
- * Television/satellite exploitation and related commercial rights
- * International markets
- * Dubbing and language adaptation
- * Publishing and book rights
- * Merchandising and allied intellectual-property opportunities
- * Other permissible commercial utilisation of the film and associated content

The Company believes that the combination of the film's distinctive subject, pre-release visibility and multiple potential formats provides an opportunity to develop Children of God as a content asset with a longer commercial life beyond its theatrical window.

APPROXIMATELY ₹1 CRORE PUBLICITY AND MARKETING PROGRAMME

As part of its commercial strategy for the property, the Company proposes to deploy approximately ₹1 crore towards publicity, marketing and promotional activities for Children of God, subject to applicable commercial arrangements and approvals.

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The promotional campaign has already commenced and is expected to intensify in the run-up to the film's theatrical release on 23 October 2026.

The campaign will seek to leverage the film's existing media visibility, international exposure and social relevance to build awareness across India and selected overseas markets.

DEVELOPING THE PROPERTY BEYOND CINEMA

The Company also intends to explore opportunities to develop Children of God beyond its theatrical life cycle.

The underlying story is currently being developed into a book, providing an additional publishing opportunity and enabling the story and its message to reach audiences beyond the cinema.

Subject to applicable rights and commercial arrangements, the Company may also explore opportunities in:

- * International distribution
- * Language adaptations
- * Publishing
- * Merchandising
- * Other allied formats and intellectual-property opportunities

STRATEGIC SIGNIFICANCE

The acquisition is aligned with the Company's objective of evaluating opportunities in content-led and intellectual-property assets that may provide avenues for revenue generation over an extended period.

The seven-year rights period provides flexibility to explore different commercial opportunities across territories, languages, media and formats, subject to market conditions and the rights available to the Company.

The Company believes that Children of God, with its socially relevant narrative, growing pre-release visibility, international exposure and multi-format potential, represents a distinctive addition to its entertainment and content portfolio.

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MANAGEMENT COMMENT

Commenting on the acquisition, the Management of Orient Tradelink Limited said:

“We are pleased to associate with Children of God, a film that combines a compelling human story with a socially relevant message of dignity, acceptance and equality. The film’s distinctive subject, growing visibility ahead of release and international exposure make it an interesting content property with opportunities across multiple markets and formats.

“With the nationwide theatrical release scheduled for 23 October 2026, our focus will be on supporting the film’s visibility while also evaluating opportunities to develop the property beyond its initial theatrical window. Our proposed investment of approximately ₹1 crore towards publicity and marketing reflects our commitment to building awareness around the film and its message.

“Over the seven-year rights period, we intend to evaluate opportunities across theatrical, television, international distribution, dubbing, publishing, merchandising and other permissible formats. While the commercial outcome will depend on audience response, market conditions and execution, we believe Children of God has the potential to become a meaningful addition to our content portfolio.”

ABOUT CHILDREN OF GOD

Children of God is a Hindi social drama based on a true story, directed by Ashish Saxena and featuring Aushim Khetarpal, Akash Verma, Raadhika Khetarpal and other members of the cast.

The film explores identity, rejection, belonging, resilience and the pursuit of dignity through the journey of its central character.

The film’s trailer and music were unveiled in Shirdi in July 2026, following its international exposure at the Cannes Film Market earlier in the year.

The film is scheduled for nationwide theatrical release on 23 October 2026.

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DISCLAIMER

Certain statements contained in this announcement may constitute forward-looking statements, including statements relating to marketing plans, commercial opportunities, revenue potential and future development of the intellectual property.

Such statements are based on current expectations and assumptions and are subject to risks, uncertainties and other factors. Actual results may differ materially from those expressed or implied.

The Company undertakes no obligation to publicly update or revise such statements except as may be required under applicable laws and regulations.

For Orient Tradelink Limited

Aditya Tiwari
PR Team



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Shirdi Mein Hui Film "Children of God" Ke Song Aur Trailer Ki Grand Launching | Asian Tv News



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'Children of God'



DNA dna_india Follow

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Filmmaker-actor Aushim Khetrapal (popularly known for Shirdi Sai Baba, Sai Baba series) is set to highlight a new perspective on the third gender community with his upcoming film, Children of God.

Read here:
<https://www.dnaindia.com/bollywood/rep-ort-shirdi-sai-baba-actor-aushim-khetrapal-advocates-for-third-gender-backs-children-of-god-calls-it-fresh-cinematic-effort-to-bring-change-3207982>

#DNAUpdates | #AushimKhetrapal | #ChildrenOfGod | #ShirdiSaiBaba

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Children of God Shines at Cannes Film Market, A Proud Global Moment for Indian Cinema



Written By: **NewsX Syndication**

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Children of God Shines at Cannes Film Market, A Proud Global Moment for Indian Cinema

By PNN | Updated: May 18, 2026 11:45 IST



Aushim Khetarpal's Children of God Shines at Cannes Film Market 2026 Cannes [France], May 18: Indian cinema marked an ...



दैनिक भास्कर

सच्ची बात, बेधड़क



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साई बाबा के संदेश को आगे बढ़ाएगी 'चिल्ड्रन ऑफ गॉड'

साई बाबा की पावन नगरी शिरडी में आगामी हिंदी फिल्म 'चिल्ड्रन ऑफ गॉड' का भव्य ट्रेलर और म्यूजिक लॉन्च हुआ। यह फिल्म समाज में ट्रांसजेंडर समुदाय के प्रति संवेदनशीलता, सम्मान और समानता का संदेश देती है। कथाओं में उल्लेख मिलता है कि साई बाबा किशोरों को ईश्वर का विशेष आशीर्वाद मानते थे और समाज से हमेशा उनके कल्याण की भावना से सोचने और उन्हें सम्मान देने की प्रेरणा देते थे। उसी मानवीय विचारधारा को आगे बढ़ाने का प्रयास फिल्म 'चिल्ड्रन ऑफ गॉड' के माध्यम से किया गया है। इस भव्य समारोह में फिल्म निर्माता एवं अभिनेता आशिम खेत्रपाल, निर्देशक आशीष सक्सेना, आरती खेत्रपाल, राधिका खेत्रपाल शामिल थे।

फिल्म का ट्रेलर और म्यूजिक साई बाबा की पावन नगरी शिरडी में रिलीज किया गया

आशिम ने कहा... 'चिल्ड्रन ऑफ गॉड' केवल एक फिल्म नहीं, बल्कि मानवता, सम्मान और स्वीकार्यता की भावना को समर्पित एक सच्ची कहानी है। हम चाहते हैं कि समाज किसी व्यक्ति को उसकी पहचान के आधार पर नहीं, बल्कि उसके ईमान होने के आधार पर स्वीकार करें। शिरडी में साई बाबा के आशीर्वाद के साथ इस फिल्म का शुभारंभ होना हमारे लिए अत्यंत सौभाग्य और भावनात्मक क्षण है।' यह एक सच्ची घटना से प्रेरित फिल्म है और 11 सितंबर को बिस्टर्स में रिलीज होगी।

AhmedabadMirror

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> Children of God Shines at Cannes Film Market, A Proud Global Moment for Indian Cinema

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