



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: 26th April, 2025

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

**Script Code: 531512
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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 26th April 2025.

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

Thanking you,
Yours faithfully,

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

**Mahesh Kumar Verma
Director
DIN: 07892196**

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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Press Release

Date : 26.04.2025

Orient Tradelink Ltd Launches Global Telecast of “Sai Ki Mahima” Season 8 on ZEE Networks

Airing Every Sunday Across Zee America, Zee Caribbean, and Zee South Africa for 52 Weeks Starting April 27, 2025

April 26, 2025 – New Delhi:

Orient Tradelink Ltd is proud to announce the global telecast of its flagship spiritual series “Sai Ki Mahima”, featuring renowned Sai devotee and spiritual guide Shri Aushim Khetarpal. The much-awaited Season 8 of the program will air weekly for 52 weeks, beginning Sunday, April 27, across major Zee Network channels:

- ZEE America
- ZEE Caribbean
- ZEE South Africa

This internationally acclaimed series has already aired on 15 leading television channels in India—including Sony, Zee, Sahara, and others—garnering widespread devotion and viewership across the country.

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Expanding Global Presence:

The new international broadcast marks a significant expansion in the global footprint of “Sai Ki Mahima”. In the coming 2-3 months, additional international channels are expected to join the telecast network, further amplifying reach and impact.

This move also coincides with the tremendous success of Shri Aushim Khetarpal's recent spiritual tours in America and South Africa, where his presence drew thousands of devotees and significantly boosted the global recognition of the program.

Business & Spiritual Synergy:

The ongoing 52-week global telecast is expected to significantly enhance brand visibility for Orient Tradelink Ltd and generate substantial revenue through:

- Book Sales
- Merchandising
- Digital Platform Expansion

With an estimated investment of over ₹70 lakhs towards content creation and promotion, Orient Tradelink Ltd anticipates a steady annual revenue of ₹6–7 crores through sales and associated spiritual collateral.

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The rights to “Sai Ki Mahima” were previously acquired by Orient Tradelink Ltd from Aum Sportainment Private Limited, and the program is now being positioned for a robust digital rollout alongside its television presence.

A New Era of Global Devotion Begins:

As Sai Ki Mahima enters its 8th season, this global telecast marks a new chapter not just in the company’s media journey, but also in spreading the eternal message of Shraddha, Saburi, and Seva to homes and hearts across the world.

Sai Baba-themed episodes, including those currently airing on Sony, have consistently garnered strong viewership ratings (TRPs) and driven significant revenue for broadcasters. With Shri Aushim Khetarpal serving as the global torchbearer of Sai Baba's message for over two decades, the international editions of these programs are expected to achieve exceptionally high TRPs.

Adding to this growing momentum, South Africa's Megazon Radio currently broadcasts over 22 devotional songs sung by Shri Aushim Khetarpal each day, alongside special talk shows produced and hosted by him.

Aditya Tiwari
Corporate PR.

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