



EPUJA SPIRITECH LIMITED

Reg. Off. - 13, Shree Siddhivinayak Plaza, Link Road, Andheri (West), Mumbai - 400053.
Corp. Off.- 32/1, Vasishtha Paradise, Temple Road, 11th Cross, Malleswaram, Bangalore 560003.
E-mail- spigrive@rediffmail.com
CIN: L96906MH1980PLC170432; Website: www.sagarproduction.com

**To,
BSE Limited
Corporate Relationship Dept.
PJ Towers, 25th Floor, Dalal Street,
Mumbai – 400 001
Script Code: 532092**

Sub: General Announcement under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Please find attached herewith a copy of the General Announcement to be issued by the Company for their new Ventures into the Agarbatti Market.

The same is also being uploaded on website of the Company at <https://www.sagarproduction.com/>

You are requested to take the above on record.

Kindly acknowledge the receipt of the same.

Thank you

**FOR, EPUJA SPIRITECH LIMITED
(Formerly known as Sagar Productions Limited)**

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**Deeksha Pathak
Company Secretary and Compliance Officer**

**Place: Mumbai
Date: 17.01.2024**



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GENERAL ANNOUCEMENT

A Fragrant Journey: ePuja Spiritech Ltd. Ventures into the Agarbatti Market

In a significant move towards diversification, ePuja Spiritech Ltd.(Previously known as Sagar Productions Limited), a leader in the spiritual technology sector, is set to embark on a fragrant journey with the launch of a new line of Agarbattis on the auspicious Ram Janmabhoomi Inauguration day, 22nd January 2024. The market potential for this traditional yet evergreen product is substantial, with estimates pegging it at around INR 12,000 crores and growing at an impressive 8% CAGR. This expansion aligns perfectly with our commitment to offering innovative solutions that seamlessly blend tradition with modernity.

Unveiling 15+ Fragrances in Various Forms

As our first fragrance we are launching “Raghuvanshi Ram” it’s a beautiful mix of cardamom, neroli and amber these ingredients invoke the quality of Shri Ram. Over the next six months, ePuja Spiritech Ltd. aims to introduce over 15 distinct fragrances, catering to diverse preferences and occasions. The product range will not be limited to just Agarbattis but will also include Dhoop Sticks and Dhoop Cones, providing a comprehensive offering for our discerning customers.

Our research and development team have painstakingly crafted each fragrance, ensuring that it not only aligns with the rich tapestry of Indian traditions but also resonates with the contemporary preferences of our customers. From soothing and meditative aromas to vibrant and invigorating scents, our diverse range of offerings is set to elevate the spiritual experience for individuals across the nation.

Direct-to-Consumer Approach and Corporate Sales: A Strategic Launchpad

To ensure a personalized and seamless experience, we are adopting a Direct-to-Consumer (D2C) approach for the initial launch. This allows us to directly engage with our customers, gather valuable feedback, and fine-tune our offerings based on their preferences. The D2C model not only strengthens our connection with consumers but also provides insights that are instrumental in shaping our future strategies.

Agile Strategy: Adapting to Customer Response

In the dynamic market environment, adaptability is key. Over the first six months, we will closely monitor the response to our Agarbatti line and use the insights gained to recalibrate our strategy accordingly. This flexibility allows us to swiftly respond to changing market dynamics and ensures that our offerings are always in tune with customer expectations.



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Commitment to Quality and Sustainability

At ePuja Spiritech Ltd., we understand the importance of quality and sustainability. Our Agarbattis are made from carefully sourced raw materials, adhering to the highest standards. We are committed to ensuring that our products not only enhance the spiritual experience but also contribute positively to the environment.

Conclusion: Fragrance Redefined, Tradition Reimagined

As we embark on this aromatic journey, we invite our customers to join us in redefining the fragrance landscape. ePuja Spiritech Ltd.'s foray into the Agarbatti market is a testament to our commitment to innovation, tradition, and customer satisfaction. With an array of fragrances that celebrate the rich diversity of our culture, we are excited to elevate the spiritual experience for individuals and households across the nation. Stay tuned as we bring you the perfect blend of tradition and technology, wrapped in the soothing scents of ePuja Spiritech's Agarbattis.

Thank you

FOR, EPUJA SPIRITECH LIMITED
(Formerly known as Sagar Productions Limited)

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Company Secretary and Compliance Officer

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