



# SAGAR PRODUCTIONS LIMITED

Regd.Off.: Unit No.402 ,Plot No. B/65, Stanford Plaza, New Link Road, Opp. City Mall,  
Andheri (W), Mumbai- 400053, Mob. No. 9167199122; E-mail- splgrive@rediffmail.com  
CIN: L93000MH1980PLC170432; Website: www.sagarproductions.com

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

**Sub: Regulation 30 Press Release**

Dear Sir/Madam,

Please find attached herewith a copy of the Proposed Press Release to be issued by the Company.

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.

Thanking you,  
**For, SAGAR PRODUCTIONS LIMITED**

Chetan Kulin  
Merchant

Digitally signed by  
Chetan Kulin Merchant  
Date: 2023.10.11  
15:17:22 +05'30'

**CHETAN MERCHANT  
Director  
DIN: 06863321**

**Date: 11/10/2023  
Place: Mumbai**



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## Media Release

### Sagar Productions Ltd. purchases the epuja.com domain

**Mumbai, October 9, 2023:** Sagar Productions Ltd., which recently got the NCLT approval to amalgamate with ePuja Websolution Pvt Ltd (EPWSPL), India's first **spiritech** company (technology in spirituality) today announced it has purchased the www.epuja.com domain. The company operated through its domain www.epuja.co.in, thus far.

Mr. Chetan Merchant (Co-founder and MD – EPWSPL) added "It was important for us to do so at some point in time. With the recent NCLT approval of our amalgamation into Sagar Productions Ltd., we anticipate a pickup in the pace of our efforts and hence thought this would be an appropriate time to purchase this domain. While the regulatory process has taken time, we have utilized the time to strategize and initiate discussions with relevant target audience to propel our future growth. With the amalgamation process now behind us, we can pace up these activities. Other than the Pujas and temple guided tours that we currently offer, we also intend foraying into E-Commerce for spiritual products like Rudraksh, Gemstones, Puja Samagri, Yantra etc. Other than having a universal appeal, a .com extension has higher credibility and offers full privacy protection features not to mention the better search engine optimization that this extension offers. India is possibly the only country in the world which is so religiously diverse and spiritually dynamic. As a community, we tend to lean towards spirituality at all times, thereby making spirituality virtually a recession-proof industry. This has helped us navigate extremely difficult times like Covid and we have managed to sustain without assuming any debt in the company and being boot strapped."

"While the industry is debated to be anywhere between \$40-60 bn, it is highly unorganized and characterized by small, fragmented, local players. With technology having proved to consolidate market shares, expand reach, offer convenience and bring down costs in established industries like education and medicine, it was only natural for us (at EPWSPL) to have technology integrated into our service offerings as well. We hope and intend working towards assuming the pole position in helping consolidate the spiritual services space. With the last 4 years devoted to building content (network) and getting a handle on engagement and fulfillment related issues, we are now looking at aggressively scaling up the business. After concluding a tie-up with India's largest travel portal recently, we are now looking at tying up with health insurance companies, matrimonial sites, job portals and fertility clinics (the users of all these portals are potential customers for our offerings). Not only that, we are also actively evaluating various marketing initiatives to gain visibility and launching its content in regional languages as well.

#### **About EPWSPL:**

EPWSPL is India's first **spiritech** company (technology in spirituality) that offers access to religious ceremonies and remedy rituals across 3600 temples in India. EPWSPL bridges the gap between inaccessible holy places (characterized by long queues and delays) and the desire to visit and offer prayers at these temples, by offering online booking for Pujas and temple guided tours. EPWSPL also offers Astrology consultation sessions thru a panel of Astro Gurus, Vastu consultations

EPWSPL is the only online player with the largest network of **3600 temples** and **10,000 priests**, all over India. The company has conducted more than 50,000 pujas till date, with over 50% of them from international destinations. Customers from more than **70 countries** have conducted pujas thru EPWSPL, to whom non-perishable prasadam (in the temples official envelope) have been shipped. Working on an **asset-light model and being a debt free company**, operating with negative working capital, EPWSPL operates at a comfortable **40-45% gross margins**.

**Note:** *Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. ePuja Web Solutions (P) Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*