



**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](mailto:orient.tradelink@gmail.com), **Website:** [www.orienttradelink.in](http://www.orienttradelink.in)

**Date: 18<sup>th</sup> March, 2025**

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

**Script Code: 531512**  
**Symbol: ORIENTTR**

**Subject: Press Release-pursuant to Regulation 30 of SEBI (Listing Obligations & Disclosures Requirements) Regulations, 2015**

Dear Sir/Madam,

Subject to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that Orient Tradelink Limited signs two-year deals with **Radio Megazone Bollywood 104 and Radio Namaste** to Promote Aushim Khetarpal's Spiritual Songs in South Africa.

Orient Tradelink Ltd., a leader in spiritual content, continues its global expansion by partnering with **Radio Megazone Bollywood 104 and Radio Namaste**. This collaboration, signed during Aushim Khetarpal's recent world spiritual tour from February 21st to March 1st, promises to elevate the spiritual experience of audiences across Johannesburg, Durban, and Cape Town.

**Leshav Dilraj**, Station Manager of **Megazone Radio**, expressed his excitement about the partnership, stating, "We are honored to bring Aushim Khetarpal's spiritually uplifting music and teachings to our listeners. This partnership is a significant step forward in enhancing the spiritual atmosphere in South Africa."

Beyond the Partnership, this agreement lays the foundation for a larger digital transformation, where the teaching of Shirdi Sai Baba and spiritual harmony. With this initiative, These songs, which embody deep devotion and spirituality, will be showcased daily in the **Surya Namaskaram program** and across various slots on **Radio Namaste**. The deal will ensure the promotion of these songs with diverse clips, connecting with listeners on a deeper level and enriching their spiritual journey.

This deal is part of a broader effort to promote the spreading spiritual teaching and song, and collaboration will feature **12 timeless tracks** by Aushim Khetarpal, each radiating deep spiritual energy and positivity.

**ORIENT TRADELINK LIMITED**

CIN: L65910GJ1994PLC022833

Corporate Office: 141 - A. Ground Floor,  
Shahpur Jat Village, New Delhi-110049. Tel: 9999313918



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This partnership represents more than just airplay—it marks a significant milestone for **Orient Trade Link Limited** and its ventures into spiritual merchandising and content distribution. With more than **two crore worth of airtime** being provided free of charge, the partnership will drive the **promotion of books, music, and spiritual content**, creating new avenues for revenue generation.

The deal with Mr. **Leshav Dilraj**, station manager of **Radio Megazone Bollywood 104 and Radio Namaste** is a key component in Orient Tradelink's long-term strategy to capitalize on the growing international spiritual song and connect more deeply with the vibrant spiritual broadcasting in South Africa. Through this agreement, Orient Tradelink is poised to enhance its global influence and solidify its position as a leader in spiritual broadcasting.

This is for your information as also for the information of your members and the public at large.

Thanking you,  
Yours faithfully,

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

MAHESH  
KUMAR  
VERMA

Digitally signed by  
MAHESH KUMAR  
VERMA  
Date: 2025.03.18  
13:01:43 +05'30'

**Mahesh Kumar Verma  
Director  
DIN: 07892196**

**Encl: As above**

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**Date: March 18, 2025**

### **Press Release**

## **Orient Tradelink Limited Signs Historic Two-Year Deal with Radio Megazone Bollywood 104 and Radio Namaste to Promote Aushim Khetarpal's Spiritual Songs in South Africa**

*Johannesburg, South Africa/ New Delhi, India – 18/03/2025* – In a ground-breaking move that marks the beginning of a new spiritual era in South Africa, **Orient Tradelink Limited** is thrilled to announce its two-year partnership with **Radio Megazone Bollywood 104** and **Radio Namaste**. This collaboration, signed during Aushim Khetarpal's recent world spiritual tour from **February 21st to March 1st**, promises to elevate the spiritual experience of audiences across **Johannesburg, Durban, and Cape Town**.

**Leshav Dilraj**, Station Manager of **Megazone Radio**, expressed his excitement about the partnership, stating, "We are honored to bring Aushim Khetarpal's spiritually uplifting music and teachings to our listeners. This partnership is a significant step forward in enhancing the spiritual atmosphere in South Africa."

Radio Megazone Bollywood 104, known for its commitment to spreading spiritual teachings, has stepped forward after a powerful interview with Aushimji, further deepening its connection with the teachings of **Sai Baba** and spiritual harmony. The deal involves the promotion of Aushim Khetarpal's enchanting spiritual songs across **Radio Megazone** and **Radio Namaste**, along with **317 captivating shows** that have already been broadcast on **YouTube, Radio Nasha, and Radio Fever**.

### **The Soundtrack of Spiritual Awakening**

The collaboration will feature **12 timeless tracks** by Aushim Khetarpal, each radiating deep spiritual energy and positivity, including the following:

1. **Mujhe Sai Baba Shirdi Bula Lo**
2. **Sai Chalisa**
3. **Hanuman Chalisa**
4. **Sai Ram O Mere Sai Ram**
5. **Banke Bihari Kripa Kardo**
6. **Ishwar Allah**
7. **Om Chant 108 Times**
8. **Om Sai Nathaye Namah**
9. **Radhe Radhe Mantra**
10. **Jab Jeevan Me Andhera Ho**
11. **Ek Onkar Satnam**
12. **Sai Bhakto Ki Sachchi Kahaniyan**

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These songs, which embody deep devotion and spirituality, will be showcased daily in the **Surya Namaskaram program** and across various slots on **Radio Namaste**. The deal will ensure the promotion of these songs with diverse clips, connecting with listeners on a deeper level and enriching their spiritual journey.

## Impact Beyond Airwaves: Spiritual Growth & Financial Success

This partnership represents more than just airplay—it marks a significant milestone for **Orient Tradelink Limited** and its ventures into spiritual merchandising and content distribution. With more than **two crore worth of airtime** being provided free of charge, the partnership will drive the **promotion of books, music, and spiritual content**, creating new avenues for revenue generation.

Furthermore, the deal will bolster the **sale and distribution of books** and content across various channels, including distribution in **Zulu and other languages** within South Africa, expanding the reach of Aushim Khetarpal's message.

The collaboration with **Radio Megazone Bollywood 104** and **Radio Namaste** signifies a powerful commitment to the **growth of spirituality in South Africa**, with an emphasis on **inclusive cultural and spiritual engagement**. This deal will also ensure sustained exposure to a wide, diverse audience while generating **revenue for the company through merchandising and content sales**.

## A New Era in Spiritual Broadcasting

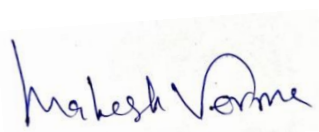
Through this monumental partnership, **Orient Tradelink Limited** and Aushim Khetarpal are ushering in a **new era of spiritual broadcasting** in South Africa. The uplifting and transformative power of Aushim ji's songs will resonate with listeners for years to come, bringing profound spiritual insights and harmony into the hearts of all.

This collaboration, at its core, is not just about broadcasting it's about creating **lasting impact, spreading peace, and offering a soulful experience** to audiences, one song at a time.

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For more information, media inquiries, or interviews, please contact:

**For Orient Tradelink Ltd.**



**Mahesh Kumar Verma**



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