



SHRI BAJRANG ALLIANCE LIMITED (AGRO DIVISION)
(Formerly known as Shri Bajrang Alloys Limited)

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To,
The Corporate Relation Department,
The BSE Limited,
First Floor, Rotunda Building,
Dalal Street, Mumbai-400 001

Date: 04.03.2021

Ref: BSE Scrip Code- 526981

Dear Sirs,

Sub: Coverage update: Fortune India Exchange – GOELD Gets Awarded as India's Most Admirable Brand by The Brand Story

Ref:- Regulation 30 of the Securities Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30 of the Securities Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015 ("the said regulation"), the above mentioned news has been covered in the **Fortune India Exchange Covering GOELD Gets Awarded as India's Most Admirable Brand by The Brand Story**. Shri Bajrang Alliance Limited **Whole-time Director and Chief Financial Officer Archit Goel** said we are very happy with the consumer acceptance for our products. Currently, we are retailing in Metros and tier A cities with a physical presence in 3000 stores & online available at all leading portals. At our front, we keep a double check on the quality of raw material, hygiene, food safety of every pack that comes out of the factory. We at Shri Bajrang Alliance Limited believe that the trust of our stakeholders should rise higher and higher with our quality conscious works. Lastly, it is all possible with the highly experienced team, which works tirelessly."

GOELD products are available in Mumbai, Pune, Delhi-NCR, Bengaluru, Hyderabad, Vizag across supermarkets, modern trades, and e-commerce.

This is for your information and record and inform Stakeholders accordingly.

Thanking you,

For, Shri Bajrang Alliance Limited


Nishant Agrawal
Company Secretary



Enclosed



FORTUNE
INDIA
—exchange

GOELD Gets Awarded as India's Most Admirable Brand by The Brand Story

By **FORTUNE INDIA EXCHANGE**, Mar 3, 2021



Awarded as India's Most Admirable Brand, GOELD Frozen Foods launched in June 2020 under the glorious umbrella of Shri Bajrang Alliance Limited (SBAL) is the new addition to the illustrious past and present of Goel Group of companies. GOELD was launched to take the Goel narrative forward into the formidable FMCG segment with 100% fresh, vegetarian and delicious frozen delights. A brand nurtured with care and love, GOELD is introduced to bring joy to each household. Although currently the brand has a lead because it sells premium vegetarian frozen products made in vegetarian kitchens, it also plans to straddle the entire gamut of retail foods in the future by venturing into supercritical oils, nutraceuticals, etc.

India's Most Admirable Brand is an award given to admirable entrepreneurial examples that set a high bar of offering premium quality products and services. It is an honour given to brands that showcase admirable strength on the basis of impact, innovation, and image. All brands selected under the category of India's Most Admirable Brands are chosen with a rigorous research-oriented and a questionnaire-based audit by a distinct jury. Standing true to this, GOELD is a brand made with love,

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passing tough scrutiny from food critics and culinary experts. GOELD meets the highest standards of customer satisfaction.

Goel group of companies is a diversified organization which was founded in 1960 under the able leadership of Late Shri Hariram Ji Goel. In 1990 this group began its journey for multi-fold growth in the Steel sector with Shri Bajrang Alliance Ltd (formerly known as Shri Bajrang Alloys Ltd.). Under the banner of Shri Bajrang Power and Ispat Ltd, the group became an entirely integrated manufacturing house making Goel TMT & Goel PIPES from its own ore.

From its inception, the Goel Group of companies has spread its operations in several sectors which is why this group stands as a leading business conglomerate in stature and success today. Entering into a world-class education and grooming school with prestigious N.H. Goel World School and N.H. Goel Finishing School, respectively. It also runs central India's leading satellite television news network: IBC 24.

To ensure that the manufacturing facility of GOELD has the technical capability of offering goodness and freshness, SABL invested in the latest cooking technologies available globally. Speaking on the response they got from the market, **Mr. Archit Goel - Director and Chief Financial Officer, Shri Bajrang Alliance Ltd.** said, *"We are very happy with the consumer acceptance for our products. Currently, we are retailing in Metros and tier A cities with a physical presence in 3000 stores & online available at all leading portals. At our front, we keep a double check on the quality of raw material, hygiene, food safety of every pack that comes out of the factory. We at Shri Bajrang Alliance Ltd. believe that the trust of our stakeholders should rise higher and higher with our quality conscious works. Lastly, it is all possible with the highly experienced team, which works tirelessly."*

The company has set up a state-of-the-art manufacturing plant in Raipur, Chhattisgarh, making it the first food processing plant in the state. With an initial capital investment of ₹40 crore and an operative capacity of 6000MT, the manufacturing plant is equipped with highly advanced processing techniques and equipment. These include automated machines from world leaders in the UK, Germany, Sweden and Japan.

The company has been awarded with the highest rank certificates like FSSC 22000, FDA, HALAL and BRCGS that certifies safety standards of the food product prepared in the plant. To ensure the safety of the products made, each product is passed through the metal detector and X-ray machine.

GOELD products are available in Mumbai, Pune, Delhi-NCR, Bengaluru, Hyderabad, Vizag across supermarkets, modern trades, and e-commerce. The company has also taken itself overseas catering to international markets and will also expand the range of product offerings. The first-ever

export consignment to New Zealand was flagged off by the Chief Minister of Chhattisgarh on January 22, 2021.

From Indian Snacks, Indian Bread, Curries to Thalys, Premium Vegetables, and Desserts, the brand not only aims to modernize the retail environment in India and abroad but is also set to define a gold standard in the packaged foods industry. With zero trans-fat, no added colours, flavours, or preservatives, GOELD desires to deliver goodness, one mouthful at a time. And certainly, every bite promises an unforgettable culinary experience. While the investment in the latest food technologies, raw material sourcing, integration, and world-class talent aids in manufacturing a quality product, its taste comes directly from the love and desire of this organization to treat its customers with a sumptuous meal.

The Brand Story appreciates the praiseworthy efforts of GOELD Group in bringing 100% vegetarian products manufactured from state-of-the-art vegetarian kitchens equipped with world-class freezing technology that ensures nutrients, flavour, and texture. Mr. Abhay Kaushik, Editor in Chief and Director, The Brand Story said, *“GOELD offers delicious and fresh vegetarian frozen delights by sourcing fresh ingredients from company-owned, cutting-edge cold chain and storage facilities. It is a brand run by master food technicians who guarantee exceptional taste, quality, and variety in each product. The Brand Story is proud to award GOELD Group as India’s Most Admirable Brand.”*

For more details please visit us at www.thebrandstory.co.in

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