



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

Kh. No. 150, Urla Guma Road, Village Borjhara, Raipur-493221, (CG) India.

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

Date: 01.04.2021

Ref: BSE Scrip Code- 526981

Dear Sirs,

Sub: GOELD has launched two new products namely 'Dal Makhni' and 'Paneer Butter Masala' in the retail market.

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"), our Company has started its retail operations at Chandigarh, Mohali and Panchkula. Also, looking to the massive demand and to penetrate its market in Delhi NCR, GOELD has launched two news products namely '**Dal Makhni**' and '**Paneer Butter Masala**' in the retail market. The launch ceremony took place in YESS STORE at Noida UP. **Chef Ajay Chopra**, one of the most celebrated Chefs in the Indian Food Industry was guest of the honour for the occasion. He also conducted the live cooking session at the retail store.

GOELD also participated in the Indusfood held on 20-21 March 2021 which is one of the major platforms for the Indian food industry to interact with its B2B Indian and international buyers and business partners.

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

Thanking you,

For, Shri Bajrang Alliance Limited


Nishant Agrawal
Company Secretary



Enclosed



BUTTER THAN THE BEST!

INTRODUCING
AUTHENTIC
**DAL
MAKHANI**



INTRODUCING
**PANEER
BUTTER
MASALA.**



**STOCK UP,
DELHI!**



**MADE AT
100% VEGETARIAN
KITCHENS**

GO:LD™

**SWAD
KA
SUNEHRA
RANG**

FROZEN FOODS

