



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: 05.06.2021

Ref: BSE Scrip Code- 526981

Dear Sirs,

Sub: SiliconIndia Cover Story : Director & Brand Story (GOELD Frozen Foods – Setting Gold Standards in the Packaged Food Industry)

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"), we hereby inform that our Director and CFO, Mr. Archit Goel and our Brand Story has been featured on SiliconIndia Cover Page on the June 2021 Edition.

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

Thanking you,

Your faithfully,

For, Shri Bajrang Alliance Limited

Nishant Agrawal
Company Secretary



Enclosed

FROZEN FOOD

JUNE, 2021

PUBLISHED FROM BANGALORE

siliconindia

BUSINESS OF SERVICES

SILICONINDIA.COM

CXO INSIGHTS

RAJAN MALHOTRA,
DIRECTOR - SALES
& MARKETING,
SHANGRI-LA HO-
TELS & RESORTS

IN MY OPINION

KB KACHRU, CHAIR-
MAN EMERITUS &
PRINCIPAL ADVI-
SOR - SOUTH
ASIA, RADISSON
HOTEL GROUP



GOELD FROZEN FOODS

SETTING GOLD STANDARDS IN
THE PACKAGED FOOD INDUSTRY

₹150



COVER
FEATURE



GIVEN THE GROWTH
AND COMPETITION,
THE
BUSINESS IS BE-
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WITH VERY LESS
GENUINE &
QUALITY BRANDS.

ARCHIT GOEL,
DIRECTOR & CFO

GOELD FROZEN FOODS

SETTING GOLD STANDARDS IN THE PACKAGED FOOD INDUSTRY

In recent years, the demand for frozen foods has shot up in India, following the rapid increase in the number of supermarkets and retail stores, along with proper refrigeration facilities. Given the growth and competition, the business is becoming crowded with very less genuine & quality brands. The Goel Group was founded in 1961 under the visionary leadership of late Shri Hari Ram JiGoel in Raipur, Chhattisgarh. Today, it is one of the most respected business houses in Central India across sectors of mining, iron & steel, power, education & media. Established under the banner of Shri Bajrang Alliance Limited of The Goel Group, Goeld Frozen Foods offers a wide range of 100% vegetarian frozen food products which include Indian Breads, Snacks and Desserts currently which are part of Goeld's Indian Retail Portfolio. The company also caters to the HORECA and Export Markets with an even wider range including the flexibility to cater for special product developments as per the need of a customer.

Goeld's Production plant has a capacity of 6500 MT per annum which is situated over 3 Acres in the capital city of Chhattisgarh. The Plant is well equipped with state-of-the-art technology and machinery imported from Sweden, Germany and local leading food machine manufacturers. The facility includes an IQF (Individual Quick Frozen) Technology, Spiral Freezers, X-Ray Metal Detectors, Automated Packaging Line, added to Goeld's own cold chain vehicles.

Quality takes the Center Stage

Goeld takes pride in its highly qualified team responsible for the consistent Quality & Research into the area of food and allied industries. The team comprises of Doctorates, and M. Tech (Food Technology) professionals. The Quality Lab at Goeld's facility is equipped with the latest equipment like GCMS (Gas Chromatography Mass Spectrometry), HPLC

(High Performance Liquid Chromatography), Water Activity Meter, and Moisture Analyzer. Quality is Goeld's highest priority and the same is checked right from the point of receiving raw materials to the point when the product is delivered to the channel partners. The chain involves multiple layers and check points for analysing the quality, safety and hygiene of the products.

Further, perfecting the Quality of the products, Goeld applies Wet Sampling tactics wherein live tasting session of its products is organized for the customers as well as the institutions. Goeld is directly making tie-up with Modern trades, QSR (Quick Service Restaurants), Hotels, etc. While Goeld has already secured order contracts from one of the prestigious public sector, the firm is also in discussion with multiple corporate giants from both the private and public, etc. for its Horeca products.

More so, Goeld adheres to many certifications in India and abroad to ensure that the products are and will always remain consumer safe. Some of the certifications include FSSAI, Halal, FSSC 22000, BRC, and FDA. Meanwhile, Goeld has also applied for other compliances such as Kosher & GMP which are in process and awaiting approvals.

Goeld Frozen Foods invest heavily in the R&D of its products on a scientific level so as to offer incomparable products to its consumers. The products thus offered are engineered to be completely safe and hygienic which is of utmost importance in these trying times of the pandemic. "Our RnD team is currently working on some exciting new products, which will be revealed once we are ready to bring them to our delightful consumers", assures Archit Goel, Director & CFO, Shri Bajrang Alliance Limited. Archit looks forward to unveiling Goeld's products in few other Metro & B-towns like Chennai, Ahmedabad, Mangalore, etc, followed by a global expedition. 