

SHRI BAJRANG ALLIANCE LIMITED

Regd. Office & Works : 521/C, Urla Industrial Complex, Urla, Raipur 493221 (C.G.), India

Phone : +91-771-4288000, Fax : +91-771-4288001

E-Mail : sales.sbal@goeltmt.com, Website : www.sbal.co.in

Addl. Place of Business : Kh. No. 521/58, Dharsiwa-Tilda Road, Vill.-Tandwa, Tehsil-Tilda,
Dist.-Raipur 493116 (C.G.)

CIN No. : L27103CT1990PLC005964



Dated: 13.08.2025

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI – 400021

Ref: BSE Scrip Code- 526981

Sub: Publication of Notice of 35th Annual General Meeting (AGM) of the Company.

Dear Sir/Madam,

We have published the notice of the 35th Annual General Meeting (AGM) of the Company in English & Hindi edition newspaper.

Please find enclosed herewith a copy of the paper cuttings of the same.

This is for your information and records please.

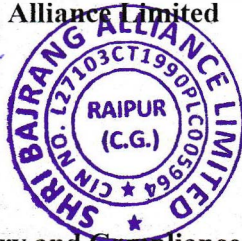
Thanking you

Yours faithfully

For, Shri Bajrang Alliance Limited

(Anshu Dubey)

Company Secretary and Compliance Officer



Encl. a/a

| (Over, Down, Direction) | |
|-------------------------|-----------|
| Ahiwara | Jagdalpur |
| Waltara | Jashpur |
| Ambikapur | Kanker |
| Balod | Katghora |
| Baloda | Kharod |
| Bemetra | Kharsia |
| Chimiri | Kharandul |
| Dhamtari | Korba |
| Gandai | Koriya |
| Gaurella | Raigarh |
| | Raipur |



Inside edge: Brands discover credible in-house influencers

Zepto, Perfora, Spectacom and Zomato among firms turning to employees for endorsements

Pratishtha Bagai
pratishtha.bagai@livemint.com
NEW DELHI

Employees are becoming brands' new influencers. As marketers figured that the colleague sitting just a few desks away can get more traction for their products on social media than celebrities or influencers, brands like Zepto, Perfora, Spectacom and Zomato turned to them for endorsements.

Employees have a better understanding of the product, a dedicated follower base and the relatability factor of the person next door. Thus, employee-generated content (EGC) resonates far more with the audience than polished influencer or celebrity marketing.

"EGC is inherently more authentic and grounded in day-to-day experiences," said Aarshita Verma, senior manager at quick commerce company Zepto's Brand division. "Unlike influencers, who often tailor their content to market products, employees share real insights, challenges and successes tied directly to their work. This leads to a more relatable and trusted narrative."

"Employees are also seen as a part of the brand's DNA, making their content feel like an inside scoop rather than a staged marketing ploy," Verma further said. With over 700 employees at Zepto, they post content showcasing their creative process and highlighting fun moments at work, she added.

Since the cost involved in getting employees to create content for the brand is much lower, brands get a better return on investment (ROI) than influencer marketing and celebrity endorsement, even though the employees may not have as many followers as they do.

EGC is recent concept in India after its success in the West. Piyush Agrawal, co-founder of influencer management



While companies benefit from employee-generated content, or EGC, they need to have at least some control over the content posted on their websites. ISTOCKPHOTO

agency CREATE, said. "While it is difficult to quantify return on investment in percentage terms, as of yet, most companies are not giving any monetary compensation for EGC. Since the cost factor is close to none and the engagement is as good as that of an influencer,

Amex remained unanswered till the time of going to print.

According to Premkumar Iyer, chief operating officer at reputation risk management agency Hawk, "Social media platforms naturally give higher organic reach to posts from individuals over

algorithms love," Iyer added.

However, Iyer has a caveat: it works best when participation is genuine.

"Since there is no additional cost involved, and the engagement in terms of views, likes, shares, and comments is also high, we observe better ROI in EGC," said Jatan Bawa, co-founder of oral healthcare brand Perfora.

Bawa also highlighted that while influencers may take weeks to work on a campaign, the turnaround time for employees tends to be around three days, and is also cost-effective.

"The content we post lies on a spectrum of things between creating awareness about oral healthcare and talking about the products and how we created them. The team may not have as many followers on social media as influencers or celebrities, but this content looks more real and unfiltered and hence EGC performs better on those metrics, thus helping us build a stronger brand," Bawa said.

Gen Z workers, particularly, take the lead and get creative when shooting content for the company. For instance, the fitness startup Spectacom relies heavily on this marketing strategy, thanks to its Gen Z workforce. At their product division Zuzumonk, employee-generated content is not treated as an additional task but an essential strategy to grow as a brand, the co-founder, Zeba Zaidi, said.

"Our average team age is 21-26, and everyone's already fluent in how to tell a story on social," Zaidi pointed out. "We make sure they have full creative freedom to experiment, and we celebrate their ideas by posting them exactly as they were shot, not watered down by layers of approval." On its social media, the brand uploads a series of short videos bi-weekly, showing "exactly what's happening behind the scenes of building a brand," Zaidi said.

For an extended version of this story, go to [livemint.com](https://www.livemint.com).

Generalist VCs back in, but specialists steer deeptechs

Rwit Ghosh
rwit.ghosh@livemint.com
BENGALURU

Generalist venture capital funds are finally waking up to deeptech, unlocking a larger capital pool for the sector. Their entry is prompting specialist funds to move beyond early-stage bets and make growth-stage investments, helping startups bridge the gap to commercialization.

Funds like Peak XV Partners, Accel, and Elevation Capital are now increasingly focusing on deeptech. Peak XV has already made some investments in the sector this year, which are currently in stealth. Accel has signed four deals so far, ranging from aerospace to advanced manufacturing across seed, and Series A and B investments. These companies have collectively raised \$63 million from Accel and other investors. The global firm's investments in deeptech this year include a \$3 million seed investment in micro gas turbine firm Nabhdishi Aerospace. Accel signed \$10 million Series A rounds with electric vertical take-off and landing (eVTOL) maker Sarla Aviation and composites manufacturer Fabheads. The firm led a \$40 million Series B round for chemicals maker Scimplify.

"We see all these sectors: industrial AI, robotics, material science and precision manufacturing all coming together to make up advanced manufacturing," said Prashanth Prakash, partner at Accel.

Elevation Capital has made one investment this year, a \$10 million Series A with aerospace component maker Jeh Aerospace. However, the fund has said that they now have more



Deeptech funds put in between \$250,000 and \$1.5 million when they enter startups at the pre-seed and seed stage. REUTERS

senior members of their investment team evaluating deeptech. "It's a shift in bandwidth allocation to a space we believe has a lot of potential," Ashray Iyengar, principal at Elevation Capital, said.

The focus on deeptech comes at a time when the US and China are tussling for tech dominance.

With India trying to position itself as an emerging player, the sector is at a critical juncture. As generalist funds enter the scene, specialists can focus on

not just making seed investments, but also supporting startups with growth-stage capital.

"Venture capital didn't focus on this sector for a while because they were on other things, like fintech, software and other sectors. Every software company's survivability is being threatened by artificial intelligence now," said Vishesh Rajaram, managing partner at deep tech-focused Speciale Invest, which has been investing in the sector since 2008.

Traditionally, deeptech startups, companies working on advanced areas such as quantum computing, aero-

space, robotics and material science, have longer maturation cycles as they focus on creating intellectual property. They require investments in time, money, and research. With generalist funds having larger purses, they can offer bigger cheques to help keep the journey on track.

Two deeptech-focused funds are already betting on early growth-stage and late-stage companies. Mint reported in July that newly minted Yali Capital will allocate 30% of its \$104 million debut fund to invest in companies at series D and beyond.

Meanwhile, GrowX Ventures, which comes in at the seed stage and previously used to back fintech and SaaS companies, said it will invest 75% of its \$50 million second fund towards series B investments in deeptech companies. From the second fund, GrowX Ventures led a \$1.5 million fundraising for counter-drone startup Armory.

The firm's investment in hyperspectral imaging company Pixel is an example of how VCs stand to benefit when a deeptech startup matures. GrowX clocked a 17x return on its partial exit from the company earlier this year.

For an extended version of this story, go to [livemint.com](https://www.livemint.com).

MAX FINANCIAL SERVICES LIMITED
CIN: L24223PB1988PLC008031
Registered Office: Bhai Mohan Singh Nagar, Village Raimajra, Tehsil Balachaur, District Nawanshahr, Punjab - 144 533
Tel: 01881-462000, 462001 Fax: 01881-273607
Corporate Office: L20M(21), Max Towers, Plot No. - C-001/A/1, Sector - 16B, Noida - 201 301
Tel: +91-120-4896000
Website: www.maxfinancialservices.com
E-mail: investorhelpline@maxfinancialservices.in

INFORMATION REGARDING 37th ANNUAL GENERAL MEETING OF THE COMPANY
Notice is hereby given that the 37th Annual General Meeting ("AGM") of the members of Max Financial Services Limited ("the Company") will be held on Thursday, September 18, 2025, at 03:00 p.m. (IST) through Video Conferencing ("VC") or Other Audio Visual Means ("OAVM") facility in compliance with the applicable provisions of the Companies Act, 2013 and Rules framed thereunder and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with General Circular No. 09/2024 dated September 19, 2024 read with the circulars issued earlier in this regard (Collectively referred to as "MCA Circulars") and Securities and Exchange Board of India ("SEBI") Circular No. SEBI/HO/CFD-PoD-2/P/CIR/2024/133 dated October 3, 2024 read with the circulars issued earlier in this regard (Collectively referred to as "SEBI Circulars") respectively has permitted the holding of the annual general meeting through VC or OAVM, without the physical presence of the Members at a venue to transact the Ordinary Special business as set out in the Notice of AGM. The deemed venue for the 37th AGM shall be the Registered Office of the Company.
As per Circulars, the Notice of AGM along with the Annual Report for FY 2024-25 shall be sent only by electronic mode to those Members whose e-mail ids are already registered with the Company's Depositories. The Notice of AGM and Annual Report for FY 2024-25 will also be made available on Company's website at www.maxfinancialservices.com, websites of stock exchanges viz., BSE Limited at www.bseindia.com and National Stock Exchange of India Limited at www.nseindia.com.
If your e-mail is already registered with the Company/Depositories, Notice of AGM along with Annual Report for FY 2024-25 and login details for e-voting shall be sent to your registered e-mail address. In case you have not registered your e-mail ID with the Company/Depository, please follow below instructions to register your e-mail ID, for obtaining annual report for FY 2024-25 and login details for e-voting:

| | |
|-------------------------|--|
| Physical Holding | Please send form ISR-1, ISR-2 (if signature does not match with RTA record) and SH-13 or ISR-3 (if you do not wish to opt nominee) to RTA, i.e., Max Services Limited, T-34 2nd Floor, Okhla Industrial Area Phase-II, New Delhi 110020. |
| Demat Holding | Please contact your Depository Participant (DP) and register your e-mail address as per the process advised by DP. |

As per SEBI circular no. SEBI/HO/MIRSD/MIRSD-PoD-1/P/CIR/2023/37 dated March 16, 2023, in case you are holding shares in physical mode please update your bank detail, PAN, KYC, address with pin code, Signature and nominee by filling form ISR-1, ISR-2 & SH-13 or ISR-3.
In case the company declares any dividend in the future, it will be paid only by electronic mode.
The Company is also providing e-voting and remote e-voting facility to all its members similar to earlier practices. Shareholders will have an opportunity to cast their vote remotely on the business as set out in the AGM notice through electronic voting system or during the meeting as well. The instructions for joining the AGM and manner of participation in the remote electronic voting or casting vote through e-voting system during the AGM will be provided in the notice of AGM. Members participating through VC/OAVM facility shall be counted for the purpose of reckoning the quorum under Section 103 of the Companies Act, 2013.

For Max Financial Services Limited
Sd/-
(Piyush Soni)
Company Secretary
Membership No.: ACS - 39924

Place: Noida
Date: August 11, 2025

NTPC Limited
(A Govt. of India Enterprise)
Corrigendum
With reference to Advertisement No. 13/25 inviting applications from experienced professionals in the Nuclear field for the positions of General Manager, Additional General Manager, Senior Manager, and Manager - the following amendment may be noted:
The vacancies and qualifying requirements for the post of General Manager (04 posts) have been modified as follows:

| Post | Vacancies | Grade / Pay Scale for Recruitment |
|-------------------------------|-----------|-----------------------------------|
| General Manager (Planning) | 01 | E8 / IDA (Rs. 120000-280000) |
| General Manager (Engineering) | 01 | with the benefits of 06 |
| General Manager (Regulatory) | 01 | increments on the minimum |
| General Manager (Commercial) | 01 | basic of pay scale |

Remaining vacancies and their qualifying requirements i.e. Additional General Manager (3 Nos), Senior Manager (10 Nos), Manager (08 Nos) issued vide Advt. No. 13/25 remain unaltered.
Interested eligible candidates should log on to our website careers.ntpc.co.in or visit careers section at www.ntpc.co.in for viewing detailed eligibility criteria, qualification criteria, experience criteria, full text of the advertisement and for applying. In view of the above, the online application portal will now remain open from **12.08.2025 to 26.08.2025**. Only online mode of application will be accepted. Any further addendum/corrigendum/updates will be published only on our website.
Leading the Power Sector

BRIHANMUMBAI MUNICIPAL CORPORATION
(Sewerage Operation Department)
Maha Tender Notice
The Municipal Commissioner of Greater Mumbai invites Mahatender for the works details below:-
Name of the work -
General Civil Repairs of at Nityanand garage, Ghatkopar (E) Under Jurisdiction of Chief Engineer S.O.Mumbai.

| Section | Dy.Ch.E.S.O.(Civil) |
|-----------------------|---|
| Maha-Tender ID Number | 1) 2025_MCGM_1209521_1 |
| Sanction No | 1) Dy.Ch.E./Civil/ISO/P&C/120. dtd.07.08.2025 |
| Website | https://mahatenders.gov.in |

The Tender documents can be downloaded from the Mahatender Website.
PRO/1253/ADV/2025-26
AVOID SELF MEDICATION
Sd/-
E.E. (Civil) S.O.P&C

BRIHANMUMBAI MUNICIPAL CORPORATION
TREE AUTHORITY - PUBLIC NOTICE -
In accordance with the provision under section 8 (3) (C) of the Maharashtra (Urban Areas) Protection & Preservation of Trees Act 1975 (As modified upto 24th June 2021) 01 proposal from 'R/South' ward' i.e. Total 01 proposal in Zone - VII for removal of trees are approved by Municipal Commissioner, Chairman, Tree Authority MCGM under sub section (6) of section (8) of the said Act.
The information of the trees for cutting / Transplanting in above mentioned proposals is available on mcgm website - www.mcgm.gov.in.
- About us - ward / Department - Department manuals - Gardens & Tree Authority. WS291- R/South.
Supdt. of Gardens & Tree Officer
Supdt. of Gardens & Tree officer of the Tree Authority
Penguin Building, 2nd Floor,
Veermata Jijabai Bhosale Udayan
Dr. Ambedkar Road, Byculla (E), Mumbai - 400 027.
Tel. No. -23742162
E-mail - sg.gardens@mcgm.gov.in
PRO/1251/ADV/2025-26
AVOID SELF MEDICATION
Sd/-
Supdt. of Gardens & Tree Officer

INDIAN INSTITUTE OF TECHNOLOGY, BOMBAY
Powai, Mumbai - 400 076
Advertisement No. RECT/ADMIN0004/2025
Indian Institute of Technology Bombay, an Institute of national importance adjudged as Institute of Eminence, invites online application for following position(s) vacancy (ies) of the post(s) :

| Sr. No. | Name of the Post | Pay Details | No. of Position(s) / Vacancy (ies) & Reservation |
|---------|--|----------------------------------|--|
| 1. | Deputy Registrar (Job Ref. No. 50768576) | Pay Level 12 (78800 - 209200) | 1 Position (UR) |
| 2. | Deputy Superintending Engineer (Job Ref. No. 50769422) | Pay Level 12 (78800 - 209200) | 1 Position (UR) |
| 3. | Deputy Superintending Engineer (Job Ref. No. 50768570) | Pay Level 12 (78800 - 209200) | 1 Position (UR) |
| 4. | Sr. Language Instructor (Job Ref. No. 50775085) | Pay Level 10 (56100 -177500) | 1 Position (UR) |
| 5. | Technical Officer (Scale I) (Job Ref. No. 50678716) | Pay Level 10 (56100 -177500) | 1 Position (EWS) |
| 6. | Technical Officer (Scale I) - Backlog Vacancy (Job Ref. No. 50678703) | Pay Level 10 (56100 -177500) | 1 Position (SC) |
| 7. | Technical Officer (Scale I) (Job Ref. No. 50678714) | Pay Level 10 (56100 -177500) | 1 Position (SC) |
| 8. | Technical Officer (Scale I) (Job Ref. No. 50683634) | Pay Level 10 (56100 -177500) | 1 Position (OBC-NCL) |
| 9. | Technical Officer (Scale I) (Job Ref. No. 50775186) | Pay Level 10 (56100 -177500) | 2 Positions (1 UR, 1 EWS) |
| 10. | Technical Officer (Scale I) (Job Ref. No. 50584539) | Pay Level 10 (56100 -177500) | 1 Position (OBC-NCL) |
| 11. | Technical Superintendent (Job Ref. No. 50690540) | Pay Level 6 (35400 -112400) | 1 Position (1 EWS) |
| 12. | Technical Superintendent (Job Ref. No. 50614482) | Pay Level 6 (35400 -112400) | 1 Position (1 EWS) |
| 13. | Technical Superintendent (Job Ref. No. 50690424) | Pay Level 6 (35400 -112400) | 2 Positions (1 OBC-NCL, 1 UR) |
| 14. | Technical Superintendent (Job Ref. No. 50690430) | Pay Level 6 (35400 -112400) | 2 Positions (1 OBC-NCL, 1 UR) |
| 15. | Technical Superintendent (Job Ref. No. 50690542) | Pay Level 6 (35400 -112400) | 1 Position (EWS) |
| 16. | Technical Superintendent (Job Ref. No. 50775588) | Pay Level 6 (35400 -112400) | 1 Position (SC) |
| 17. | Technical Superintendent (Job Ref. No. 50777249) | Pay Level 6 (35400 -112400) | 1 Position (UR) |
| 18. | Jr. Engineer (Job Ref. No. 50750627) | Pay Level 6 (35400 -112400) | 7 Positions (1 SC, 2 OBC-NCL, 4 UR) |
| 19. | Jr. Trained Graduate Teacher (Social Studies) (Job Ref. No. 50701369) | Pay Level 6 (35400 -112400) | 1 Position (UR) |
| 20. | Pre Primary Teacher (Grade I) (Job Ref. No. 50700519) | Pay Level 5 (29200 - 92300) | 1 Position (UR) |
| 21. | Jr. Mechanic (Job Ref. No. 50776469) | Pay Level 3 (21700-69100) | 1 Position (OBC-NCL) |
| 22. | Jr. Laboratory Assistant (Job Ref. No. 50775860) | Pay Level 3 (21700-69100) | 1 Position (UR) |
| 23. | Jr. Mechanic (Job Ref. No. 50776639) | Pay Level 3 (21700-69100) | 2 Positions (1 ST, 1 EWS) |
| 24. | Jr. Mechanic (Job Ref. No. 50776482) | Pay Level 3 (21700-69100) | 1 Position (EWS) |
| 25. | Jr. Mechanic (Job Ref. No. 50748000) | Pay Level 3 (21700-69100) | 1 Position (OBC-NCL) |

For details regarding essential educational qualification, experience, general instructions etc., visit IIT Bombay website <https://www.iitb.ac.in/career/apply>
The date of closing of online application interface is 11.09.2025
Date : 12.08.2025
REGISTRAR

रेल विकास निगम लिमिटेड
Rail Vikas Nigam Limited
(A Government of India Enterprise)
Government of India
Rail Vikas Nigam Ltd., August Kranti Bhawan, Shikaji Cama Place, R. K. Puram, New Delhi - 110066
Invites applications for the following post as mentioned below:

| ADVT NO. / Issue date | Name of the Posts | No. of Posts | Location | Terms of appointment | Last date of receipt of application |
|--------------------------|---|-------------------------------|--|----------------------|--------------------------------------|
| 18/2025 Dated 11.08.2025 | Project Mgr. (Civil) Quality Assurance Engg. (Civil) Chief Safety Mgr. (Civil) | (UR-01) (UR-01) (UR-01) | Delhi for DMRC Project | On contract basis | Walk-in Intw. on 22.08.2025 at 10 AM |
| 19/2025 Dated 11.08.2025 | DGM/S&T-BD DGM/IT IT Supervisor | (UR-01) (UR-01) (UR-01) | Corp. Office, (New Delhi) or anywhere in India | On regular basis | 10.09.2025 by 17:00 hrs |
| 20/2025 Dated 11.08.2025 | Sr. Site Engg. (IT) SAP Engg. (Developer) SAP Engg. (Functional Consultant/Fin) | (UR-01) (UR-01) (UR-01) | Corp. Office (New Delhi) or anywhere in India | On contract basis | 10.09.2025 by 17:00 hrs |

For details (Requisite Qualification & Experience) login to website <http://www.rvnl.org>

SHRI BAJRANG ALLIANCE LIMITED
CIN: L27103GJ1989PLC008032
Regd. Office: 521/C, Urja Industrial Complex, Urja, Raipur - 493221 (C.G.)
Tel. No. 0771-4288000, Fax No. +91-771 4288001
Website: www.sbal.co.in, Email: cs.sbal@goelgroup.co.in

NOTICE TO 35th ANNUAL GENERAL MEETING, E-VOTING INFORMATION
Notice is hereby given that the 35th Annual General Meeting (AGM) of the Company is scheduled to be held on **Thursday, 4th day of September, 2025 at 04:00 P.M.** through Video Conferencing ("VC") or Other Audio-Visual Means ("OAVM") to transact the business as set out in the Notice convening the said AGM dated 11th August, 2025.
REMOTE E-VOTING:
In compliance with the provisions of Sec. 108 of Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Amendment Rule, 2015 and Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, the company is providing its members, the facility to exercise their right to vote at the AGM by electronic means on all the businesses set forth in the Notice of AGM through remote e-voting services provided by MFG Intime India Pvt. Ltd. (MFGI).
The details pursuant to the provisions of Companies Act, 2013 and Rules are given hereunder:
1. Notice of AGM and Annual Report 2024-25 is also available on the Company's website at www.sbal.co.in in website of the Stock Exchange i.e., BSE Limited www.bseindia.com and website of MFG Intime India Pvt. Ltd. i.e. <https://instavote.linkintime.co.in> The Annual Report and Notice of AGM has been circulated through email on 11th August, 2025.
2. Cut-off date for the purpose of remote e-voting is **Thursday, 28th August, 2025**.
3. Period of E-voting: E-voting shall commence from **Monday, 1st September, 2025 (09:00 A.M.) and ends on Wednesday 3rd September, 2025 (05:00 P.M.)** and thereafter remote e-voting facility shall be disabled by MFGI.
4. Persons who have acquired shares and become members of the company after dispatch of Notice of AGM and holding shares as on cut off date i.e., 28th August, 2025, may cast their votes by following the instructions and process of remote e-voting as provided in the Notice of AGM.
5. A person, whose names are recorded in the Register of Members of the Company or in the Register of Beneficial Owners maintained by the Depositories as on the cut-off date only, shall be entitled to avail the facility of remote e-voting as well as voting at AGM.
6. Members attending AGM through VC/OAVM facility, who have not casted their vote by remote e-Voting shall be able to cast their votes through e-voting at the AGM.
7. Members who have cast their vote by remote e-Voting prior to the Meeting may also attend the Meeting electronically, but shall not be entitled to vote again.
8. In case of any queries / grievances connected with remote e-Voting, please refer the Frequently Asked Questions ("FAQs") and Instavote e-Voting manual available at <https://instavote.linkintime.co.in> under Help section or write an e-mail to enotices@in.mpgms.mfgi.com or Call on 022-49186000.
The Members who require technical assistance before / during the Meeting to access and participate in the AGM may contact to (email) instameet@in.mpgms.mfgi.com or Call on Tel: 022-49186175/ 022-49186000.

Place : Raipur
Date: 11.08.2025

For Shri Bajrang Alliance Limited
Sd/- (Anshu Dubey)
Company Secretary