



## SHRI BAJRANG ALLIANCE LIMITED

(Formerly known as Shri Bajrang Alloys Limited)

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CIN No. : L27103CT1990PLC005964



**Dated: 14.02.2022**

**To,  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
MUMBAI – 400 001**

**Ref: BSE Scrip Code- 526981**

Dear Sirs,

Sub: Corporate Presentation on Q3FY22

Ref: Equity Shares – BSE:- **526981**

Pursuant to Regulation 30 read with Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulation 2015, we are enclosing herewith the Corporate Presentation on Q3FY22 of the Company.

The copy of the said presentation is also being hosted on the website of the company.

Kindly acknowledge the same.

Thanking you

Yours faithfully

**For, Shri Bajrang Alliance Limited**

(Nishant Agrawal)

Company Secretary & Compliance Officer



Encl: As above

The background is a solid blue gradient, transitioning from a lighter blue at the top to a darker blue at the bottom. On the right side, there are several thin, white, parallel diagonal lines that extend from the bottom towards the top right corner.

## **Q3 FY22 INVESTOR PRESENTATION**

## Disclaimer

*This presentation and the accompanying slides (the “Presentation”), which have been prepared by Shri Bajrang Alliance Limited (the “Company”) solely for the information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.*

*Certain statements in this presentation concerning our future growth prospects are forward looking statements which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The Risk and uncertainties relating to the statements include, but are not limited to, risks and uncertainties regarding fiscal policy, competition, inflationary pressures and general economic conditions affecting demand / supply and price conditions in domestic and international markets. The company does not under take to update any forward -looking statement that may be made from time to time by or on behalf of the company.*

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## **Q3 FY 22:- Operating and Financial Performance**

### **Record Operating Performance**

- **QoQ increase in Sales with 15% increase in Sales from 6888MT to 7924 MT in Steel Division.**
- **QoQ increase in Export Sales with 70% increase in Export Sales in Food Division.**

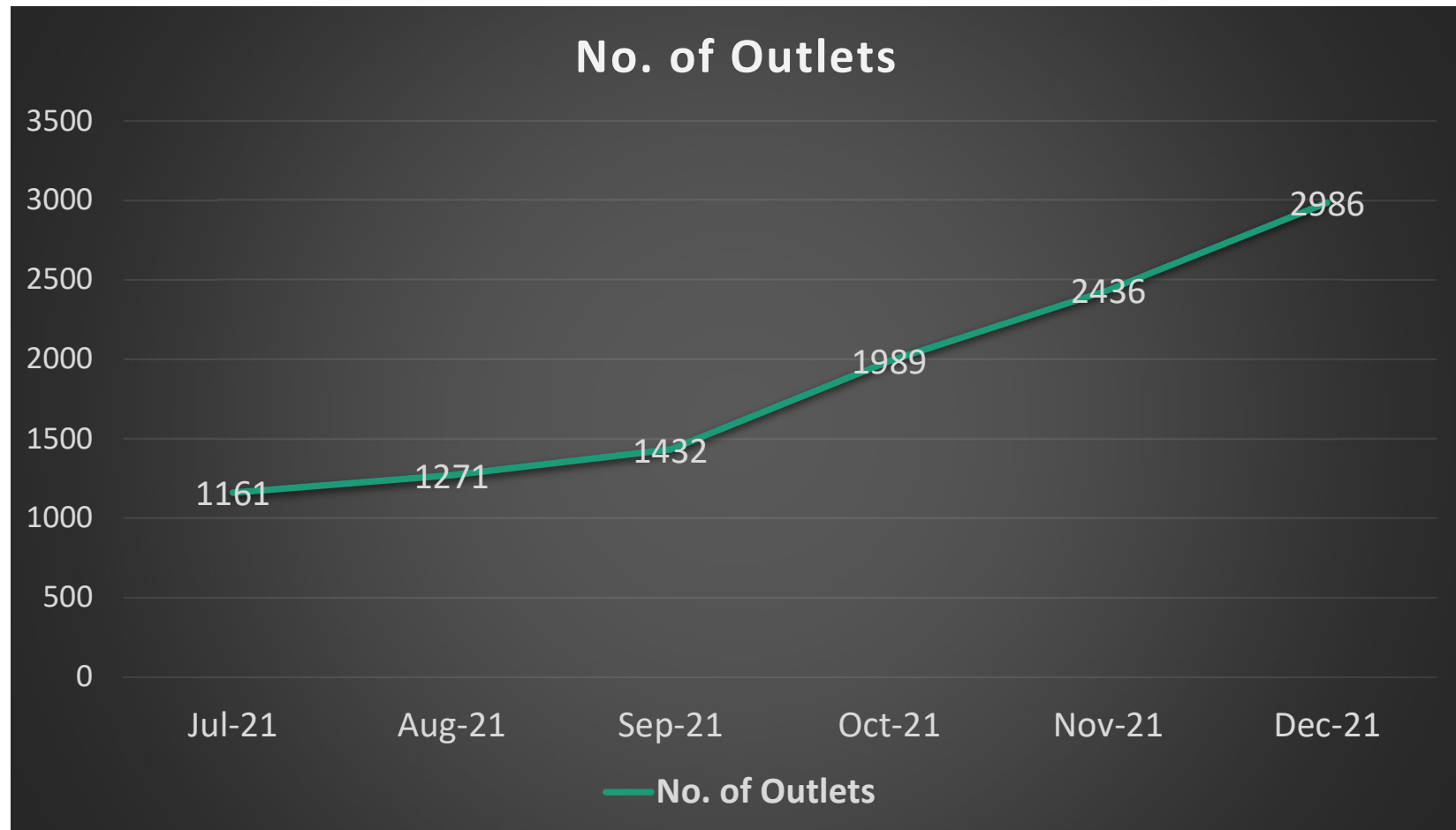
### **Strategic Update**

- **Horeca Business Growth up by 148% QoQ.**
- **Increasing tie-ups with QSR.**
- **Planning to open 100 QSR ( Quick Service Restaurant) for the Calendar Year 2022.**

## Q3 FY22 Financial Performance Highlights

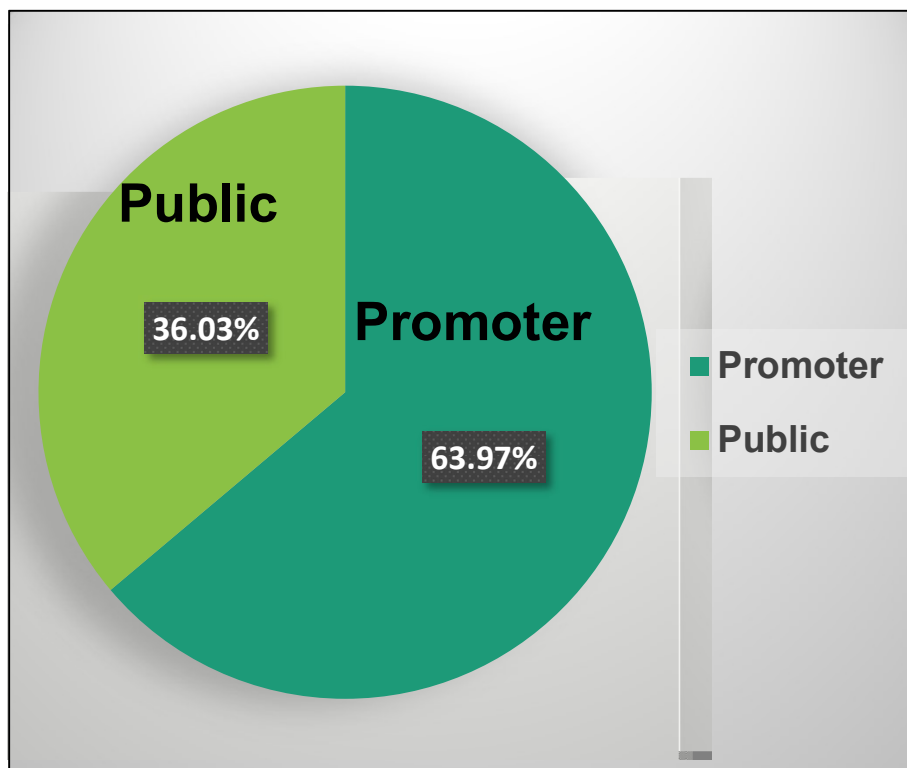
(Rs Lakhs)	Consolidated			Standalone		
	Q3 FY22	Q2 FY22	Q3 FY21	Q3 FY22	Q2 FY22	Q3 FY21
Turnover	4827	5373	9933	4826	5373	9933
EBITDA	(221)	733	694	(220)	733	694
PBDT ( Cash Profit)	(265)	625	510	(264)	626	510
PBT	(330)	561	448	(329)	561	448
PAT	252	2157	1470	(366)	406	460
EPS (Rs)	3	24	16	(4)	5	5

## GOELD INCREASED IT'S GOELDEN OUTLETS IN 6 MONTHS



## Shareholding Pattern as on 31<sup>st</sup> December 2021

### Shareholding Pattern



### Break up of Shareholding Pattern

Shareholding	% of Total Sh.
Promoter	63.97%
Public	36.03%

**Promoter has not increased its holding from Q2FY22 to Q3FY22**

## FOCUSING ON ENVIRONMENTAL SUSTAINABILITY with the help of ESG framework



### Environmental Responsibility

- Invested in technology for Decomposing the waste products
- Reduced carbon footprints
- Vegan and vegetarian Product Manufacturer (no harm to the animals)
- Utilizing edible waste in Company Leased farm for cattle feeds



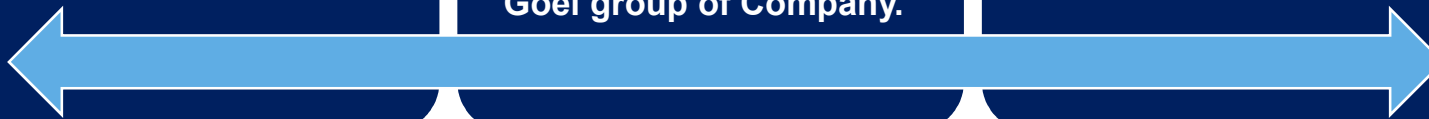
### Social Responsibility

- Skill development sessions for female workers.
- Talent development through skill set training and mentoring.
- Developing a stable eco-system of vendors.
- Donation of Ambulance by Goel group of Company.



### Governance Framework

- Disciplined capital allocation
- Robust risk management framework





# Our Products Range

GO:LD™

Indian Breads

Snacks

Desserts

Curries

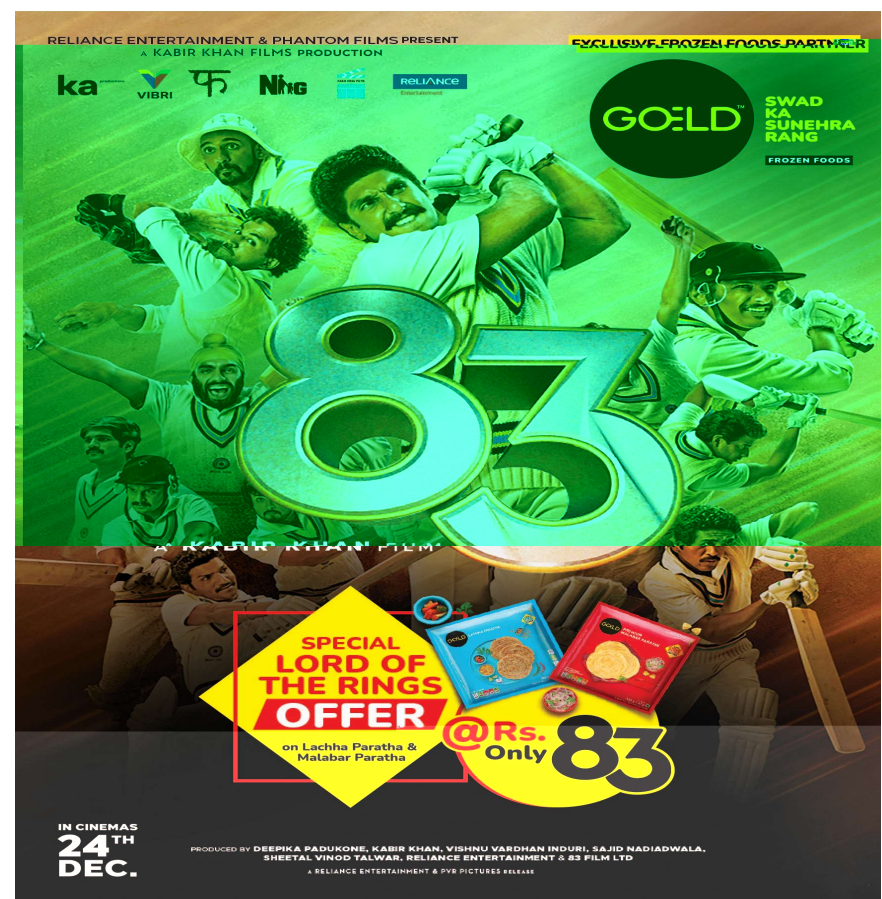
Launched Veg Hakka Noodles and Veg Momos



# GOELD GOES 83 CARAT WITH THE MOVIE 83!



The icing on the cake was our Exclusive Frozen Foods partnership with the mega movie 83. The movie as well as our association gained Goeld unbelievable goodwill and massive media coverage.

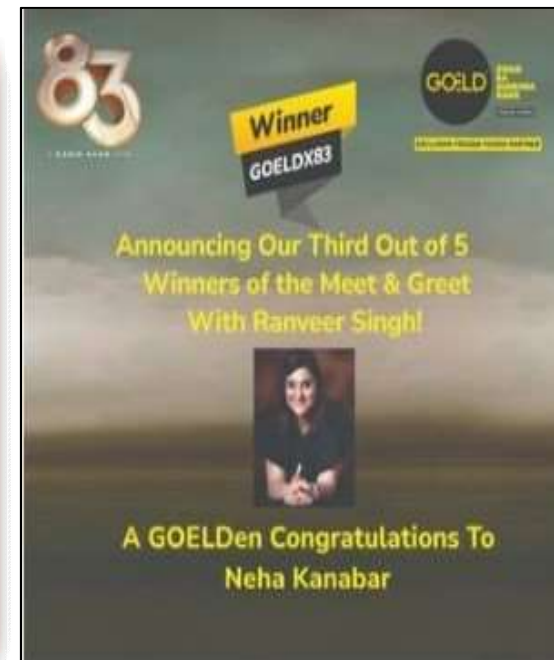




# EXCITING CONTESTS. BURST OF GIFTS. A SEASON OF JOY!

GO:LD™

The contests we ran along with our 83 movie association was a mega success. Thousands of fans and consumers took part in it as it also gave them the chance to meet up with their favourite star; **Ranveer Singh**



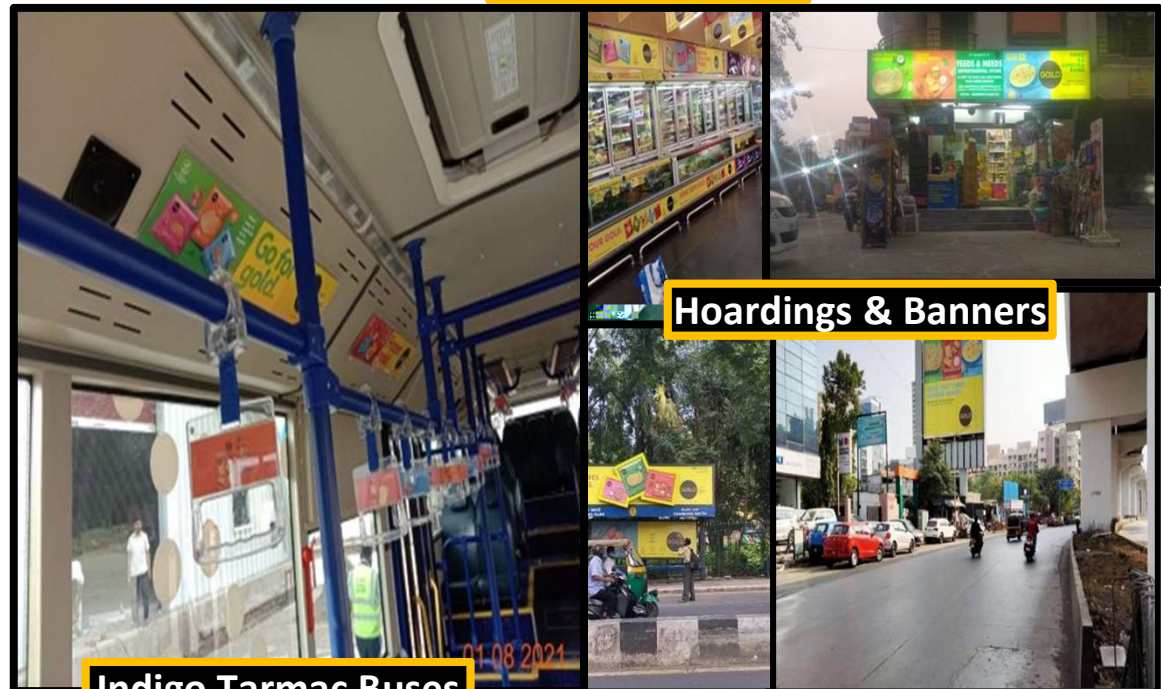
# Marketing Initiatives

GO:LD™

- Attractive Consumer Offers to effect Offtake
- Store Visibility Support
  - Retail Signage / POSM etc.
- OOH – Hoardings / Bus Shelters
- Active Social Media Pages
- Driving Awareness through Digital Influencers
- **We have extended our branding contract with indigo airlines tarmac busses till January 2022**
- Distributor Vehicle Branding
- Branded Goodies/Brochures to Stakeholders



Cab Branding



Indigo Tarmac Buses

Hoardings & Banners



# ITALIAN SERIE A FOOTBALL LEAGUE GOES GOELDEN!

GO:LD™

Goeld was beamed across homes of millions of global audiences with the Serie A Football League. The first streaming went live for the Lazio vs. Juventus match on 20th of November.



# Media Presence

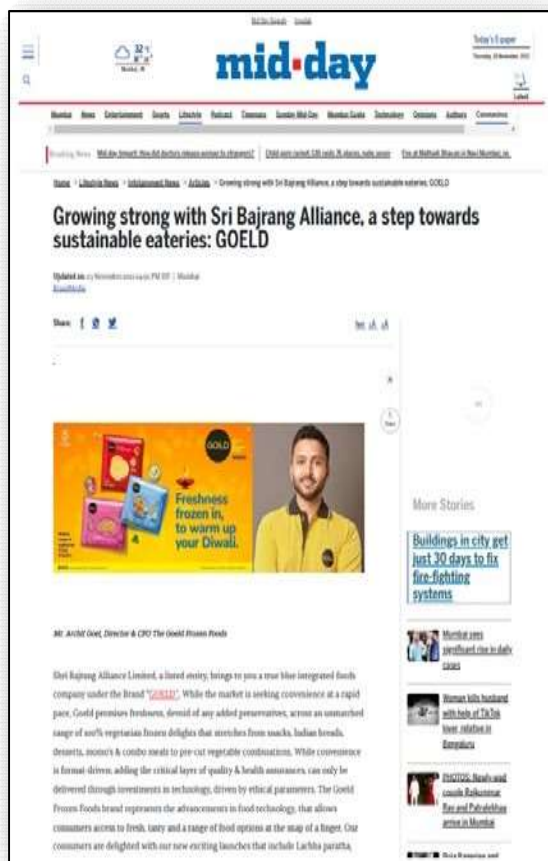
GO:LD™

News and Newspapers had a GOELDen Time

Opening of Goeld Brand in Bhopal



Half page, all-edition advertisement in Times of India





## ARCHIT GOEL, DIRECTOR AND CFO TOOK CENTRE STAGE IN THE CEO MAGAZINE

Archit Goel's personal & professional journey was prefaced in the October '21 edition of the CEO Magazine. His journey was quoted to inspire legions of young entrepreneurs to follow their dreams and chalk out their paths to glory



THANK YOU

