

GML/DEL/2021-22  
September 15, 2021

**The Manager - Listing**  
**Bombay Stock Exchange Limited**  
Floor 25, P J Towers,  
Dalal Street,  
Mumbai - 400 001  
INDIA  
Scrip Code: 532726

**The Manager - Listing**  
**National Stock Exchange of India Limited**  
"EXCHANGE PLAZA",  
Bandra – Kurla Complex,  
Bandra (East), Mumbai - 400 051  
INDIA  
Scrip Code: GALLANTT

GALLANTT METAL LIMITED  
*Abaneshji*  
Company Secretary

Chairman and Managing Director of Gallantt Group, Mr. Chandra Prakash Agrawal quoted as saying – “As a brand it is our believe that we are reliable, performing & honest with our commitment that we promise to our customers and these are the same traits which we admire in Mr Ajay Devgan who displays right balance of being a REAL HERO to his family & rock-solid performer both in reel and real life. He commands a huge mass fan following across all the age groups, which will help the brand to pitch its product to the desired customer.”

Now, Gallantt Group shall use Shri Ajay Devgan’s name and brand in Sales Promotion, Advertisement and Digital Marketing through Print Media, Social Media and Visual Media.

Enclosed herewith is a press release dated September 15, 2021 on the above subject, which is self-explanatory.

This is for your information and in compliance with applicable Regulation of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you,

Yours faithfully,

**For GALLANTT METAL LIMITED**

GALLANTT METAL LIMITED



Company Secretary

**Arnab Banerji**

**(CS & COMPLIANCE OFFICER)**

**M. No. A59335**

**Encl: As above**

**GALLANTT METAL LIMITED**

Office : Ward-10 BC, Plot No. 123, Ground Floor, Gandhidham, Kutch, Gujrat-370 201, Tel.: 02836-395626 / 395636 Fax : 02836-235787  
Works : નાગરજીવન સમાજ, સમઝવણી, ટાલુકા-બાચાવ, કુચ - ગુજરાત, Tel.: 91 98 795 60878, Fax : +91 2837 283690

Registered Office : "GALLANTT HOUSE", 1-7, Jangpura Extension, New Delhi -110 014

Telefax : 011-45048767, E-mail: gml@gallantt.com, Website : www.gallantt.com

Corporate Office: 1, Crooked Lane, Second Floor, Room Nos. 222 & 223, Kolkata - 700069 Tel: 033-46004831

Corporate Identification No. : L27109DL2005PLC350524



## **FOR IMMEDIATE RELEASE**

### **GALLANTT GROUP- One of the biggest integrated steel player signs in AJAY DEVGAN as their brand ambassador**

Shri Ajay Devgan will be the face of the brand for next 2 years and will help promote its Gallantt & Gallantt advance range of TMT Bars pan India.

Gallantt Group is one of the leading Indian conglomerates with end to end annual steel manufacturing capacities of more than 1 Million Ton through their multiple state of art fully-integrated steel plants located at Gorakhpur in Uttar Pradesh & Kutch in Gujarat.

Gallantt Group Chairman and Managing Director Shri Chandra Prakash Agrawal was quoted as saying - "we are thrilled to have Shri Ajay Devgan on board and have no doubt that this association will increase our brand recall and strengthen the positioning of brand in Premium category of the targeted market."

Mr. Agrawal further added "As a brand it is our believe that we are reliable, performing & honest with our commitment that we promise to our customers and these are the same traits which we admire in Shri Ajay Devgan who displays right balance of being a REAL HERO to his family & rock-solid performer both in reel and real life. He commands a huge mass fan following across all the age groups, which will help the brand to pitch its product to the desired customer."

#### **Commenting on his association with Gallantt, Shri Ajay Devgan said -**

"I am very proud to be partnering with Gallantt Group, I believe this is a beginning of a very , exciting & memorable journey and together we can take brand to a future ready deliverance with quality standard products at its core."

Brand's new integrated marketing campaign with Shri Ajay Devgan is strategized & designed by Liquid Loop, a Gurgaon based integrated communication agency to further bolster company's brand recall and positioning amongst end consumer and their corporate B2B clients. The said campaign is slated to go on Air primarily through T.V and will be amplified across Print, BTL, OOH & DIGITAL very shortly showcasing the product in a very innovative perspective.

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