



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.

Phone: 0771-428 8019/29/39, Fax: +91-0771-428 8123

Email: info.sbafoods@goelgroup.co.in, www.goeld.com

To,

Date: 29.05.2021

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

Ref: BSE Scrip Code- 526981

Dear Sirs,

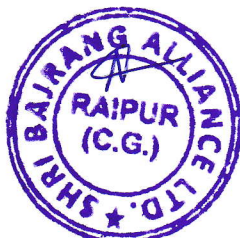
Sub: AWARD UPDATE: ARCHIT GOEL, DIRECTOR & CFO AWARDED BY TIMES GROUP UNDER "TIMES 40 UNDER 40."

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"), the above mentioned award has been honored by **TIMES GROUP to ARCHIT GOEL, DIRECTOR & CFO** to identify, encourage and provide recognition to the top 40 brightest young entrepreneurs, leaders and innovators who are under 40 years of age and have been game changers in true sense. To recognize these bright minds, a survey was conducted and several entities were assessed. Undoubtedly, the winners fared through an exhaustive criterion and made it to the top 40.

Mr. Anupam Kher, Renowned Bollywood actor and former Chairman of Film and Television Institute of India was the Guest of honor. Mr. Anupam Kher introduced Mr. Goel as coming from rich pedigree of leader Director & CFO of Shri Bajrang Alliance Limited is a business leader whose success is defined by compassion & benevolence. Young & dynamic leader who's made a mark in countries ever growing FMCG sector.

The virtual event has been aired on TIMES NOW YouTube channel on May 28th, 2021 and followed by a special episode on ET NOW TV channel in the month of June. The YouTube link for the same is <https://youtu.be/qPl2ujEuWOM>





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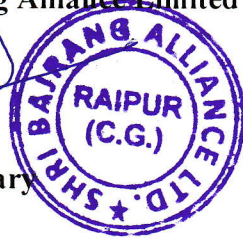
Archit Goel, Director & CFO say that he is truly humbled to be bestowed this prestigious award from India's most respected media house; TIMES GROUP. For me, effective leadership is a collective contribution of the company's key stakeholders. Hence this award belongs to our staff, technicians, management and most importantly, our extended business partners. This award inspires me to keep our hopes and aspirations alive during these trying times. India will defeat this pandemic and emerge stronger and more resilient. **THANK YOU TIMES GROUP once again from the bottom of his heart.**

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

Thanking you,

For, Shri Bajrang Alliance Limited

Nishant Agrawal
Company Secretary



Enclosed :- Letter of Appreciation and Certificate

CERTIFICATE

OF APPRECIATION



Archit Goel

Director and CFO

Shri Bajrang Alliance Limited

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A Times Group Company



Dear Mr. Goel

Warm Greetings!

Trust your family and yourself are safe and taking necessary precautions against the unfortunate spread of COVID 19. It is a trying and testing time for all us countrymen and the global populace. I am sure together we have the resilience and patience to see this crisis through.

In the midst of this global turmoil, it's extremely important to spread some positivity and provide some strength to the human spirit. In the quest of the same "Times of India" as a responsible media house took the initiative to appreciate and recognize the young leaders of India through a virtual event 'Times 40 Under 40.

Congratulations on being named to the Times 40 Under 40 list for 2021, a virtual event organized by "Optimal Media Solutions Brand solutions arm of Times of India. This event aims to celebrate the success and recognize individuals from various walks of life who have stood out in extraordinary times and have excelled their way up through sheer intellect and prudence in doing path-breaking changes in the society and economy at large.

The list is one of the most prestigious and well-known recognitions for young achievers like you. A host of past recipients have gone on to achieve great heights and we believe that each of you is also destined to achieve much more in the coming years.

We believe that recognitions such as this play a significant role in providing right impetus for growth and market exposure. Thank you for associating with Times Of India's effort in recognizing and encouraging the young corporate leaders of India.

We wish you luck for all your future endeavor

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