



## SHRI BAJRANG ALLIANCE LIMITED

(Formerly known as Shri Bajrang Alloys Limited)

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CIN No. : L27103CT1990PLC005964



Date: 17.11.2021

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

Ref: BSE Scrip Code- 526981

Dear Sirs,

**Sub: The CEO Magazine (Shri Bajrang Alliance Limited – One of the Fastest Growing Business Groups in FMCG, Frozen Foods and Allied Foods)**

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** has **been featured on Cover Page of The CEO Magazine (A Magazine for Business Leaders & Decision Maker) on the October 2021 Issue.**

**Shri Bajrang Alliance Limited**, is today, one of the fastest – growing business groups in the FMCG, Frozen Foods and Allied Foods business through its brand **GOELD**. As a part of **GOEL Group**, **GOELD** add to the values of the group, especially across quality and customer satisfaction benchmarks.

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

Thanking you,

For, Shri Bajrang Alliance Limited

  
**Nishant Agrawal**  
Company Secretary



Enclosed



# The CEO Magazine®

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A Magazine for Business Leaders & Decision Makers.

**Archit Goel**

Director and CFO  
Shri Bajrang Alliance Limited

## Shri Bajrang Alliance Limited

One of the Fastest Growing Business Groups in the FMCG,  
Frozen Foods and Allied Foods





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One of the Fastest Growing Business Groups in the FMCG, Frozen Foods and Allied Foods

Purnima Narang | The CEO Magazine

Post his graduation from Kingston University, London, Archit Goel took a leap into the deep end of the corporate world by joining the Goel Group, with their pioneer organization, Shri Bajrang Alliance Limited (earlier known as Shri Bajrang Alloys Limited). Presently, he represents SBAL as its whole-time Director and CFO, providing momentum to its FMCG surge.

The GOEL group was set up by late Shri Hari Ram Ji Goel in Raipur, Chhattisgarh, and is one of the leading business houses in Central India in the domains of mining, power, iron and steel, education, and media. Through clear vision and perseverance, the group has expanded into multiple high-growth business sectors through formidable brands like GOEL TMT, GOEL Pipes, N.H Goel School, N.H Goel Finishing School and IBC 24 among others.

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*The opportunity to contribute significantly to a defining industry, that will change the food habits as well as food choices of the new world. The pandemic advanced the tip-over date by a couple of years. It is also a business that demands responsibility, as the quality and nature of food will define the health backbone of generations to come. As a leader, chasing business success that also demands higher responsibility drives me at an individual as well as at a professional level"- Archit Goel shared about his driving factors as a leader.*

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**Archit Goel**  
Director & CFO  
Shri Bajrang Alliance Limited





In an exclusive conversation with Purnima Narang, Editor, The CEO Magazine, Archit shared about the solutions, leadership journey, challenges, failures, success, achievements, and various other aspects of the business at Shri Bajrang Alliance Limited.

**TCM: How do different divisions at Shri Bajrang Alliance Limited support solutions?**

**Archit:** Shri Bajrang Alliance is the

holding group that takes up the role of the advisor and sole keeper of the multiple brands it nurtures under its banner. The key pillars that drive the Shri Bajrang business enterprise are technology leadership, infrastructure superiority, customer trust & goodwill and quality human capital. An amalgamation of all 4 of these strengths is evident across the businesses it harbours. Their solutions and products are testimony to these 4 business mantras of the group.

**TCM: How and when did you inception the leadership voyage?**

**Archit:** Let me answer this through our brand, Goeld. While the brand was incorporated in May 2020, the groundwork for Frozen Foods and Allied Foods business started almost half a decade back. We did not leave any stones unturned, as Goeld was conceived to take the successful banner of Shri Bajrang into Foods and Allied businesses.

We do not enter any sector to operate as just another player. We aim for leadership positions. We strive to change the business for the better. We challenge existing beliefs and prejudices, to take the domain into robust business opportunities. This requires both cerebral as well as physical rigour. And we have an abundance of both in our team; the true champions of our business success stories.

Leadership is not just a process within an organisation. For us, it is our drive to step out and provide vision, excitement and belief to the industry as a whole. Leadership for me is 'Stepping into the big stage' and taking the bull by its horns.

**TCM: What are challenges in the industry right now and how are you approaching them?**

**Archit:** I believe, some of the more significant challenges revolve around the supply chain infrastructure and the myths that hamper the frozen food segment.

Supply Chain Infrastructure is a key part of the industry as food products, especially Frozen Foods are extremely temperature-sensitive. It requires constant temperature safety, right from manufacturing plant to distribution to retail display care practices. The supply chain needs to run on quality Cold Chain



infrastructure. However, the Cold chain infrastructure is a massive challenge in our country. The same extends to retail shelf management of frozen foods as well because it requires both investments as well as constant monitoring. Unhindered electricity supply and costs are again an issue that hampers temperature sustenance when you reach out deep into the heartland.

Myths around the Frozen Food segment creates the second challenge in the industry. As the freezer space in every household is increasing, there are still vestigial views held by a few concerning Frozen Food. People still harbour myths like Frozen Food is not fresh, it might have taste issues etc. Technology as well as sourcing, aids in ensuring high levels of freshness and taste to the frozen products. However, the pandemic has brought about a shift in

perceptions. Frozen is the New Fresh. This has opened a huge traffic inflow into the frozen foods segment.

My team and I are in a battle to ensure that our consumers and clients get nothing less than the GOELD-Quality Product that leaves our 100% Vegetarian Kitchens. Frozen Food is just about as great as home-cooked food and is simple and easy to cook as well. GOELD Frozen Foods are well on its way to becoming a brand in every Indian household that has a refrigerator. And a brand that is consumer every day in any of the meal occasions.

**TCM: What is the role of failure in your life? Has it prepared you for the better?**

**Archit:** While failure is not a destination one seeks out, I firmly believe that you should never fear failure. Often, it offers you impactful

learning. Learning of what not to do as well as how best to do it. Failures embolden you. And gives you a lesson no classrooms can ever impart. It makes you the best version of yourself. However, don't chase failures. If it comes, be happy that you tried and took home great learning.

**TCM: What does success look like in your current role and for the company?**

**Archit:** We are in the process of rolling out the brand across the country and key international retail markets, including forging alliances with leading brands across the world. We are already measured as one of the fastest-growing frozen foods' brands in the country, and our vegetarian delights are attracting die-hard fans across markets. To me, that is a measure of success. We are a young lot with the mindset of



champions. We chase performance. And success is a by-product of our collective actions. We believe that we are on the right path. The era when Frozen Foods get its golden aura!

**TCM: Pandemic has disrupted businesses. How has the team overcome the same?**

**Archit:** While the pandemic disrupted businesses across the globe, it opened unforeseen opportunities. Opened newer need states among customers and changed consumption habits forever. Frozen Foods suddenly got transported into the superhighway of business opportunities. Sudden 'Full occupancy' of households led to a search for more convenient and easier food options. Frozen foods suddenly took the lion's share of the freezer. The healthier range within the frozen foods segment became the rage. But while the opportunities surged, production and distribution during the pandemic became a bottleneck to revenue growth. As a group, we ensured the complete vaccination of our employees. Reached out to their families and ensured their wellbeing. We created a heath bubble within the factory and marketing offices.

Once this was achieved, we ramped up production twice as fast as the competition. We calibrated production to the opening-up of markets and were one of the first brands to reach retail shelves as well as popular online retail platforms. In short, we were successful in riding the pandemic with business dexterity. As a team, we learned a lesson while on the job! Today, our growth is testimony to the valiant efforts of team Goeld.

**TCM: How did you build your dynamic team? How do you keep them motivated through tough times?**

**Archit:** At GOELD, we are a team that lives to fructify our collective dream of being a leading brand in the subcontinent and subsequently be a formidable force in food retailers worldwide.

Our real worth is indeed reflected by the company we keep. At Goeld, our focus is to onboard qualified personnel to lead as well as put rigour and heart into each aspect of the production and marketing process. Ability and quality are non-negotiables. Our frozen foods, as well as allied foods businesses, are led and driven by leading though leaders, doctorates, technologists, marketing champions and sales soldiers. It's a team that has a never-say-never attitude.

We invest heavily in training and knowledge leadership programs to upskill and empower our trusted team. The quality and fame accrued by the brand is a result of their tireless effort and commitment. And we empower their efforts through high-end investments across leading technologies. Our quality labs are equipped with the latest machines like GCMS (Gas Chromatography-Mass Spectrometry), HPCL (High-Performance Liquid Chromatography), Water Activity Meter and Moisture Analyzer to name a few.

**TCM: Kindly share any awards, recognitions, and milestones that Shri Bajrang Alliance has achieved?**

**Archit:** The group has achieved numerous accolades in the past three years: This year, I was recognised as Times 40 Under 40 2021 and

AsiaOne 40 Under 40 most influential Indians 2020-21. Brand GOELD has also been awarded the titles encompassing "Right Choice Award as Best Veg Frozen Food Brand of the year 2021", "India's most admirable brand", and "Fastest Growing brand 2020-21".

**TCM: As a leader, how do you view challenges and solve them?**

**Archit:** Businesses without challenges are non-existent. For me challenges seldom take me by surprise. But, yes, challenges are faced with, by the collective intelligence and ability of my team. A strong team gives you the confidence to surpass issues that challenge our business. Everyone here has a voice.

We offer an environment that encourages active debates and results from oriented action plans, seldom find roadblocks. I ensure that my team is kept motivated, and their points of view are given due consideration. This has helped us access our collective strengths. We are a team without superstars. Hence the team wins and not individuals.

**TCM: Is there a mantra to become a successful leader? Enlighten us.**

**Archit:** I robustly believe that taking over glorious business legacies carries with it staggering responsibilities. Like in sports, it is important to circumvent expectations and focus on winning priorities. Spend quality time on the shop floor and among your customers. One should analyze the competition. Importantly, 'Lead' customers to newer territories instead of 'Meeting' their current expectations.



**TCM: How much have you achieved of your mission at the onset? What's Next for the brand?**

**Archit:** From our facility inauguration by the Chief Minister of Chhattisgarh to our first international order, Goeld, both as a brand and a team, have achieved its milestones planned so far. Targets are scaled up to make the brand perennially relevant to our customer bases, as well as to new customers and geographies. Our next target is to reach out to more global geographies, as well as expand to 100+ cities across India by 2022.

**TCM: What are the next five-year plans for Shri Bajrang Alliance Limited?**

**Archit:** Our 5-year plans are simple, yet powerful. By the year 2026, every Indian household should stock at least one product of brand GOELD'. While achieving this target, brand

Goeld will ready itself to establish its 'Service-driven' business model: Stand-alone stores that serve not just our fabulous range, but also serve our total meal options as a diner and take-away.

**TCM: Do you believe you would achieve the milestones you are planning to achieve in the upcoming years?**

**Archit:** All our milestones are tested against the team and operational abilities. Targets are set by making it aspirational to a highly motivated and talented team. So yes, we are committed to surpass our milestones and set newer and more challenging ones.

**TCM: Kindly share a piece of advice that you would like to give to an aspiring entrepreneur.**

**Archit:** Select a path you love. Be it a business or a product. Dream big but

stay grounded. And when you start your entrepreneurial journey, enjoy the ride, and take like-minded people along with you. Because it is always fun to enjoy your success with people whose company you love"

**TCM: Do you believe in giving back to society? If yes, how?**

**Archit:** Society is your nurturer. You take a lot from it to build your story. Hence it is your honest duty to share your gains and happiness back to this nurturing environment. I represent a business entity whose leadership has instilled the values of collective growth and societal upliftment in me. We are committed to contributing more to society than we get from it. This is evident across the geographies of our presence. This is a silent but powerful commitment to walking our talk.