



## SHRI BAJRANG ALLIANCE LIMITED

(Formerly known as Shri Bajrang Alloys Limited)

Regd & Works Office : 521/C, Urla Industrial Complex, Urla, Raipur 493-221 (C.G.), India

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

CIN No. : L27103CT1990PLC005964



**Dated: 02.11.2021**

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

**Ref: BSE Scrip Code- 526981**

Dear Sirs,

Sub: Corporate Presentation on Q2FY22

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 Q2FY22 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

# SHRI BAJRANG ALLIANCE LIMITED

Q2 FY22 INVESTOR PRESENTATION

# Disclaimer

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*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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# Q2 FY 22:- Operating and Financial Performance

## Record Operating Performance

- QoQ increase in Sales with 248% increase in domestic sales from INR 1538 Lakhs to INR 5353 Lakhs.
- QoQ increase in Export Sales in with 65% increase in Export Sales.

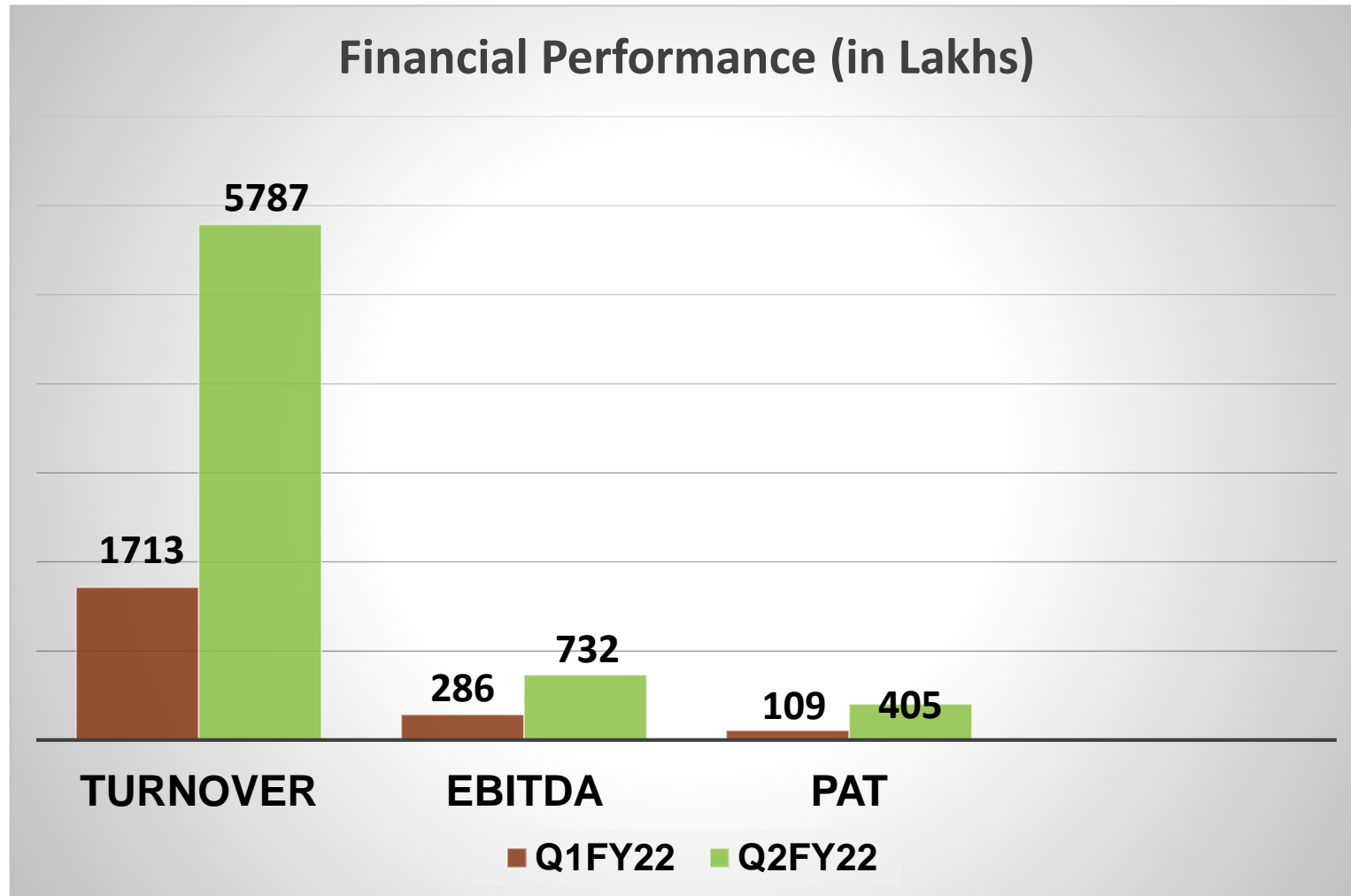
## Record Financial Performance

- EBIDTA up 156% QoQ at INR 732 Lakhs.
- PBT up 279% QoQ at 561 Lakhs.
- PAT up 271% QoQ at 405 Lakhs.

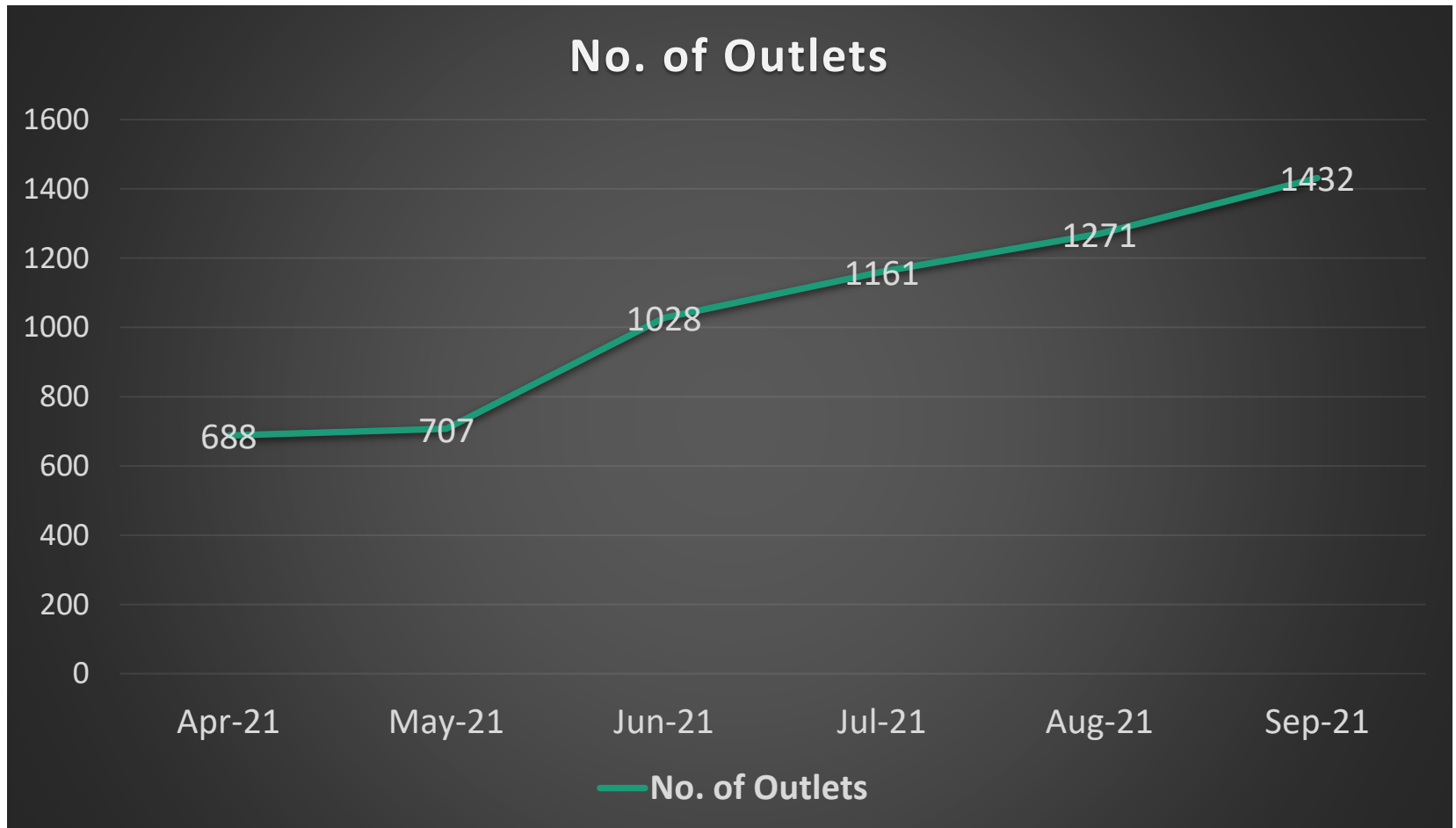
## Strategic Update

- Horeca Business Growth up by 491% QoQ.
- Increasing tie-ups with QSR.
- Planning to launch New SKU targeting the Indian Retail Market like Paneer Cheese Samosa, Vegetable Spring Rolls.

## Consolidated Financial Performance for Q2 and Q1 of the Year 2022



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



# 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)



## Social Responsibility

- Sponsored Girl Child for a Better life
- Vaccination Campaign ran by company
- Health Check-up Campaign ran by company
- Survival support to all the employees including Salary during Covid-19



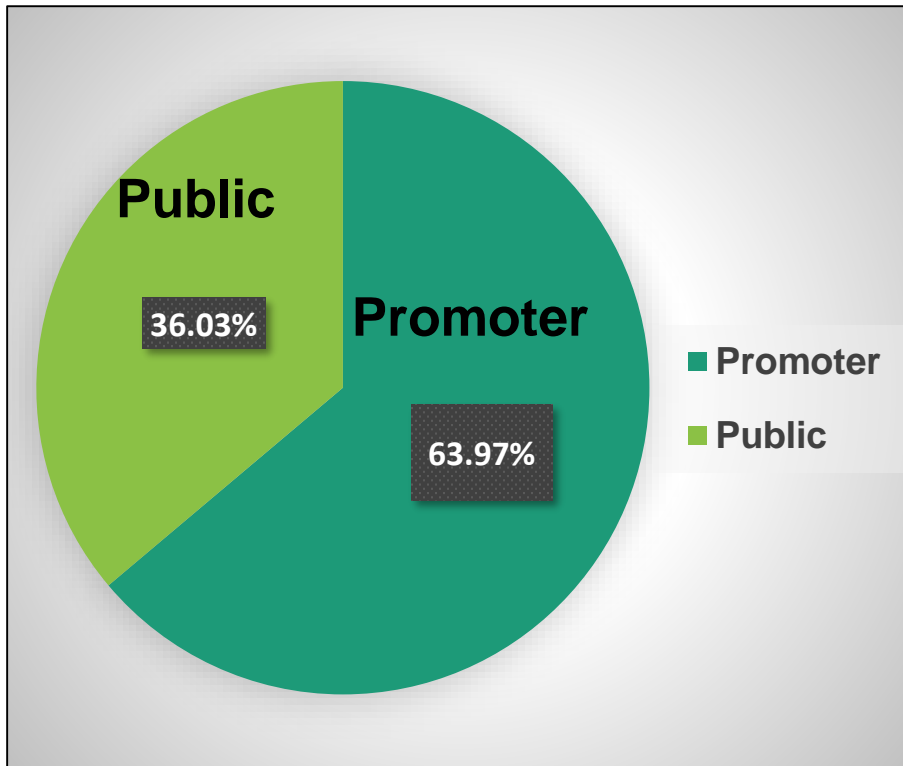
## Governance Framework

- Disciplined capital allocation
- Robust risk management framework



# Shareholding Pattern as on September 2021

## Shareholding Pattern



## Break up of Shareholding Pattern

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

**Promoter has increased its holding by 3.19% in Q2 2021**



## Q2 FY22 Financial Performance Highlights

(Rs Lakhs)	Consolidated			Standalone		
	Q2 FY22	Q1 FY22	Q2 FY21	Q2 FY22	Q1 FY22	Q2 FY21
<b>Turnover</b>	5387	1713	3025	5387	1709	3025
<b>EBITDA</b>	732	286	(354)	732	281	(354)
<b>PBDT ( Cash Profit)</b>	625	187	(493)	625	183	(493)
<b>PBT</b>	561	148	(544)	561	144	(544)
<b>PAT</b>	405	109	(608)	406	106	(608)
<b>EPS (Rs)</b>	5	24	0.13	4.51	1.19	(6.76)

## SBAL Standalone - Profit & Loss

Particulars	Q2FY22	Q1FY22	QoQ%	H1-2021	H1-2020	HoH%
<b>Net sales</b>	5373.23	1549.87	<b>246.69%</b>	6923.10	3336.72	<b>107.48%</b>
<b>Total Exp.</b>	4826.35	1589.85	<b>203.57%</b>	6416.19	4279.35	<b>49.93%</b>
<b>Other Income</b>	14.16	163.39	<b>-91.33%</b>	177.55	33.53	<b>429.56%</b>
<b>EBDITA</b>	732.74	311.10	<b>135.53%</b>	1043.84	-566.90	<b>284.13%</b>
<b>Depreciation</b>	64.36	64.27	<b>0.13%</b>	128.63	93.70	<b>37.28%</b>
<b>Finance Cost</b>	107.34	98.36	<b>9.13%</b>	205.70	248.52	<b>17.23%</b>
<b>PBT</b>	561.04	148.47	<b>277.89%</b>	709.51	-909.11	<b>178.04%</b>
<b>Tax</b>	155.24	38.94	<b>298.64%</b>	194.18	110.56	<b>75.63%</b>
<b>PAT</b>	405.81	109.53	<b>270.51%</b>	515.33	-1019.67	<b>150.54%</b>
<b>EPS</b>	23.96	23.46	<b>2.14%</b>	47.42	-2.56	<b>1950.79%</b>

## SBAL Consolidated- Profit & Loss

Particulars	Q2FY22	Q1FY22	QoQ%	H1-2021	H1-2020	HoH%
<b>Net Sales</b>	5373.23	1549.87	<b>246.69%</b>	6923.1	3336.72	<b>107.48%</b>
<b>Total Exp</b>	4826.05	1589.64	<b>203.59%</b>	6415.69	4279.12	<b>49.93%</b>
<b>Other Income</b>	14.16	159.49	<b>-91.12%</b>	173.65	33.53	<b>417.91%</b>
<b>EBDITA</b>	733.03	307.41	<b>138.45%</b>	1040.44	-566.66	<b>283.61%</b>
<b>Depreciation</b>	64.36	64.27	<b>0.13%</b>	128.63	93.7	<b>37.28%</b>
<b>Finance Cost</b>	107.34	98.36	<b>9.13%</b>	205.7	248.52	<b>-17.23%</b>
<b>PBT</b>	561.34	144.78	<b>287.72%</b>	706.12	-908.88	<b>177.69%</b>
<b>Tax</b>	155.31	37.98	<b>308.91%</b>	193.29	110.54	<b>74.87%</b>
<b>PAT</b>	406.02	106.8	<b>280.18%</b>	512.82	-1019.41	<b>150.31%</b>
<b>EPS</b>	4.51	1.47	<b>207.93%</b>	5.98	-11.33	<b>152.76%</b>



**FROZEN FOODS**

**Welcome to our GOELD-en World of Culinary  
Delights**

# OUR AGRO PRESENCE

GO:LD™



# Manufacturing Facility

GO:LD™

- Installed capacity of 6600 tons per annum
- FSSC 22000-centric QA program
- Rigorous food safety & sanitation initiatives
- Modernized Quality control department & QA verification system
- Expert teams of R&D & food processing professionals
- Highly advanced processing techniques & equipment
- Automated machines from world leaders in UK, Germany, Sweden & Japan
- World-class Blast & IQF/Spiral freezers
- Cold storage with 500-ton capacity below -18 degree celsius



# State of the Art – Machinery & Equipment

GO:LD™



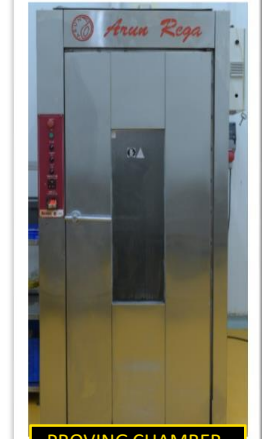
SPIRAL IQF FREEZER



SPIRAL DOUGH KNEEDER



DOUGH FORMING MACHINE



PROVING CHAMBER



AUTOMATED BOWL CUTTER



BRATT PANS



AUTOMATED FORMING & BREAD COATING LINE

# Well equipped In-house Laboratory

GO:LD™

List of equipments:

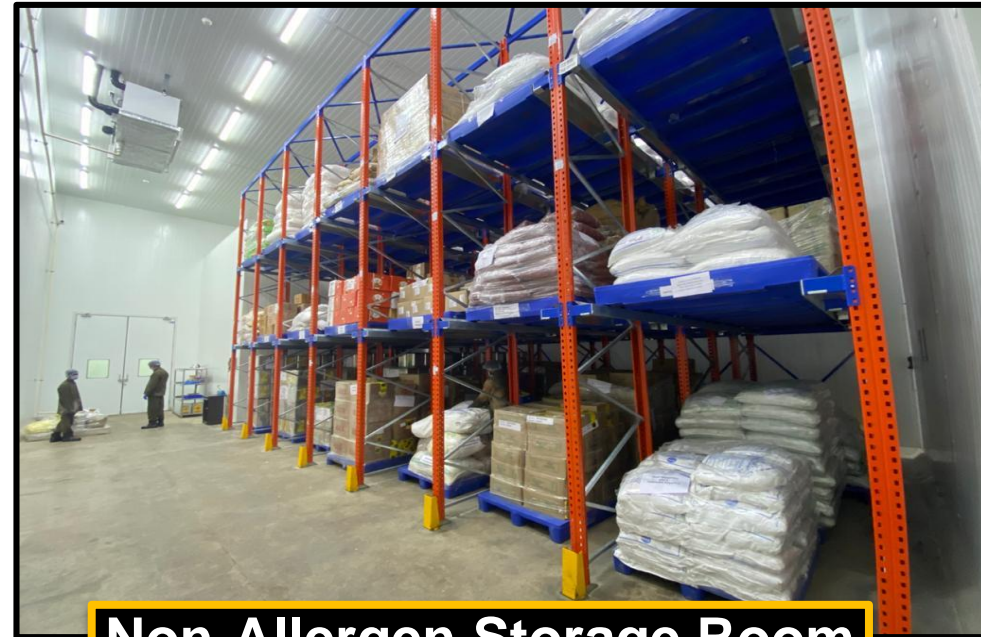
1. GCMS
2. HPLC
3. Spectrophotometer
4. Water activity meter
5. Digital moisture analyser
6. Magnetic stirrer with hot palte
7. Rotary evaporator
8. Centrifuge
9. Oven
10. Incubator
11. Laminar air flow
12. Digital weighing balance
13. Turbidity meter
14. Brusting strength meter
15. Autocalve
16. BOD Incubator with sensor
17. Microscope
18. Thermoreactor
19. TDS meter
20. Muffle Furnace
21. +4 degree canibet
22. Deep fridge (-20 degree)
23. Microbial Air monitering system
24. Air partical counter



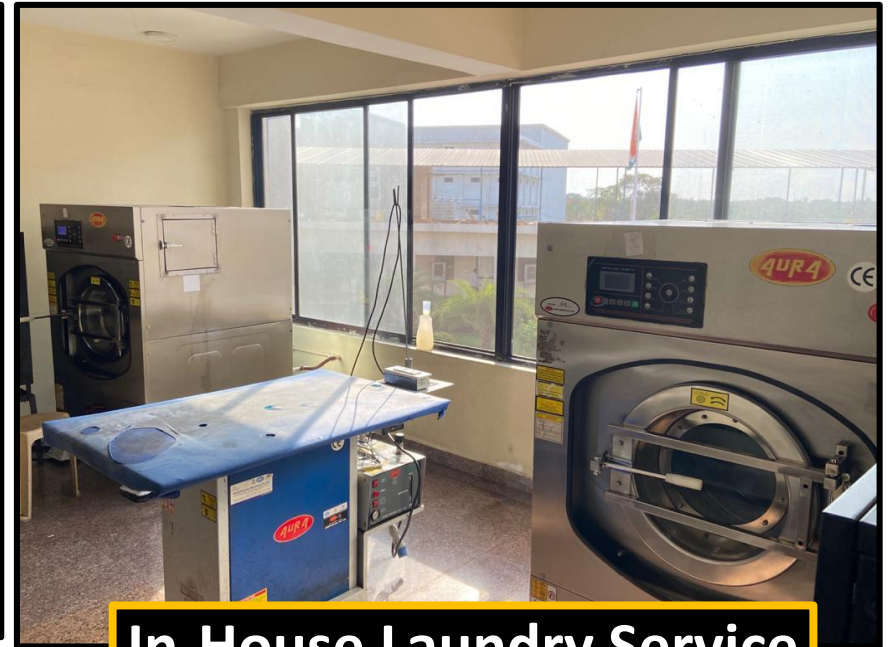


# Services to Maintain Hygiene

GO:LD™



**Non-Allergen Storage Room**



**In-House Laundry Service**

# Our Accreditations

GO:LD™

*fssai*

Lic. No. 10020037000440

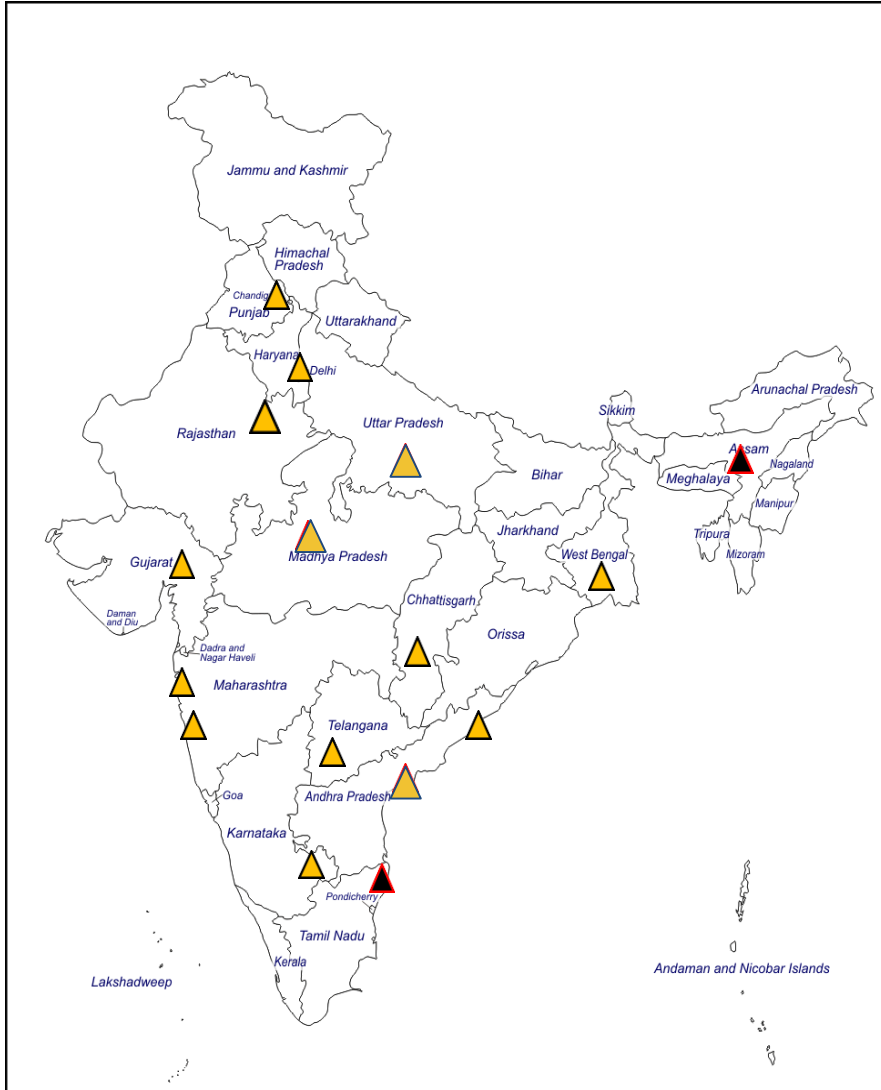


Registration No - 10483744590



# Our Retail Presence

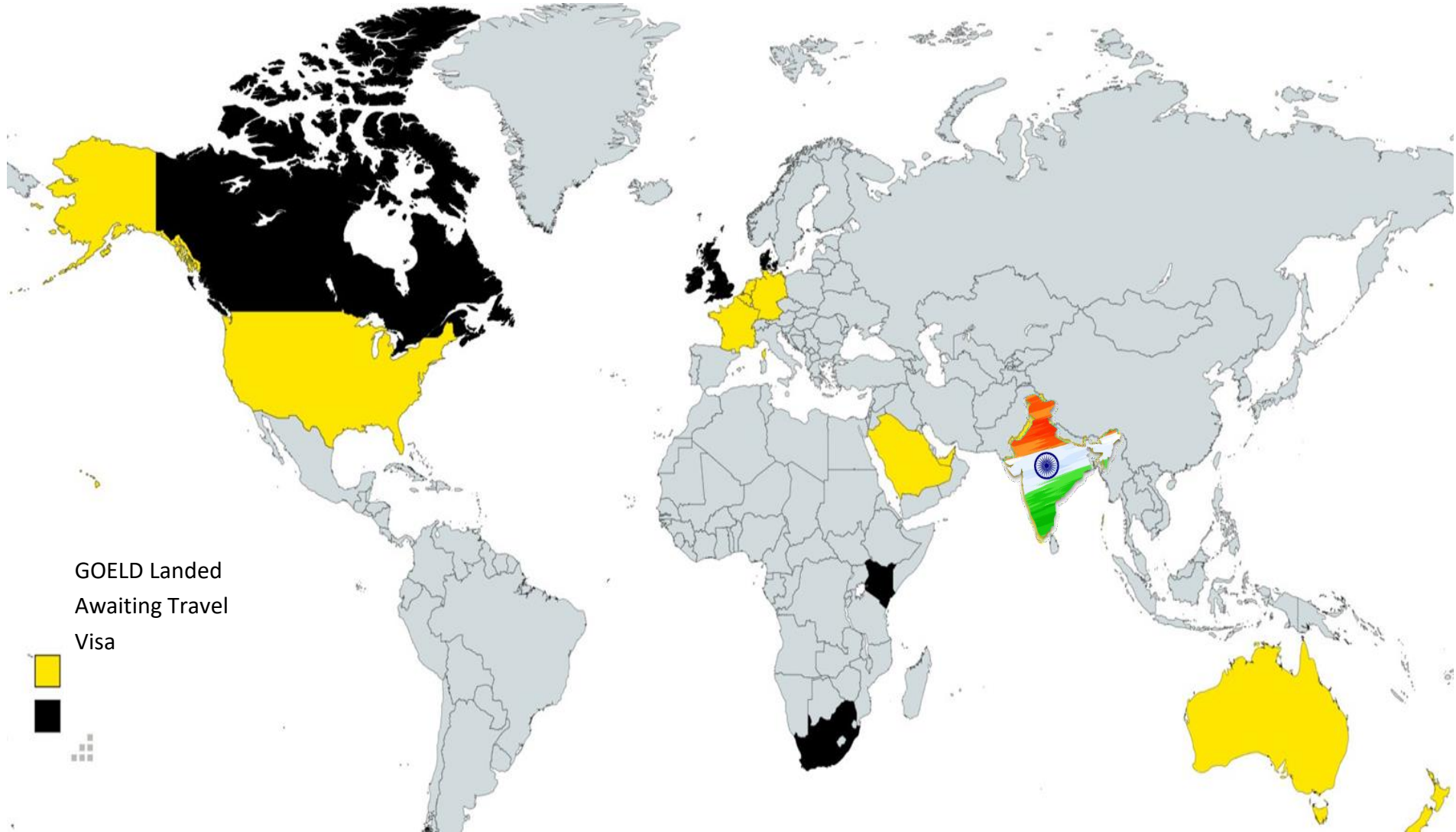
GO:LD™



- Coverage of 3000+ outlets and expanding
- Online presence in 10+ major online channels
- Freezer Support to 500+ Outlet
- Strong Team of 65 Sales Professionals

- ▲ Current Markets
- ▲ Planned Markets

# Global GOELDen Presence



# Our Business Association

GO:LD™



Nature's Basket



Makes fine living *affordable*



Cash & Carry

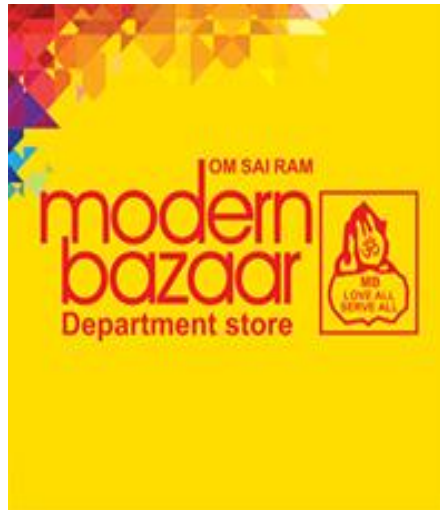


bigbasket



star

A **TATA** and **TESCO** Enterprise



24SEVEN

# Our Products Range

GO:LD™

Indian Breads

Snacks

Desserts

Curries

Launched Lachha Paratha



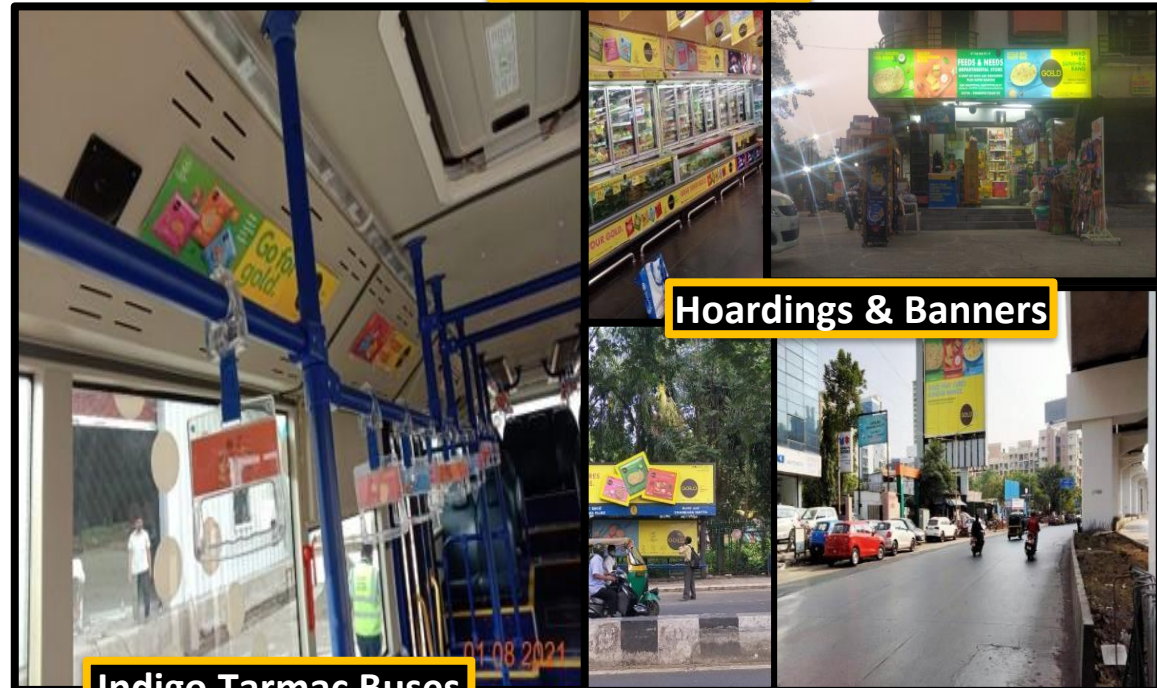
# Marketing Initiatives

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
- Alternate Channels Advertising
  - Airports Ads
- Distributor Vehicle Branding
- Branded Goodies/Brochures to Stakeholders



**Cab Branding**



**Hoardings & Banners**

**Indigo Tarmac Buses**

# Last 3 FT – Influencing the Purchase Decision

GO:LD™

Shoppers themselves, and NOT Marketers will dictate their purchase Journey.

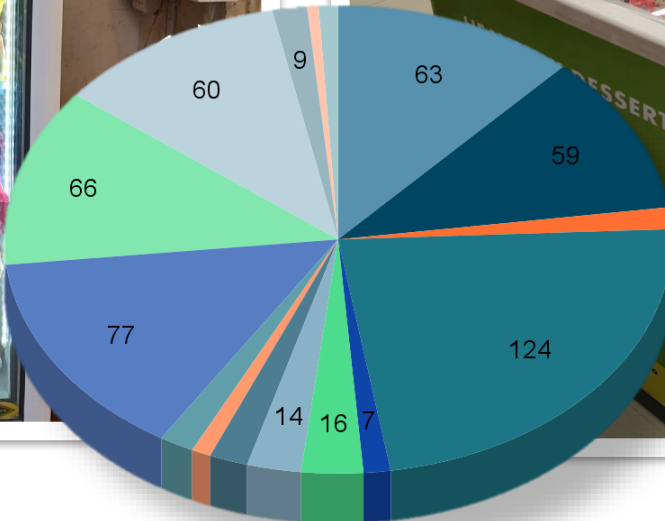
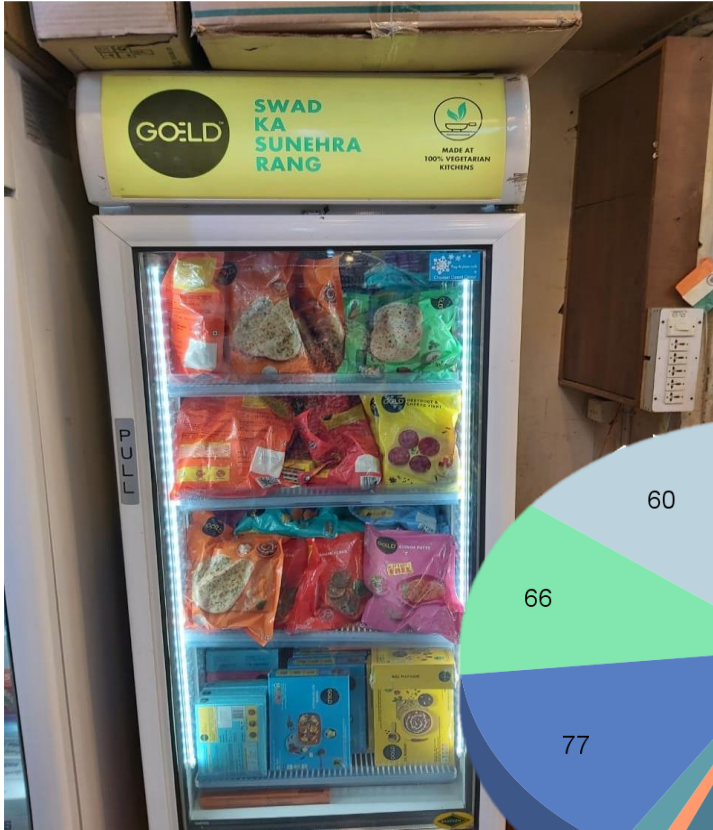




# Freezer Deployment

GO:LD™

Refrigerator Services to All the Retailers for Keeping GOELD frozen food Securely.



- Mumbai
- Pune
- Ahemdabad
- Delhi
- Chandigarh
- Ludhiana/Jalandhar
- Haryana
- Lucknow
- Kanpur
- Jaipur
- Banglore
- hydrabad
- Punjab
- Raipur
- Indore
- Bhopal

# Digital Presence

GO:LD™

## Influencers who promoted our Products



**BUY GET RICH CONTEST**

Shoot and tag @goeldfrozenfood using #goeldgetrichcontest

Last date to tag: 25.08.21

For T&C, visit: [www.contest.goeld.com](http://www.contest.goeld.com)

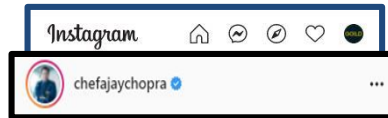
INDIAN BREADS | SNACKS | CURRIES | DESSERTS

Instagram post from goeldfrozenfood:

goeldfrozenfood Contest alert!  
Registration extended!  
GO:LD is presenting  
#GO:LDgetrichcontest contest. To win you need to follow the steps given below:  
1.You can buy our products from Bigbasket upto 50% Discount  
2.Make a recipe using GO:LD frozen food products.  
3.Follow GO:LD page & Tag us on Instagram & Facebook.  
4.Tag your friends.  
5.Best 5 recipes will get chance to win Amazon Voucher of Rs.7500  
6.Top 100 will get chance to win Amazon voucher of Rs.750  
Registration link- <http://contest.goeld.com/>

Comments:  
garima\_mom\_blogger Check dm  
maheshwan6146 Check dm  
foodie\_it Done Team @goeldfrozenfood ❤️❤️

370 views



Instagram profile of chefajaychopra



Instagram post from chefajaychopra:

Instagram post from chefajaychopra showing him holding and displaying various GO:LD frozen food products like breads, snacks, and curries.

1,104 likes

JULY 15



Instagram post from dikshavohra:

Instagram post from dikshavohra showing her holding several GO:LD frozen food packages.

Comments:  
kunal\_955 Nothing make me happier than your post  
shelovesclassy So pretty! what editing app do you use? Your videos are perfect  
roy\_officialbeardman Cute lil home chef

8,526 views

OCTOBER 11, 2020




Instagram post from the\_munchie\_guy and goeldfrozenfood:

Instagram post from the\_munchie\_guy and goeldfrozenfood showing him eating a GO:LD product.

Comments:  
foodie\_bhaktanti ek no. bhai  
a.platter.anusrees.kitchen

239 likes

AUGUST 15



Instagram post from life of gen:

Instagram post from life of gen showing her with GO:LD products and a plate of fried items.

Comments:  
Here's a vegetarian frozen food brand that makes everything yummy. GO:LD food offers a range of frozen food with 100% vegetarian kitchen, ready-to-cook products. It is so scrumptious that we have ordered another round of Ozcy cheesy corn bites again!  
100% vegetarian kitchen  
no added preservatives  
no added colour & flavour  
Zero Transfat  
Available at your nearest Supermarket/ Natures, Star Bazar, Foodhall, Big Bazar, Spar Hyper Market!

Check out their website <https://www.goeld.com/>

GO:LDfrozenfood #Goeld #Swadkasuneharang @goeldfrozenfood

1,230 likes

SEPTEMBER 17

# Media Presence



## News and Newspapers had a GOELDen Time

**GO:LD** SWAD KA SUNEHRA RANG FROZEN FOODS

### ET Enterprise Indian 2021

FOUNDED BY ET Parag Mehta

#### The Goel group is set to make a mark in the frozen foods industry : Archit Goel

**Archit Goel**

Frozen food holds an interesting position in the history of modern format food industry. The time-saving, long-lasting, satisfying and potentially nutritious properties of frozen foods are just too tempting to pass up right now.

GO:LD, an established vegetarian frozen food brand, has been on this beat for some time. It has a hefty array of frozen food including Indian breads, heavenly desserts, kebabs, tikkis and microwavable breakfast quinoa patties. Many of its products are vegan, as well as organic, making them great snacks or Zero-effort dinners for busy people looking for healthier options in a pinch. The brand is making a concentrated effort to keep up with consumers' growing interest in plant-based dietary habits by offering clearly labeled, vegan-friendly meals.

"At a time when we're all overworked and stressed, a quick and wholesome dinner might be exactly what we need. No longer is frozen food confined to its reputation as a convenient, but overall unhealthy and non-natural product. Frozen prepared meals offer the convenience of TV dinners to consumers with special dietary needs and interests. Like vegetarianism or veganism, and in many cases offer gluten-free, soy-free, or otherwise allergen-free options as well", says young business tycoon, Archit Goel.

Having primarily been in the steel industry for long, Archit has been instrumental in changing the way the Goel Group does business. "We are proud to have the most innovative product development labs. We are even focusing on the Health-food segment, but with products that consumers like, for example a healthy paratha range."

With a presence in over 26 cities in India, the company believes that they have the best innovations funnel. Archit and his team are currently focusing on building citadels around key geographies in India and capturing the needs of consumers who are presently seeking differentiation in the offering. Talking about their expansion plans, the brand is looking at scaling up their distribution to reach over 86 cities by March 2022.

**GO:LD** SWAD KA SUNEHRA RANG FROZEN FOODS

INDIAN BREADS | SNACKS | CURRIES | DESSERTS

**GO:LD** SWAD KA SUNEHRA RANG FROZEN FOODS

**7 PM ON newsX**

**ARCHIT GOEL**  
DIRECTOR & CFO,  
SHRI BAJRANG ALLIANCE LTD

**NEWSX AVAILABLE ON**

ZEE5 YouTube MXPLAYER TATA sky ZeeDishant JCTV SonyLIV WAPCHC Flipkart Video PLY NewsLY

TATA SKY - 610 | AIRTEL - 374 | SUN DTH - 559

### Tune in to Channel NewsX at 7 PM

### How GO:LD became the New Gold

**GO:LD** SWAD KA SUNEHRA RANG FROZEN FOODS

### India's favourite gold!

Easy to win. Easier to share.

### Hindustan Times

Pegasus issue continues to rock monsoon session

ait in gold Centre moves bill in House to stop retrial

Centre moves to disallow 20% question on Pegasus

Team: Manoj validates that lines travel advisers cancelled

the City

18th AUGUST 2022

# Events

GO:LD™



## Vanijya Ustav Glimpse

Note: Click on the images to visit the glimpse of Vanijya Utsav

# Awards & Recognitions



# OUR STEEL PRESENCE



**SHRI BAJRANG ALLIANCE LIMITED**  
(Formerly Known as Shri Bajrang Alloys Limited)



## **Q2 FY 22:- Operating**

- . QoQ increase in Production with 325% increase in Production from 2056 MT to 8750 MT.**
- . QoQ increase in Sales with 304% increase in Sales from 1703 MT to 6888 MT.**

# Our Business Association



**SHRI BAJRANG ALLIANCE LIMITED**  
(Formerly Known as Shri Bajrang Alloys Limited)



**JREW ENGINEERING LIMITED**



**RR ISPAT**

(A Unit of Godawari Power and Ispat Limited)



# THANK YOU

## **Company Contact:**

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**archit@goelgroup.co.in**

**Nishant Agrawal (CS)**  
**cs.sbal@goelgroup.co.in**  
**Ofc:- 0771-4288188**