



SHRI BAJRANG ALLIANCE LIMITED (AGRO DIVISION)

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Date: 11.12.2023

To,
The Corporate Relation Department,
Bombay Stock Exchange Limited.
Phiroze Jeejeebhoy Towers,
Dalal Street, MUMBAI – 400001

Ref: BSE Scrip Code- 526981

Sub: GOELD has launched new product namely 'Green Peas' in the retail market.

Ref: - Regulation 30 of the Securities Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015

Dear Sirs,

Pursuant to Regulation 30 of the Securities Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015 ("the said regulation"), our Company has launched new product namely '**Green Peas**' in the retail market of Chhattisgarh. The launch ceremony took place in Raipur (Chhattisgarh) and marked a significant milestone for our organization.

The Company has embarked on an aggressive sales strategy to introduce '**Green Peas**' to consumers in the Chhattisgarh market. The initial response from consumers has been promising, and we are optimistic about the product's success in meeting the evolving demands of our valued customers.

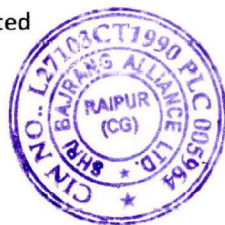
Encouraged by the positive reception in Chhattisgarh, we are excited to share our plans to expand the availability of 'Green Peas' on a PAN India basis in the near future. The company is committed to leveraging its resources and expertise to ensure the successful nationwide launch of the product.

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

Thanking you,

For, Shri Bajrang Alliance Limited

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Archit Goel
Whole-Time Director and CFO