



No. GMDC/CS/ BSE/NSE/669/2022

Dt. 14/9/2022

To, National Stock Exchange of India, Exchange Plaza, C-1, Block G, Bandra Kurla Complex Bandra (East) , Mumbai – 400 051 e-MAIL: <a href="mailto:cmlist@nse.co.in">cmlist@nse.co.in</a> Code : GMDCLTD	To, Bombay Stock Exchange Ltd. 25 <sup>th</sup> Floor, P.J. Towers Dalal Street Fort, Mumbai-400 001 E-mail: <a href="mailto:corp.compliance@bseindia.com">corp.compliance@bseindia.com</a> Code : 532181
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Dear Sirs,

**Sub: Media Release – GMDC Boosts the MSME Sector through Customer Segmentation**

With reference to the subject mentioned above, we send herewith a copy of Media Release being issued by the Company in this regard. This Media Release will also be available on the Company's website [www.gmdcltd.com](http://www.gmdcltd.com)

You are requested to take note of the same.

Thanking you,

Yours faithfully,  
For Gujarat Mineral Development Corporation Limited,

  
Joel Evans  
Company Secretary..

Encl : As above

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Gujarat Mineral Development Corporation Limited

(A Government of Gujarat Enterprise)

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# Gujarat Mineral Development Corporation Limited

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Vastrapur, Ahmedabad, Gujarat, 380052

## GMDC Boosts the MSME Sector through Customer Segmentation

### Move to cater opportunities and challenges of the MSME Sector

Gujarat Mineral Development Corporation (GMDC), a leading mining PSU and the largest lignite seller in the country announced customer segmentation based on the MSME status of the business units.

Earlier segmentation was based on lignite lifting capacity of customers. However, Financial capability will be considered in revised customer segmentation. "Udyam Aadhar" certificates have been collected from customers for mapping of business units to their respective MSME status.

MSMEs, as ancillary units, are complementary to large industries and this sector contributes enormously to the socio-economic development of the country. New segmentation is in the direction to promote growth and development of Micro, Small and Medium Enterprises (MSMEs) ensuring the existing price range and affording discount to Micro industries for facilitating the growth of the Indian economy.

*"We at GMDC value our customers in MSMEs such as Textiles, Chemicals, Ceramics, and others. We are confident that this customer segmentation will help us to ensure customer satisfaction and support them in their long-term profitability and sustainability to achieve the vision of Atmanirbhar Bharat,"* said **Shri Roopwant Singh, IAS, Managing Director, GMDC**

GMDC is thankful to its customers for showing great cooperation and trust in the whole process of this transformation.

**About Gujarat Mineral Development Corporation Limited (<https://www.gmdcltd.com/en>;  
BSE: 532181; NSE: GMDCLTD)**

Gujarat Mineral Development Corporation Limited is one of the leading mining players in India. It is a State Public Undertaking of the Government of Gujarat. The state-owned company currently has five operational lignite mines located in Kutch, South Gujarat, and Bhavnagar region. It is purportedly the largest merchant seller of lignite in the country.