

GIL/DEL/2021-22
September 15, 2021

The Manager - Listing Bombay Stock Exchange Limited Floor 25, P J Towers, Dalal Street, Mumbai - 400 001 INDIA Scrip Code: 533265	The Manager - Listing National Stock Exchange of India Limited "EXCHANGE PLAZA", Bandra – Kurla Complex, Bandra (East), Mumbai - 400 051 INDIA Scrip Code: GALLISPAT
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Sir/Madam,

SUB: GALLANTT GROUP OF COMPANIES SIGNS BOLLYWOOD SUPERSTAR AND ACTOR SHRI AJAY DEVGAN AS THE BRAND AMBASSADOR

Gallantt Ispat Limited (GIL) and Gallantt Metal Limited (GML) (hereinafter together referred to as the **Gallantt Group/Group/Companies**), the leading steel manufacturing companies in India with an Installed Group Production Capacity of 1 MTPA (Approximately), has signed Bollywood Superstar and Actor Shri Ajay Devgan as the brand ambassador of the Company to endorse its products for a period of two (2) years.

Shri Ajay Devgan, is an Indian actor, film director and producer. He has appeared in over a hundred Hindi films. Mr. Devgan has won numerous accolades, including two National Film Awards and four Filmfare Awards. In 2016, he was honoured by the Government of India with the Padma Shri, the fourth-highest civilian honour of the country. Mr. Devgan's association with the Company as a brand ambassador will help to boost the marketing and sale of its products in the entire country to a great extent. The brand reputation of the Company will also improve many folds.

GIL's plant is situated in the Purvanchal Region of Uttar Pradesh at Gorakhpur Industrial Development Authority (GIDA), Sector 23, GIDA, Sahjanwa, Gorakhpur, Uttar Pradesh and GML'S plant is located at Village: Samakhyali, Taluka: Bachau, Kutch District of Gujarat.

Both the said manufacturing facilities have their Integrated Steel Plant with Captive Power Plant to meet its requirement of power. GIL also has its own private railway siding for efficient procurement of major raw material viz. Iron Ore, Scrap and Coal in large bulk.

GALLANTT ISPAT LIMITED

Company Secretary

GALLANTT ISPAT LIMITED

Registered Office : "GALLANTT HOUSE", 1-7, Jangpura Extension, New Delhi -110 014
Telefax : 011-41645392, E-mail : gil@gallantt.com, Website : www.gallantt.com
Factory : AL-5, Sector-23, Sahjanwa, District - Gorakhpur, Uttar Pradesh
Corporate Office: 1, Crooked Lane, Second Floor, Room Nos. 222 & 223, Kolkata - 700069 Tel: 033-46004831
Corporate Identification No.: L27109DL2005PLC350523



Chairman and Managing Director of Gallantt Group, Mr. Chandra Prakash Agrawal quoted as saying – “As a brand it is our believe that we are reliable, performing & honest with our commitment that we promise to our customers and these are the same traits which we admire in Mr Ajay Devgan who displays right balance of being a REAL HERO to his family & rock-solid performer both in reel and real life. He commands a huge mass fan following across all the age groups, which will help the brand to pitch its product to the desired customer.”

Now, Gallantt Group shall use Shri Ajay Devgan’s name and brand in Sales Promotion, Advertisement and Digital Marketing through Print Media, Social Media and Visual Media.

Enclosed herewith is a press release dated September 15, 2021 on the above subject, which is self-explanatory.

This is for your information and in compliance with applicable Regulation of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you,

Yours faithfully,

For GALLANTT ISPAT LIMITED

GALLANTT ISPAT LIMITED

Company Secretary

Nitesh Kumar
(CS & COMPLIANCE OFFICER)
M. No. F7496

Encl: As above

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FOR IMMEDIATE RELEASE

GALLANTT GROUP- One of the biggest integrated steel player signs in AJAY DEVGAN as their brand ambassador

Shri Ajay Devgan will be the face of the brand for next 2 years and will help promote its Gallantt & Gallantt advance range of TMT Bars pan India.

Gallantt Group is one of the leading Indian conglomerates with end to end annual steel manufacturing capacities of more than 1 Million Ton through their multiple state of art fully-integrated steel plants located at Gorakhpur in Uttar Pradesh & Kutch in Gujarat.

Gallantt Group Chairman and Managing Director Shri Chandra Prakash Agrawal was quoted as saying - "we are thrilled to have Shri Ajay Devgan on board and have no doubt that this association will increase our brand recall and strengthen the positioning of brand in Premium category of the targeted market."

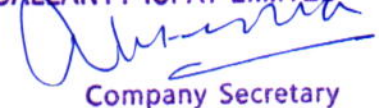
Mr. Agrawal further added "As a brand it is our believe that we are reliable, performing & honest with our commitment that we promise to our customers and these are the same traits which we admire in Shri Ajay Devgan who displays right balance of being a REAL HERO to his family & rock-solid performer both in reel and real life. He commands a huge mass fan following across all the age groups, which will help the brand to pitch its product to the desired customer."

Commenting on his association with Gallantt, Shri Ajay Devgan said -

"I am very proud to be partnering with Gallantt Group, I believe this is a beginning of a very exciting & memorable journey and together we can take brand to a future ready deliverance with quality standard products at its core."

Brand's new integrated marketing campaign with Shri Ajay Devgan is strategized & designed by Liquid Loop, a Gurgaon based integrated communication agency to further bolster company's brand recall and positioning amongst end consumer and their corporate B2B clients. The said campaign is slated to go on Air primarily through T.V and will be amplified across Print, BTL, OOH & DIGITAL very shortly showcasing the product in a very innovative perspective.

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