

SMEL/SE/2021-22/20

September 13, 2021

<b>The Secretary, Listing Department</b> <b>BSE Limited</b> Phiroze Jeejeebhoy Towers Dalal Street Mumbai 400 001 Maharashtra, India Scrip Code: <b>543299</b>	<b>The Manager – Listing Department</b> <b>National Stock Exchange of India Limited</b> “Exchange Plaza”, 5th Floor, Plot No. C/1, G Block, Bandra-Kurla Complex, Bandra (East), Mumbai 400 051 Maharashtra, India Symbol: <b>SHYAMMETL</b>
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Dear Sir/Madam,

**Sub: SHYAM METALICS AND ENERGY LIMITED SIGNS ACTOR SALMAN KHAN AS BRAND AMBASSADOR.**

Enclosed herewith is a press release dated September 13, 2021 on the above subject, which is self-explanatory.

This is for your information and in compliance with applicable Regulation of the SEBI (LODR) Regulations, 2015.

We request you to take the above information on your record.

Thanking You,  
For **SHYAM METALICS AND ENERGY LIMITED**Birendra Kumar Jain  
Company Secretary

Encl: As above

# Shyam Metals and Energy Limited (SMEL)



## **SEL**™ TMT of Shyam Metals signs Salman Khan as Brand Ambassador.

**Kolkata, West Bengal, 13<sup>th</sup> September 2021**

Shyam Metals And Energy Ltd., an integrated ore-to-metal company present across the steel value chain, has signed leading Bollywood superstar Salman Khan as the brand ambassador for endorsing its S-E-L TMT rebars.

The idea of roping in Salman Khan to promote the TMT business is part of the company's four-fold expansion plan in metal capacity comprising intermediate and final products. It is ramping up capacities across its manufacturing plants (located in Odisha's Sambalpur and West Bengal's Jamuria and Mangalpur) and captive power plants. From the sale of 1.07 lakh tons of Long Steel products in FY 2016–17, it has grown to sell 6.37 lakh tons in FY 2020-21. Post the current brownfield expansion under implementation, it proposes to ramp up this capacity to 20 lakh tons of branded value-added products. Additionally, the company is in the process of commissioning an aluminium foil rolling mill at Pakuria in West Bengal. This expansion plan will help generate more job opportunities across the product value chain.

***According to the Joint Managing Director Mr. Sanjay Agarwal, "Our continued focus on making high quality products and ensuring they reach the last mile lets us participate in building a modern India. We believe in manufacturing real steel with real strength and investing in real people. Our Long products (comprising TMT Rebars, Wire Rods and Structural products) are sold under the brand name S-E-L that deliver attributes of Strength, Elasticity and Longevity. These attributes are synonymous with Mr. Salman Khan and makes him a perfect fit for the brand. This association will strengthen our brand recall and position our unique offering, both to our customers and end-users. We believe the key to our brand journey is to stay relevant to the emergent needs of the consumer at every point of the construction journey."***

***Commenting on this development, Mr. Khan said that he is very happy with the partnership and looking forward to a long and fruitful association. "I have gone through the journey of the company and am excited to be part of the brand building exercise of SEL TMT, with their fast-paced expansion plans and future-ready capabilities" he added.***

# Shyam Metals and Energy Limited (SMEL)



Recently, the company had a successful IPO in June 2021 with over subscription of 121 times in the retail category. The current Market Capitalization of the company is ~Rs. 10,800 crores, making it among the top 7 steel players in the country in the listed space. The company is amongst the largest producers of Ferro Alloys, one of the leading players in terms of Pellet capacity and the 4<sup>th</sup> largest player in the Sponge Iron industry. The company primarily produces Intermediate and Long Steel products, such as Iron Pellets, Sponge Iron, Steel Billets, TMT, Structural products, Wire Rods, and Ferro Alloy products.

The company is also very aware of its responsibilities to the society, and has rural community outreach programs in health, education, infrastructure development and social awareness. Free ambulances, new health centres, distribution of medicines and spectacles, computer training centres, cycle distribution, scholarship for students of economically backward sections, women's football academy, socio-environmental awareness and women empowerment are a few of the initiatives that Shyam Metals has already been driving and will drive further in the coming days.

## Safe Harbor Statement

Any forward-looking statements about expected future events, financial and operating results of the Company are based on certain assumptions which the Company does not guarantee the fulfilment of. These statements are subject to risks and uncertainties. Actual results might differ substantially or materially from those expressed or implied. Important developments that could affect the Company's operations include a downtrend in the industry, global or domestic or both, significant changes in political and economic environment in India or key markets abroad, tax laws, litigation, labour relations, exchange rate fluctuations, technological changes, investment and business income, cash flow projections, interest, and other costs. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

## Contact Details

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