



Goyal Salt Limited

Manufacturer of Triple Refined Free Flow Iodised & Industrial Salt

CIN : L24298RJ2010PLC033409
(Formerly: Goyal Salt Private Limited)

Thursday, January 16th, 2025

To,
The Manager,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-I Block G, Bandra Kurla Complex, Bandra (East),
Mumbai-400051, Maharashtra, India

Ref: Goyal Salt Limited, Jaipur
Company Symbol: GOYALSALT, ISIN: INEQFE01017

Sub: **Press Release -Goyal Salt strengthens brand in Tier 1 to 6 cities**

Dear Sir/ Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, enclosed herewith the copy of the Press Release on "Goyal Salt strengthens brand in Tier 1 to 6 cities".

Kindly take the same on record.

Thanking you,

For Goyal Salt Limited

(Jayanti Jha Roda)
Company Secretary and compliance Officer

Encl: a/a

Regd. & Corp. Off : Plot No.229-230, Guru Jambheshwar Nagar, Lane No.7
Gandhi Path, Vaishali Nagar, Jaipur, Raj. -302021
Factory Unit-I : Survey No 546, Near Biyani Petrol Pump, Mohanpura Bypass Road, Nawa City, Dist Nagaur, Raj. – 341509
Factory Unit-II : Unit II : Survey No 416, Village- Chirai Moti, Taluka – Bhachau, District- Kutch, Gujarat - 370140
Website : www.goyalsaltltd.com • E-mail: info@goyalsalt.in • Mobile : +91 89555 23403





Goyal Salt strengthens brand in Tier 1 to 6 cities

“Bets big on brand ambassador Karisma Kapoor and digital campaigns to drive consumer engagement and market growth”

Jaipur, January 16th, 2025: Goyal Salt Limited, leading FMCG player which specializes in salt, is strengthening its brand presence in Tier 1 to 6 cities. The brand is leveraging digital media to strengthen its positioning in the Tier 1 to 6 cities. While Karisma Kapoor is the face of this campaign, Goyal Salt is also employing a robust marketing spend to amplify the campaign aimed at building brand awareness and affinity.

The company has its largest consumer base in North India with presence in Bihar, Delhi, Haryana, Jharkhand, Madhya Pradesh, Punjab, Rajasthan, Uttar Pradesh, and West Bengal. It is followed by brand presence in Western and Eastern part of the country like Maharashtra, Gujarat, Assam and Odisha.

To lead its brand campaign, Goyal Salt has roped in actress Karisma Kapoor as its brand ambassador. With this association, Karisma Kapoor is a part of the brand's campaigns in which she is seen promoting all the brand's products including its latest launch – Goyal Black Salt. Goyal Salt produces premium industrial and edible salts which Includes Triple Refined Free Flow Iodized Salt, Industrial Salt, Double Fortified Salt, and Triple Refined Half Dry Salt.

Pramesh Goyal, Managing Director said, “With Karisma Kapoor as our brand ambassador, we aim to communicate directly with our customers, building a strong relationship. Her brilliance in acting has wowed audiences and has conquered millions of hearts. We too have built class products for masses and on a loyal customer base with a strong relationship of over a decade. With her strong persona and our commitment to offering the incredible taste and health benefits of Goyal Salt, we want to strengthen the trust of our users.”

Goyal Salt has also appointed Oberoi IBC as a digital agency which runs regular campaigns on social media for better brand outreach. Its digital campaign ‘Ek Chutki Swad aur Sehat Ki’ is aimed to create a more intimate connection with its audience.

Sharing how the concept fits the brand perfectly, Pramesh Goyal, Managing Director said, “The aspirations of people in smaller cities are growing at a big scale and so is their appetite for taste and health. Sprinkled with *sehat* and seasoned with *swad*, the brand's philosophy of ‘Ek Chutki Swad aur Sehat Ki’ connects with New India which yearns for better taste and great health in just one pinch. The brand's digital campaigns are a befitting extension to our mission of bringing unparalleled quality products to a wider audience. Goyal Salt's overall performance has been strong, buoyed by the rapid growth. The marketing spend as a percentage of the sales would be 2.5% from FY26 onwards.”

Goyal Salt has been focusing on increasing its production capacity, expanding its product portfolio and market presence. The company currently works with more than 60 distributors in Northern markets and have appointed distributors in Maharashtra, Gujarat, Assam and Odisha. Currently the company has a reach of 5000 retail outlets and is expecting to reach to every household in the country in the next five years.



About Goyal Salt Limited

Goyal Salt was incorporated in 2010, is India's largest salt player in natural salt. The Company's manufacturing facility is strategically located in Nawa City, close to the famous Sambhar Lake.

GSL produces premium industrial and edible salts which includes triple refined free flow Iodized Salt, Industrial Salt, Double Fortified Salt, and Triple Refined Half Dry Salt. The current capacity is 700 tonnes per day.

The company got listed on the NSE SME Emerge Platform on October 11, 2023.

For FY24, the Company had reported total income of ₹124.08 Cr and net profit of ₹9.45 Cr.



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