

# THE GOELD RUSH

STORIES OF GRIT & PERSEVERANCE TO ACHIEVE EXCELLENCE.



# A GLITTERING END TO A GOELDEN YEAR.

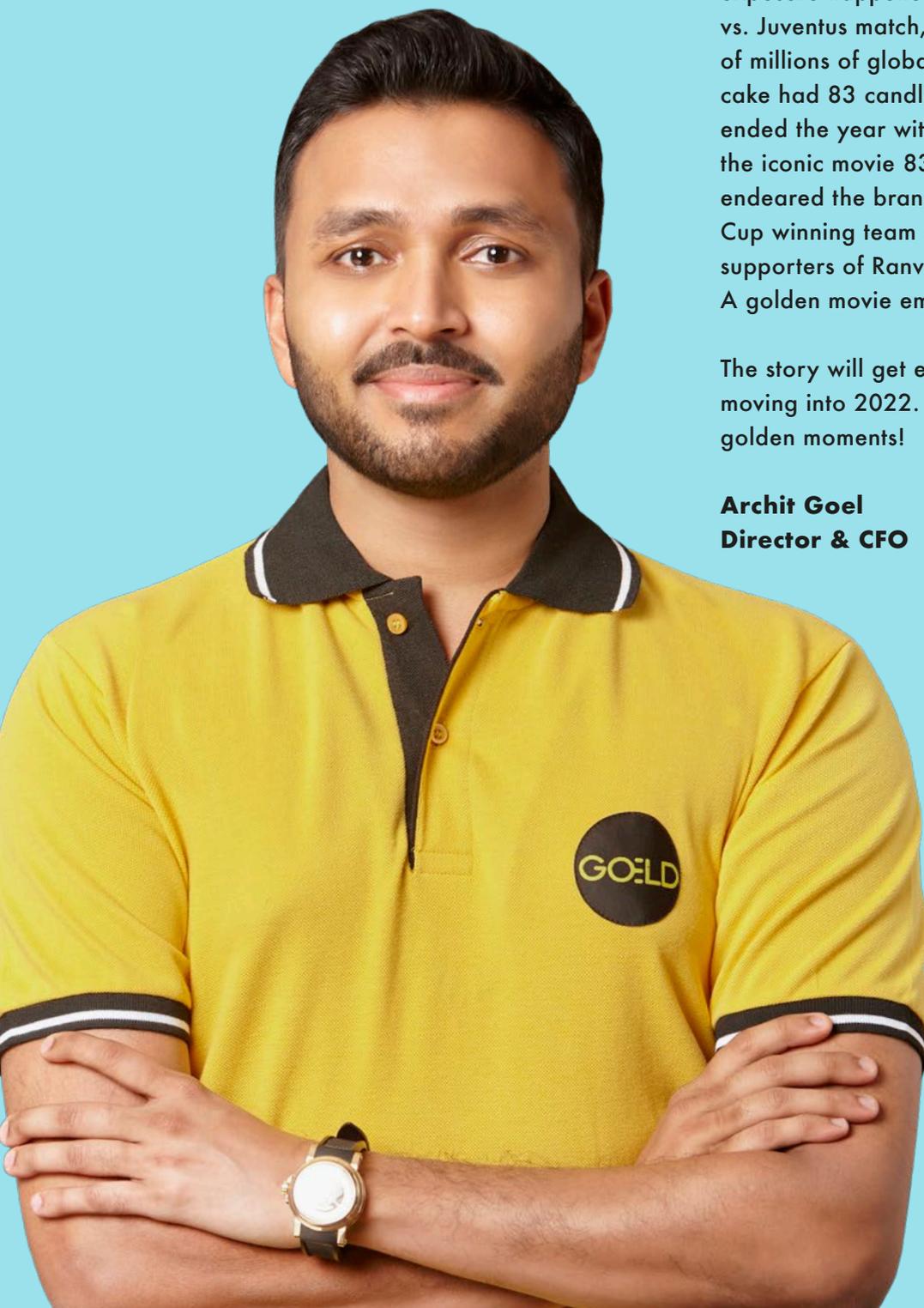
Goeld was unstoppable during the season's end. It was a period of new beginnings and high excitement. It started off with us reaching maximum Modern Trade outlets with our new product; Lachha Paratha. And then the mega launch of Veg Hakka Noodles and Veg Momos. Our Hakka Noodles product is truly path-breaking as it is in a 'Heat & Eat' format!

Our HORECA surge is galloping at double digit pace month on month. To keep our avid followers and stakeholders up to date on the company goings-on, we have initiated an exclusive blog section that is gaining high readership traction month on month.

The icing on the cake was our brand association with the prestigious Serie A Football League. The first exposure happened on November 20th, for the Lazio vs. Juventus match, beaming Goeld into the households of millions of global consumers. What's more? The cake had 83 candles to maximise its shine! Goeld ended the year with a big bang. Our association with the iconic movie 83 as its Frozen Foods partner, endeared the brand with millions of fans of our World Cup winning team of 1983, as well as the legions of supporters of Ranveer Singh and Deepika Padukone. A golden movie embraced by our Goelden touch!

The story will get even more exciting and interesting moving into 2022. After all, what is life without its golden moments!

**Archit Goel**  
**Director & CFO**



# NOTE FROM OUR BUSINESS HEAD

To all our family members,

Greetings as always, from Shri Bajrang Alliance. And wish you all a happy new year ahead. 2021 was a year filled with excitement and expansions. A year that has brought us laurels and endeared the brand with an ever growing number of consumers and fans. Sharing our success and happiness with you gives us immense joy and pride.

Diwali lit up our horizons with bursts of success.

- We garnered another momentous tie-up with Ola Foods, to help us engage with our customers on a physical, one-on-one basis.
- Our presence at the prestigious Anuga Global Trade Fair 2021, for the Food and beverage Industry at Cologne, Germany, was a huge success.
- Our Australian journey gave us the opportunity to forge an association with a new and prestigious client. The story will continue till it attains epic proportions!

Our participation at Indus Foods created a buzz amongst National and International business houses. Our partnership discussions had a truly global flavour, with many reputed players wanting strong business alliances with us.

Our involvement across popular regional fests in Gujarat and Chhattisgarh were fruitful. And December 2021 was a bumper year end, with the brand clocking its highest ever sale for the month.

Our journey ahead will see us grace the retail markets of Europe, with multiple discussions in the verge of formalizations. Europe is ready to invite a Goeld shine to its business landscape.

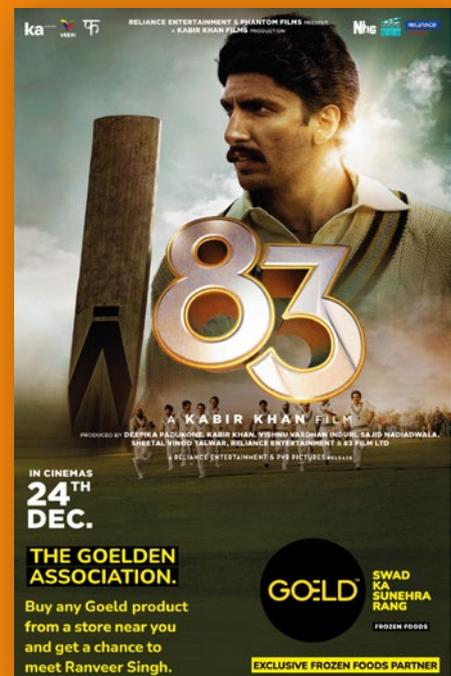
Wish you greater success and an enriching year ahead.

Sincerely,

**V.P.S Malik**  
**Business Head**

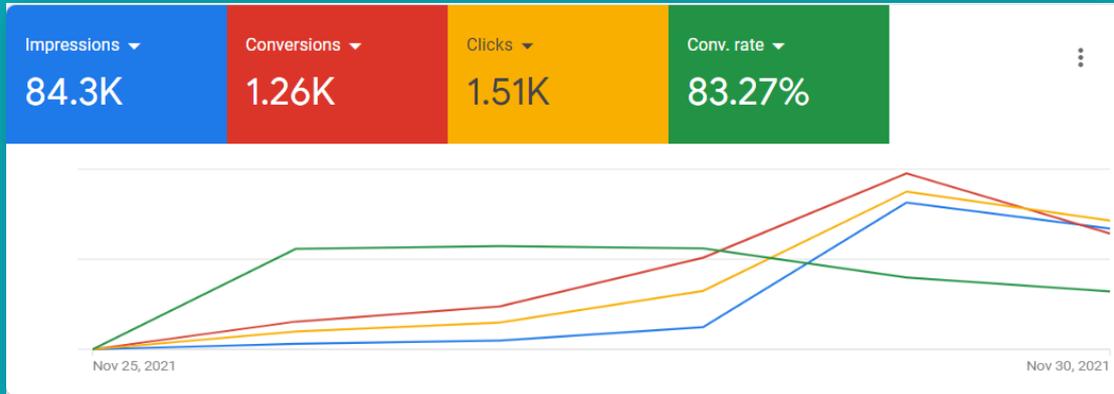
## GOELD GOES 83 CARAT WITH THE MOVIE 83!

The icing on the cake was our Exclusive Frozen Foods partnership with the mega movie 83. The movie as well as our association gained Goeld unbelievable goodwill and massive media coverage. The film production team as well as its Director Kabir Khan and the mercurial Ranveer Singh helped our brand shine brighter.



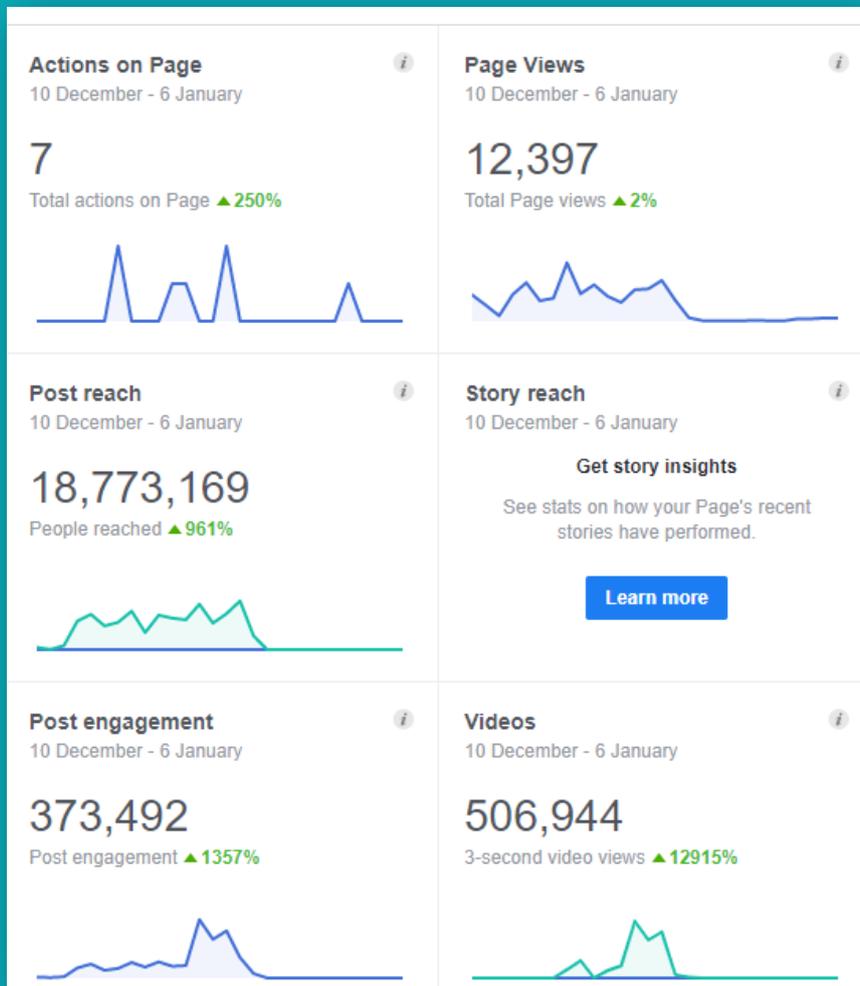
# KNOWLEDGE IS KING! OUR BLOG GOES ONLINE.

Our blog series has gone live with the first article 'Are Frozen Foods advantageous to our society?'. It garnered a robust click through of 1.51K with a conversion rate of 83.27% in just 5 days!



# THE LEGEND OF GOELD SPREADS FURTHER

Goeld reached out to 18.77 million new followers at break-neck speed.  
We promise to down the accelerator and keep the RPM of reach at a constant high.



# EXCITING CONTESTS. BURST OF GIFTS. A SEASON OF JOY!

The contests we ran along with our 83 movie association was a mega success. Thousands of fans and consumers took part in it as it also gave them the chance to meet up with their favourite star; Ranveer Singh!





# THIS DIWALI, WE SPREAD THE GOELDEN GLOW OF LOVE AND GREAT TASTE!

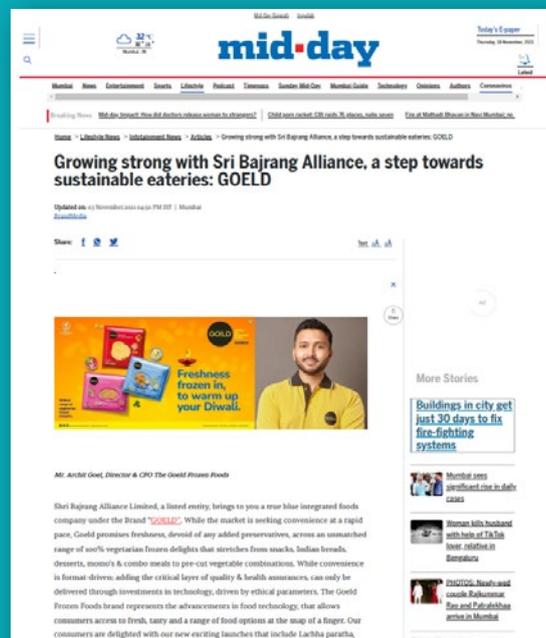
Our online world lit up with the warm golden hues of love, coupled with the embracing taste of our products cooked with love and affection for our customers. Our Diwali posts reached out to nearly 200,000 followers and well-wishers.

We shared gifts packaged in love, with our business community of retailers, distributors, associates, partners and also with friends and well-wishers.



## WHEN MEDIA SPREAD OUR SHINE WITH A GLORIOUS ARTICLE

This 21st of November, MIDDAY newspaper published an article on Goeld titled **‘Growing strong with Shri Bajrang Alliance. A step towards sustainable eateries: GOELD’**. It captured our growth story and Archit Goel’s vision for the brand.



# ARCHIT TOOK CENTER STAGE IN THE CEO MAGAZINE.

Archit Goel's personal & professional journey was prefaced in the October '21 edition of the CEO Magazine. His journey was quoted to inspire legions of young entrepreneurs to follow their dreams and chalk out their paths to glory.



# GOELD WAS THE TASTE OF THE PINK CITY, JAIPUR.

Jaipur woke up to a riot of taste and colours with the launch of our Lachha Paratha. LORD OF THE RINGS posters and marketing material flooded the city and raised their appetite to great tasting food from the World of Goeld.

Happy to see such posters across the pink city of **Jaipur** announcing the launch of our newest offering - **Lachha Paratha**



# GOOLDEN PERFORMERS OF THE MONTH

DELIVERING BEYOND TARGETS.



**Ashwani**  
Sales Officer  
Location - Delhi



**Biman Ghouri**  
Area Sales Executive  
location - Kolkata



**Sai Kumar**  
Sales Officer  
Location - Hyderabad



**Manjeet Yadav**  
Area Sales Executive  
Location - Delhi



**Naresh Kumar**  
Sales Officer  
Location - Delhi



**Nitin Bisht**  
Area Sales Manager  
Location - Delhi NCR



**Rajeev Gaur**  
Sales Officer  
Location - Delhi



**Rohit Kumar Upadhyay**  
Sales Officer  
Location - Delhi



**Surinder Khandelwal**  
Sales Officer  
Location - Delhi



**Vinesh Kumar**  
Area Sales Executive  
Location - Delhi



**FROZEN FOODS**

**FOR TRADE ENQUIRIES:**

Mr. Sagar Goyal - ✉ [sagar.goyal@goelgroup.co.in](mailto:sagar.goyal@goelgroup.co.in) | ☎ **+91 98264 21638**

Mr. Karan Puri - ✉ [karan.puri@goelgroup.co.in](mailto:karan.puri@goelgroup.co.in) | ☎ **+91 62626 27055**