

THE GOELD RUSH

STORIES OF GRIT & PERSEVERANCE TO ACHIEVE EXCELLENCE.



GOELD SHINES BRIGHT.

It gives me immense pleasure to wish each and every one of you a happy Diwali. When the country is finally emerging from the darkness of the pandemic, it is greeted with the shine of hope and happiness. This Diwali is special and is truly our festival of opportunities.

Goeld has kept its shine intact with immense contributions from all of you. Our business is accelerating on a year-on-year basis. Our exports have doubled over the last 6 months. Our strategic tie-ups with leading and renowned brands in the HORECA segment have cemented our foundation in the business to business market.

Importantly, we are ready to launch 2 more exciting products in the month of November!

I promise you that this Diwali will spread the Goelden shine further and further.

Archit Goel
Director & CFO



NOTE FROM OUR BUSINESS HEAD

To all our family members,

Greetings from Shri Bajrang Alliance. And wish you all a happy Diwali. This is truly a time to celebrate. We are blessed to share our happiness and joy with you and your entire family.

This Diwali, Goeld is set to attain greater heights. Here are some of the highlights:

- We are moving towards 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 has added on the next chapter, with the sign up of a new and prestigious client. The story will continue till it attains epic proportions!

Let us celebrate this Diwali together. Let us achieve collectively. Let us celebrate in unison.

Sincerely,

V.P.S Malik
Business Head

A STRONGER INDIA DEMANDS AN EMPOWERED GIRL CHILD.

On the symbolic occasion of the Girl Child Day, we made a difference by securing the future of little Kritika, the daughter of Mrs. Sangeeta Mankar, our facilities staff. She is studying in class 4, and we have sponsored her education to set her on course to empowering our nation. Even at such a young age, Kritika carries a quiet determination to secure her family financially. We are determined to give her quiet resolve, a stronger voice.



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A #BrightFuture for a GOELDen Girl!
This International Day of the #GirlChild, We at GOELD are doing as little as we could by sponsoring the daughter of our facilities staff Mrs. Sangita Mankar who hails from a nearby village and is a Proud Mother of 'Kritika'.
Kritika is currently studying in class "4th" at Mimis Day Boarding School. She has her own fairy world, where she likes to study English as a favourite subject. Apart from studies, she loves to play out with her friends, with a dream to be someone who can resurge her family's financial problems.
GOELD for a GOELDen Future...!!
Every little #helpinghand develops a stronger Nation.
A Big Thank You in Advance to all who give meaning to days like these.
[#swadkasuneharang](#) [#goeld](#)



GOELD.COM
Buy Best Frozen Veg Snacks, Indian Breads & Frozen Desserts Online at Bes... [Learn More](#)

10,774 People reached 693 Engagements

GOELD GLITTERS ACROSS NEWER GEOGRAPHIES

The colour and taste of Goeld is spreading at a rapid pace across our country. Chennai and Goa are richer today with the launch of Goeld. The journey will continue at a pace as blinding as our shine!

GOELD BROUGHT CHEER AND GIFTS GALORE, ACROSS THE COUNTRY, THROUGH THE TIMES OF INDIA

Goeld cheered on the Indian team through a half page, all-edition advertisement in Times of India, while they played Pakistan for the T20 World cup. The ad had an in-built contest that attracted a sea of participants from across the country. This helped us spread cheer and greater taste!



INDIGO RETAINS ITS GOELDEN SHINE, LONGER!



We have extended our branding contract with indigo airlines tarmac busses till January 2022. The impact of this branding exercise is huge. It has helped us build our equity in a manner that befits our brand. Our contract extends to Bhopal, Hyderabad and Bangalore, helping us build a strong branding footprint across these key cities.

IT IS RAINING GOELDEN CONTESTS ON SOCIAL MEDIA.

This month we reached out to customers with exciting contests like #GoeldRatri contest and #GoeldenMauka contest. GoeldRatri contest reached out to more than 17,000 customers and the GoeldenMauka contest reached out to nearly 1,00,000 customers! Goeld is planning more such excitement on social media going ahead.



GOELD IS MULTIPLYING ITS FANBASE AT A RAPID PACE.

Instagram is red hot with Goeld followers of more than 6000! With a reach of 2.1 million, that's a growth of 165%! Facebook follows suit with 2.8 Million followers, with 4 million impressions delivered!

GOELDEN PERFORMERS OF THE MONTH

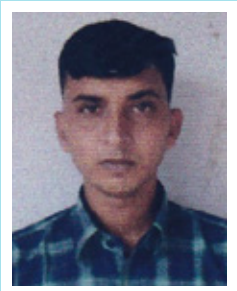
DELIVERING BEYOND TARGETS.



Balam Balakishan Chellani
Sales Officer
Location - Mumbai



Ashwani
Sales Officer
Location - Delhi



Devendra Yadav
Sales Officer
Location - Delhi



Surinder Khandelwal
Sales Officer
Location - Delhi



Alok Singh
Sales Officer
Location - Delhi



Sameer Sharma
Sales Officer
Location - Delhi



Rajeev Gaur
Sales Officer
Location - Delhi



Sunil Kumar
Sales Officer
Location - Jalandhar



Sharath
Sales Officer
Location - Bangalore



Pankaj Kumar Pandey
Sales Officer
Location - Chhattisgarh



FROZEN FOODS

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