

# THE GOELD RUSH

STORIES OF GRIT & PERSEVERANCE TO ACHIEVE EXCELLENCE.



# GOELD SHINES BRIGHT.



Greetings from team Goeld.

Every month adds layers of excitement to our story. Glorious opportunities, exciting partnerships, new destinations and team achievements. I thank each and every one of you for making my brand stewardship enriching, and tremendously satisfying. With all of you by my side, sky is truly the limit!

August '21 saw markets opening up and the shadow of the pandemic slowly turning to bright horizons and blue skies. The breath of fresh air has invigorated consumers to hit retail in a big way. Packaged food, especially frozen formats have seen an upsurge. People have become more experimentative and willing to try out eclectic tastes and different cuisines. Our efforts of reaching out to newer geographies, as well as ensuring a deeper penetration across existing markets have borne fruit. Goeld is slowly emerging as the brand to watch out for. Consumer word-of-mouth have risen from a whisper to a chant! And Goeld has leaped out from retail shelves to leading dailies, airports and digital platforms to name a few. It is truly raining Goeld across the country. And I thank you for empowering this surge across India.

This month we are also proud to announce the partnership of Goeld with one of the leading QSR chains in the country. Such partnerships are the true gauge of our brands strength and growing reputation. We are in advanced conversations with other leading chains, both retail and QSR, and these associations will spill out into the business domain in the coming months. Together, let's spread the shine of Goeld reach out to larger audiences and further geographies. Let the shine spread smiles across happy consumers. Let the brand chart out its own story of success.

Happy reading.

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

# NOTE FROM OUR BUSINESS HEAD

Valued Stakeholders,

I extend my goodwill on behalf of Shri Bajrang Alliance. My gratitude for your continued support and goodwill. Am positive that we will surge forward, and together, we will take the brand to its rightful place:

## **The Goelden pedestal.**

Am proud to list out our achievements as proof of our collective effort:

- Listed our Products in WalMart Stores across India
- Become a Key Supplier for Swiggy Foods
- Aggressive marketing activities across new cities.
- Have been conferred 'The Best Vegetarian Frozen Food Brand' at the Right Choice Awards.

Additionally, we are planning our Retail Expansion to Nagpur, Chennai and Odisha in the coming month.

Let's look forward to more such achievements and brand penetration moving into the next quarter.

We welcome any comments, concerns and feedback from your esteemed self, which will enable us to serve you better.

Sincerely,

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

## GOELD SPREADS ITS SHINE ACROSS THE COUNTRY & THE WORLD.

**With our launches across 6 New Cities; Jalandhar, Ludhiana, Kanpur, Yamunanagar, Ambala and Karnal in the month of July 2021,** the Goeld team now sets its focus on expanding its footprint to smaller towns and cities across the country.

**Goeld has finalised its shipment to the United States of America,** making this iconic brand available to customers across leading stores in the US.

**'Swad Ka Sunehra Rang' is poised to take the land of opportunities by storm!**



# ADDING 'GLITTER' TO OUR MARKETING EFFORTS



## LEVERAGING DIGITAL ENGAGEMENT TO CONQUER THE CONSUMER MINDSET

Organised 2 engaging contests to maximise consumer affinity across Social Media Platforms.

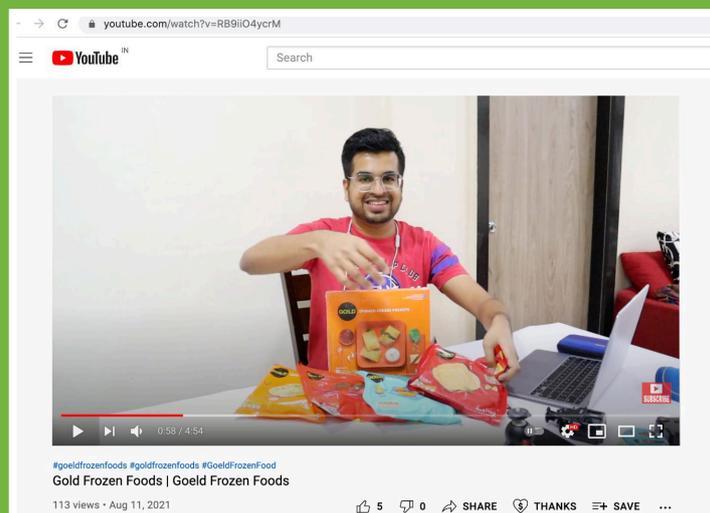
- Friendship Day and Independence Day (#GOELDgetRich) Contests were organised to maximise consumer engagement with the Brand over social media Platforms.
- These contests have ramped up our brand reach to over 3.5 Million people through Facebook and Instagram!



## LEVERAGING VIDEO MARKETING ARENA ON YOUTUBE

Goeld has built strong associations and partnerships with more than 50 renowned food bloggers and influencers on Youtube, giving the brand high reach and salience.

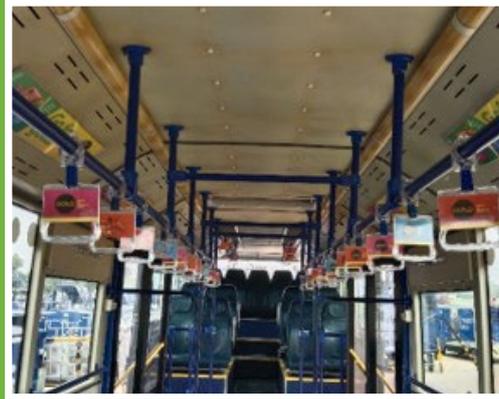
Short videos that showcase the dexterity of Goeld products into everyday tasty dishes have given the brand more than 3500 views/ impressions and more than 5% engagement on Instagram, from die-hard followers of the influencers.



# FLYING HIGH WITH GOELD

Goeld Frozen Foods has teamed up with India's largest Airlines, Indigo. With an estimated market share of 54.7% of total passengers carried as of June 2021, Indigo now carries its passengers on GOELDen Tarmac Coaches at Select Airports. They are, Bangalore, Pune, Jaipur, Ahmedabad, Chandigarh

This Campaign is for a duration of 3 Months with a possible extensions as well as to other key markets.



# NEWSPAPER ADVERTISEMENT

GOELD Frozen Foods full page Ads in Hindustan Times on 6-Aug-2021, across the following editions, with a combined circulation of more than 16 Lakhs!

Delhi • Mumbai • Chandigarh • Lucknow

The image displays a full-page advertisement for Goeld Frozen Foods on the left and a newspaper clipping from Hindustan Times on the right. The advertisement features a vibrant yellow and blue background with various Goeld product packages (bread, snacks, curries, desserts) and the slogan "India's favourite gold! Easy to win. Easier to share." The newspaper clipping includes the headline "Bronze, worth the wait in gold" and "Centre moves bill in House to stop retro tax".

# AWARDS & RECOGNITIONS

GOELD Frozen Foods has been conferred with the Best Vegetarian Frozen Food Brand at the Right Choice Awards 2021-22, organised by the Brands Impact Team at Delhi.



# GOELDEN PERFORMERS OF THE MONTH

DELIVERING BEYOND TARGETS.



**Alok Singh**  
Sales Officer  
Location - Delhi



**Kazim**  
Sales Officer  
Location - Kanpur



**Santosh Kumar Verma**  
Sales Officer  
Location - Mumbai



**Kailas Anerao**  
Sales Officer  
Location - Pune



**Jigar Rabari**  
Sales Officer  
Location - Ahmedabad



**Narayan Sharma**  
Sales Officer  
Location - Jaipur



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



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



**Manoj Katoch**  
Area Sales Executive  
Location - Jaipur



**Biman Ghorui**  
Area Sales Executive  
Location - Kolkata



**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**