

THE GOELD RUSH

STORIES OF GRIT & PERSEVERANCE TO ACHIEVE EXCELLENCE.



GOELD SHINES BRIGHT.

Our newsletters are a great platform for me and my team to share exciting 'Breaking News' brand content with all our associates, partners and most importantly, our esteemed customers. We are constantly evolving, adding more excitement to our magical range, entering newer geographies and right on schedule to be distributed across all Metro cities by end 2022. I take this opportunity to welcome the country's leading and most respected retail giant, Reliance Retail, to our ever growing business family. Goeld is now ready to cross the seven seas, with our shipments being finalized for the United States of America. I reiterate that this could not have been possible without the trust and support of all of you, and the tireless effort and commitment of a highly motivated Goeld team. I thank you all from the bottom of my heart and look forward to your continued support and encouragement.

Happy reading.

Archit Goel
Director & CFO



NOTE FROM OUR BUSINESS HEAD

Respected Stakeholders,

Trust all of you and family are keeping yourself healthy and upbeat in these challenging times.

Do accept my at most gratitude for your unwavering support and encouragement, that has helped us convert obstacles to strengths and perils to celebrations.

The following achievements stand testimony to our collective efforts, that has brought glory to the brand:

- Grow at an impressive monthly average this Financial Year
- Opened 6 new markets in the Indian Retail Space
- Listed our Products with the prestigious Reliance Retail
- Have become a Key Supplier for the popular restaurant chain, Barbeque Nation
- Confirmed Order for supply to the U.S.A

While we are gearing up to share many such positive news with you, We look forward to your comments, concerns and feedback 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.

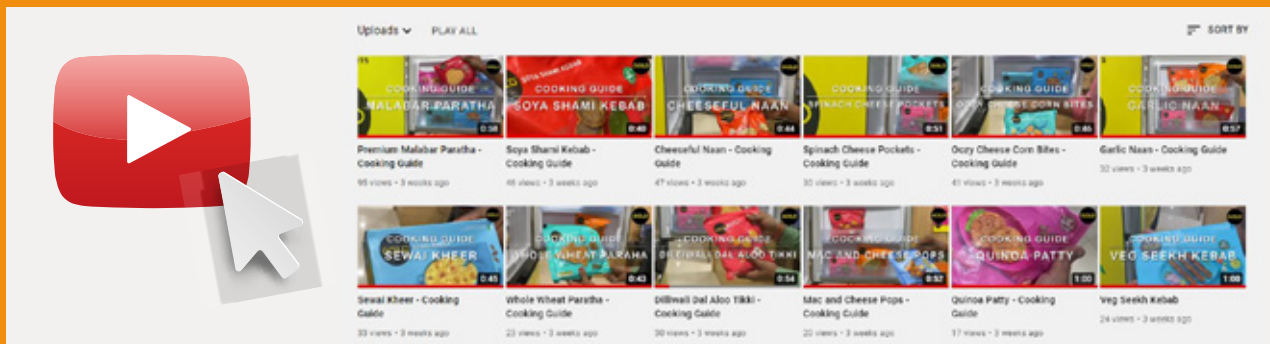
'Swad Ka Sunehra Rang' is poised to take the land of opportunities by storm!





FROZEN FOODS

ADDING 'GLITTER' TO OUR MARKETING EFFORTS



YOUTUBE: COOKING GUIDE SERIES

Launched 15 exciting 'Cooking Guide Mini Videos' for each of our Retail products, to guide consumers on the perfect correct cooking/preparation methods.

Watch these Videos through the links listed below:

Premium Malabar Paratha – <https://www.youtube.com/watch?v=QgLv7E2nwWY>

Garlic Naan – https://www.youtube.com/watch?v=_WZntVe0HsA

Cheeseful Naan – <https://www.youtube.com/watch?v=bl-i8Vjc1U4>

Aloo Paratha – https://www.youtube.com/watch?v=0o0F6uA_9uo

Whole Wheat Paratha – <https://www.youtube.com/watch?v=KKRKuiw6v8M>

Veg Seekh Kebab – <https://www.youtube.com/watch?v=AlsJ9fOWMfQ>

Dilli Wali Dal Aloo Tikki – <https://www.youtube.com/watch?v=6uP4FB0BXmg>

Beetroot & Cheese Tikki – <https://www.youtube.com/watch?v=aojAPuC3w9w>

Mac & Cheese Pops – <https://www.youtube.com/watch?v=4mJXqpOU-uk>

Oozy Cheesy Corn Bites – <https://www.youtube.com/watch?v=eMGOXzdyFfc>

Soya Shami Kebab – <https://www.youtube.com/watch?v=IGIFeSyFoeQ>

Spinach Cheese Pockets – <https://www.youtube.com/watch?v=voQaQ4k04cg>

Quinoa Patty – <https://www.youtube.com/watch?v=acBgW21qpO0>

Sewai Kheer – <https://www.youtube.com/watch?v=Hnh8vrxh4H0>

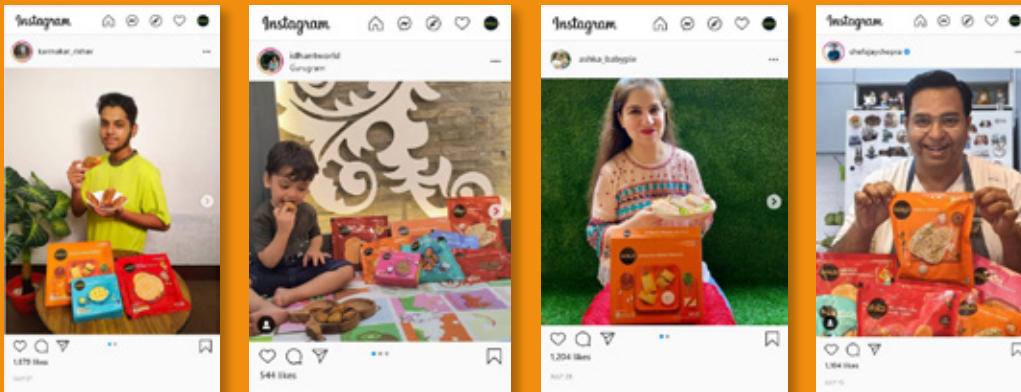
Papaya Halwa – <https://www.youtube.com/watch?v=0vCsABSBXEk>



ROBUST ACTIVATIONS ACROSS ONLINE INFLUENCER MARKETING SPACE

GOELD Frozen Foods have associated with more than 75 renowned, food-related influencers on INSTAGRAM.

This has given the brand an impressive visibility of 2.85 million views, across food enthusiasts and followers of these influencers on INSTAGRAM. A 4% engagement from this viewership has given the brand great traction with our potential customers.



NEWSPAPER ADVERTISEMENT

GOELD Frozen Foods full page Ad in Hindustan Times on 30-July-2021, across the following editions:

Delhi | Mumbai | Chandigarh | Lucknow

With a combined circulation of 16+ Lakhs, the brand is committed to increase reach across its core consumer base.



GOELDEN PERFORMERS OF THE MONTH

Achieved 100% and above Target Completion.



Ravi Upadhyay
Sales Officer
Location - Mumbai



Manjeet (ASE)
Area Sales Executive
Location - Delhi



Manoj Katoch
Area Sales Executive
Location - Jaipur



Narayan Sharma
Sales Officer
Location - Jaipur



Vijay Kumar
Sales Officer
Location - Bangalore



Biman Ghouri
Area Sales Executive
location - Kolkata



Ashwani
Sales Officer
Location - Delhi



FROZEN FOODS

FOR TRADE ENQUIRIES:

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Mr. Karan Puri - ✉ karan.puri@goelgroup.co.in | ☎ **+91 62626 27055**