

THE GOELD RUSH

SPREADING THE
GOELDEN SHINE ACROSS
THE WORLD.



100% VEGETARIAN

HERE'S TO A GOELDEN ERA OF FLAVOURS.

Greetings from Team Goeld!

As we move further into the year, I am pleased to update you on the latest happenings at GOELD. Our team has been working tirelessly to continue bringing you the best quality frozen foods and expanding our reach both within India and beyond.

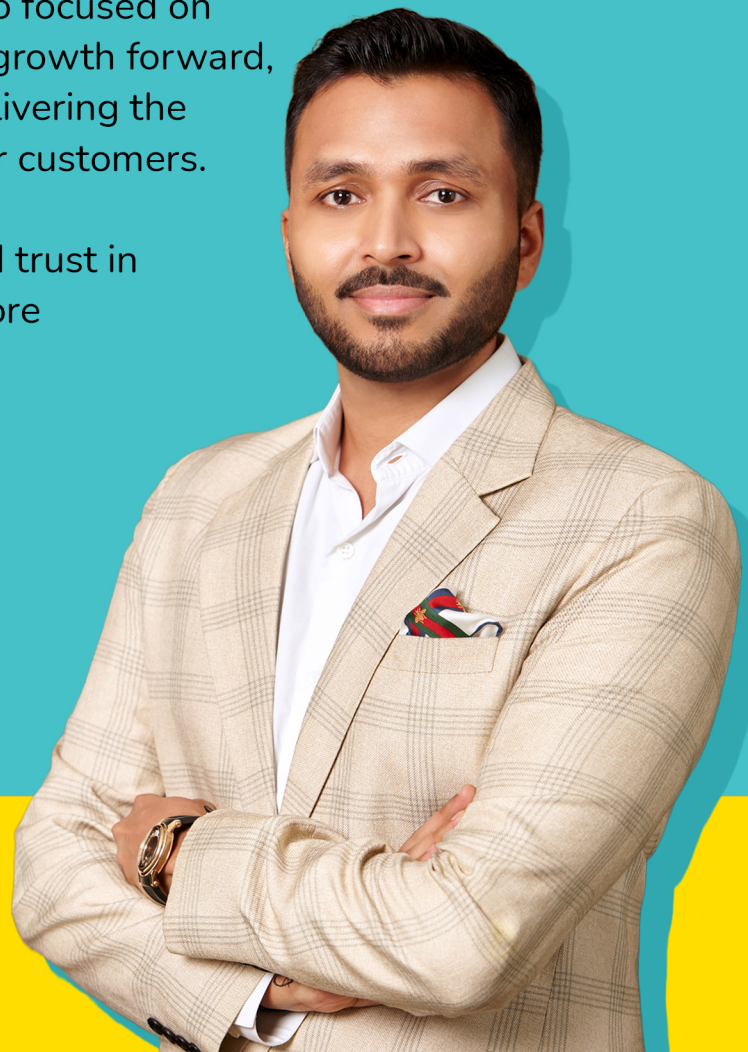
I am particularly excited to share that we have recently seen a major boost in our exports, with our products now reaching even more customers around the world. We are thrilled to be able to share our authentic flavors and quality ingredients with a wider audience and are grateful for the continued support of our customers.

Furthermore, we have invested heavily in upgrading our factory with the latest machines as we move into the new financial year. These machines are the most advanced in the country and will enable us to further enhance our production process and product quality. We have also focused on acquiring the right resources to drive our growth forward, and our team is strongly committed to delivering the best possible products and services to our customers.

Thank you for your continued support and trust in our brand. We look forward to sharing more exciting updates with you in the future.

Happy Reading.

Archit Goel
Director & CFO



NOTE FROM OUR BUSINESS HEAD

Respected Stakeholders & Friends,

I am pleased to share with you the latest updates from GOELD.

I am delighted to share that GOELD has seen significant growth in the past year, with an overall increase of 45% in national sales. This is a testament to the hard work and dedication of each member of our team, and I am proud of what we have achieved together.

Looking ahead, we are expecting even greater growth this year, with a target of 100%. Achieving this target will require us all to take on new challenges and work towards achieving both individual and team goals. At GOELD, we believe in recognizing exceptional performers and motivating them to grow and set higher standards. This is a key part of our strategy to continue delivering the best possible products and services to our customers.

Another exciting development is the success we have seen in our exports. We recently participated in the Aahar Food Expo 2023, where we received a lot of leads and are in continuous touch with potential customers globally. This is a great opportunity for us to expand our reach and bring our authentic Indian flavors to more people around the world.

Overall, I am thrilled with the progress we have made and look forward to continued success in the future.

Thank you for your unwavering support and commitment to our brand.

V.P.S Malik
Business Head

MEET MR. AJITH SOMARAJAN

THE JOURNEY FROM BEING A REGIONAL SALES MANAGER TO THE NATIONAL HEAD OF SALES.



Dear Valued Readers,

I am thrilled to write to you as the new National Head of Sales at GOELD. Firstly, I would like to express my gratitude towards the company and the management for providing me with this wonderful opportunity. It is an exciting new challenge for me, and I am eager to fulfill this role to the best of my abilities.

I would also like to take this opportunity to thank you, our readers, for your constant support and association with our brand. Your loyalty has been a key driving force behind our success, and we are grateful for your continued patronage.

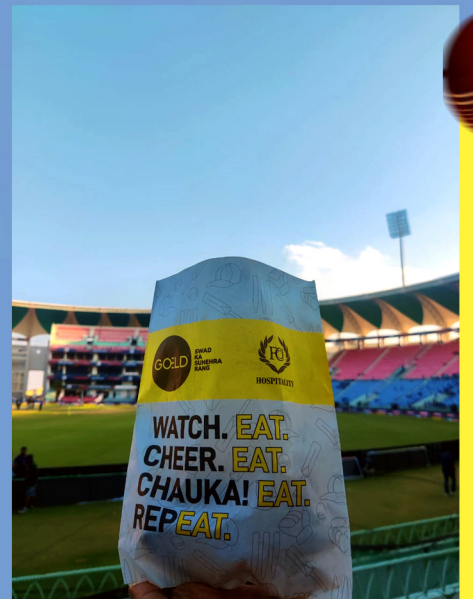
As we look towards the future, we are planning to rapidly expand our distribution network across India. Learning from our journey so far, we are formulating new strategies to explore new markets and strengthen our presence in existing ones. Our focus is to provide the best quality frozen food products to our customers, and we are relentlessly working on developing new products and snacks, taking a regional-centric approach.

We are committed to providing the best customer experience and ensuring that GOELD remains a brand that you can rely on. We thank you once again for your support and hope to continue to earn your trust in the years to come.

Best regards,
Ajith Somarajan

**WATCH. EAT.
CHEER. EAT.
CHAUKA! EAT.
REPEAT.**

We are thrilled to share that our Samosas were huge hit at the recent IPL matches in association with FCC Hospitality. As the excitement of the matches unfolded on the field, fans enjoyed the delicious taste of our Samosas, adding to the overall experience of the event. At GOELD, we are committed to providing our customers with the best quality frozen foods, and this partnership was a great opportunity to showcase our products to a wider audience. We are excited about the success of this collaboration and look forward to continuing to bring our authentic Indian flavors to more customers across the country and beyond.



CELEBRATING THE ULTIMATE MANAGEMENT GURU.

On the auspicious occasion of **Shri Hanuman Ji Janmotsav**, we were reminded of the qualities of Lord Hanuman that we can learn from and apply in our business and personal lives. His unwavering devotion, courage, and strength are inspiring and timeless.

At GOELD, we strive to embody these qualities by constantly pushing the boundaries of innovation and excellence in our products and services. We believe that his unwavering devotion, his unparalleled strength, and his ability to overcome any obstacle are traits that are essential to succeeding in today's fast-paced business environment.



SHRI HANUMAN JI JANMOTSAV - A GOELDEN CELEBRATION



LIGHTS. CAMERA. TEAMWORK.

SCREENING THE OSCAR-WINNING DOCUMENTARY: THE ELEPHANT WHISPERERS

We believe in the power of teamwork and working in synergy to achieve our goals. To foster a sense of camaraderie and break the ice among our team members, we regularly organize team-building activities. Recently, we had a fun evening at the office with the entire admin team, where we screened the Oscar-winning documentary "The Elephant Whisperers".

The documentary tells the story of an indigenous couple named Bomman and Bellie who are entrusted with an orphaned baby Indian Elephant named Raghu. They take great pains to ensure that the fragile, injured infant survives and grows to be a healthy juvenile.

Watching this together as a team was not only a fun and relaxing experience, but it also taught us some valuable lessons. We learned about the importance of patience, empathy, and understanding in building relationships, whether with colleagues, customers, or even elephants! The documentary also showed us the value of persistence and determination in achieving our goals, even when faced with challenges and obstacles.

Overall, the evening was a great success and helped us to further strengthen our bonds as a team. We look forward to more such activities in the future, as we continue to work together towards achieving our shared vision for GOELD.



GOELDEN PERFORMERS OF THE MONTH

DELIVERING BEYOND TARGETS.



Surya Bhan Singh

Level 1

Location: Lucknow

Targets Achieved:

100%



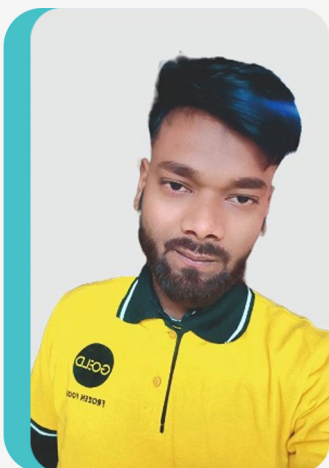
Reetika

Level 1

Location: Delhi

Targets Achieved:

95%



Faizal Khan

Level 1

Location: Delhi

Targets Achieved:

97%



**SWAD
KA
SUNEHRA
RANG**

FROZEN FOODS

FOR TRADE ENQUIRIES:

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