

THE GOELD RUSH

THE GOELDEN
CHARM KNOWS
NO BOUNDS



CELEBRATING A GOELDEN ERA OF FLAVOURS

Greeting from team Goeld.

I trust this message finds you in good health and high spirits. It is with immense pleasure that I extend my warmest greetings to you all.

I would like to take a moment to celebrate a historic achievement that fills every Indian heart with pride – the incredible success of ISRO. This accomplishment stands as a testament to India's indomitable spirit of innovation, resilience, and determination. It is a proud and happy moment for our nation, and I extend my heartfelt congratulations to all who have contributed to the milestone.

At GOELD, I find myself riding the wave of this national pride that surrounds us. The trust and confidence of our international partners have propelled us towards record-breaking growth in export inquiries and orders.

Our production capabilities have surged to new heights, with an outstanding 20% growth in overall production. Our exceptional team's dedication and unwavering commitment to quality and efficiency are the driving forces behind our success.

As we steer towards new horizons, I am humbled by the trust and support of our stakeholders and customers. It is your belief in us that fuels my determination to reach greater heights of excellence.

I express my heartfelt gratitude to each one of you for being an integral part of our journey. Together, we have not only witnessed historic achievements but have also played a pivotal role in shaping the future of GOELD. As I look ahead, I do so with renewed vigor, boundless optimism, and an unwavering commitment to delivering the best in the world of frozen foods.

Thank you for your trust and unwavering support.

Archit Goel
Director & CFO



BRIGHT SMILES, GOELDEN FRIENDS

On Friendship Day, GOELD celebrated the wonderful blend of food and friendship. In our gathering, we welcomed 20 strangers who, over the course of the day, quickly transformed into friends.



Our event began with warm hospitality, offering each guest a refreshing drink, a GOELD badge, and a special envelope that held the promise of a memorable day ahead. We initiated the proceedings with delightful ice-breaking activities, including Human Bingo and the Speed Friendship Circle.

We divided the group into smaller clusters, fostering deeper connections through a series of fun and engaging games. The highlight, of course, was the GOELD Tasting Challenge, where taste buds were tantalized by our GOELDEN creations.

This continued with a special screening of an episode from the iconic TV series "F.R.I.E.N.D.S." This was followed by a delightful lunch, showcasing the diverse and authentic flavors that GOELD is known for.

As we bid farewell to our newfound friends, we expressed our gratitude through a token of appreciation - a GOELD Hamper, filled with our delicious offerings that capture the essence of our brand.

The event was an overwhelming success, leaving a profound impact on all. At GOELD, we are deeply grateful for the opportunity to bring people together through the universal language of taste and friendship.

Thank you for being a cherished part of our journey.
Here's to many more moments of
TOGETHERNESS, LAUGHTER, AND CONNECTION.



#GOELDENFRIENDS

FLAVORS OF FREEDOM:

GOELD'S INDEPENDENCE DAY DELIGHT

At GOELD, our journey is deeply intertwined with India's rich culture and traditions. As a brand, we deeply cherish the opportunity to Celebrate Independence Day with immense pride.

On this special day, the entire GOELD team gathered in a heartfelt moment of unity and respect. We unfurled the National flag with the utmost reverence, paying tribute to the brave souls who sacrificed for the freedom we cherish today. This act served as a poignant reminder of the sacrifices and struggles that have profoundly shaped our nation's destiny.

At GOELD, we see our brand as a reflection of India's unity in diversity. Our wide range of products embodies the myriad flavors, traditions, and stories that make India truly exceptional. This Independence Day, as we celebrated the spirit of freedom, we also honored the rich cultural heritage that defines us as a brand. It was a day of reflection, gratitude, and a recommitment to our mission of bringing the authentic tastes of India to your plate.

As we look ahead, we carry the values of independence, unity, and diversity with us, ensuring that each GOELD product pays tribute to our incredible nation's heritage.



EXPLORING OPPORTUNITIES: **GOELD** AT FI-HI EXPO, MUMBAI

AUGUST
17TH-19TH

At GOELD, we are always eager to explore new horizons and forge valuable connections within the industry.

From the 17th to the 19th of August, we had the privilege of participating in the Fi-Hi Exhibition in Mumbai, where we showcased our exquisite range of CO2-extracted Essential Oils.



The event was a dynamic platform that not only allowed us to present our meticulously crafted essential oils but also provided an opportunity to engage with industry professionals, experts, and enthusiasts. Our captivating displays and informative presentations stirred curiosity and interest, making attendees keen to delve deeper into the world of essential oils.

Our team, driven by passion and expertise, played a pivotal role in sharing insights and knowledge with our visitors. This exchange of information not only sparked enthusiasm but also facilitated meaningful connections among individuals from diverse backgrounds and regions. We extend our gratitude to everyone who contributed to this successful endeavor and to those who joined us in discovering the immense potential for growth and collaboration.



SIBLINGS AND SNACKS: CELEBRATING **GOELD** BONDS

At GOELD, we believe in the magic of food to create connections that go beyond taste.

This Rakshabandhan, we captured the essence of sibling bonds through a touching Digital Video Commercial (DVC).

Our DVC, centered around the joyous occasion of Rakhi, resonated deeply with audiences across the nation. It artfully portrayed the special camaraderie shared by siblings, evoking emotions and memories we all hold dear. As we witnessed the overwhelming response to this video on our social media channels, it served as a powerful reminder of the incredible ability of storytelling to forge connections.

Here at GOELD, we understand the unique and cherished bond that siblings share – the playful banter, the shared laughter, and the unforgettable moments. It's these precious instances of togetherness that inspire us to craft convenient frozen food, becoming a trusted partner in late-night conversations and shared meals with your siblings. Whether it's savoring a hot, delectable snack or preparing a quick, delicious meal together, GOELD becomes a part of the love and laughter that defines sibling relationships.

As we move forward, our commitment goes beyond simply satisfying your taste buds; it's about filling your hearts with the flavors of joy and togetherness. Here's to the enduring and deeply cherished bond of siblings, and to GOELD, your trusted companion in creating priceless moments of connection.



PLAY HARD, WORK HARDER:

NATIONAL SPORTS DAY AT **GOELD**



At GOELD, we believe that the spirit of sportsmanship and teamwork extends far beyond the playing field. On the 29th of August 2023, our team came together to celebrate National Sports Day with an exhilarating game of cricket. The factory lawn transformed into a battleground of passion as our team members swapped their office wear for cricket gear.

As we cheered for the champions on the field, we were reminded that the same dedication, teamwork, and passion that drive our sports endeavors also go into crafting every GOELD frozen dish for you. It was a day that not only brought us closer as a team but also highlighted the importance of sports in our lives, a lesson we sometimes tend to forget as we navigate the demands of adulthood.

At GOELD, we cherish the values that sports instill – perseverance, teamwork, and the pursuit of excellence. We believe that such activities not only foster stronger bonds within our team but also serve as a reminder that the spirit of competition and collaboration are at the heart of everything we do.

Here's to the champions on the field and the ones who help you become a champ in the kitchen!



GOELDEN PERFORMERS OF THE MONTH

DELIVERING BEYOND TARGETS

116%

SHIVA KUMAR

Location: **Banglore**

115%

PANKAJ KUMAR PANDEY

Location: **Chhattisgarh**

105%

SHARATH

Location: **Banglore**

102%

KAMLESH MISHRA

Location: **Mumbai**

102%

MANOJ KATOCH

Location: **Jaipur**

101%

GOURAV CHAURASIA

Location: **Indore+Nagpur**

101%

ROHIT UPADHYAY

Location: **Delhi**

101%

VINESH KUMAR

Location: **Delhi**



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KA
SUNEHRA
RANG**

FROZEN FOODS

FOR TRADE ENQUIRIES:

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