

# THE GOELD RUSH

SAVOURING  
THE TASTE OF  
GOELDEN VICTORY



# CELEBRATING A GOELDEN ERA OF FLAVOURS

## Greetings from Team Goeld!

As we march forward into a promising future, I am thrilled to share with you the latest developments and achievements of GOELD.

It brings me immense pride to witness our family expanding rapidly, with each new addition adding to the depth and strength of our collective expertise. We have been dedicatedly scouting for talent, handpicking individuals who share our passion for excellence & innovation.

In the heart of our success story lies our state-of-the-art plant. I am elated to report that our plant has been operating at its full potential, setting new benchmarks in production. I'm thrilled to share the news of achieving record-breaking levels of production, a testament to the dedication and diligence of our team.

Recently, I had the privilege of exploring new horizons across the seas. My visit to the UK was more than just a journey; it was an opportunity to explore uncharted territories. I had the privilege of engaging with individuals who share our vision and ethos, discussing potential avenues for growth. This global expedition aligns perfectly with our ambition to introduce GOELD's unparalleled flavors to the world, one market at a time.

Looking ahead, I am filled with an overwhelming sense of optimism. Your confidence in us fuels our drive to innovate, excel, and redefine the frozen food landscape.

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



# NOTE FROM OUR BUSINESS HEAD

## Esteemed Stakeholders & Dear Friends,

I hope this message finds you well and thriving. It is with great pleasure that I share the remarkable journey of our brand's growth and evolution.

Our path has been illuminated by an extraordinary surge in our presence, both locally and globally. We have witnessed an upsurge in demand not only across various markets but also within the distinguished HORECA segment. This heartening trend speaks volumes about the confidence our partners place in us, and we're committed to exceeding their expectations.

Diving into uncharted culinary territories, we are soon going to introduce innovative product ranges that promise to redefine frozen food experiences. Our unwavering focus on crafting flavors that resonate with the diverse palates of our cherished customers remains at the forefront of our journey.

To ensure that our culinary masterpieces reach a wider audience, we are amplifying our presence through strategic advertising endeavors. We recognize the dynamic nature of today's marketplace and are determined to connect with you on both digital and tangible platforms. This bold step signifies our commitment to enhancing accessibility to excellence.

As we traverse this path of expansion and innovation, I am filled with gratitude for the trust and unwavering support of our stakeholders and customers. It is your belief in us that propels GOELD to soar to new heights. Together, we shape a future that shimmers with endless possibilities.

Your delight is our ultimate goal, and we pledge to continue delighting your taste buds and enriching your culinary experiences. Thank you for being an integral part of our journey.

Warm regards,

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

# CELEBRATING WORLD EMOJI DAY



## THE POWER OF EXPRESSING: FOOD & EMOJIS

We recently indulged in a vibrant office celebration on World Emoji Day at GOELD. It was a day filled with laughter, creativity, and of course, the irresistible flavors that define our brand.

With a playful twist, we transformed emojis into a language of delight, using them to express our emotions through delectable GOELD dishes. Our team engaged in a series of lively games that revolved around these expressive symbols, igniting a sense of excitement. As we matched emojis with our mouth-watering creations, we celebrated the joy of shared experiences.

At GOELD, we believe that fostering a fun-filled work culture is essential. Such activities, where creativity knows no bounds and laughter resonates through our halls, serve as a reminder of the unwavering bonds that unite us as a team.



# TAKING GOELD TO THE KINGDOM.

In a vibrant pursuit of growth and international collaboration, GOELD embarked on an exhilarating journey to the United Kingdom. With unwavering determination, we engaged in over 10 productive meetings, forging promising business alliances that herald a bright future for our UK-based customers.

Our expedition was more than a voyage; it was an immersive exploration of the UK market. As we savored a diverse array of local products, we discerned the gaps that GOELD is uniquely poised to fill. This insightful experience ignited our passion to bring true Indian flavors to the discerning palates of the UK.

Enriched by this voyage, we have discovered new markets and avenues that hold tremendous potential. Our eagerness to introduce real Indian-tasting food, crafted with heart and culinary finesse, is palpable. UK, brace yourself for an exquisite culinary experience that captures the essence of India's rich gastronomic heritage.



# REVITALIZING TEAMS

## Our Journey Through the Health Camp Experience

At GOELD, the health and well-being of our team members are at the core of our values. Recently, we undertook a significant step in nurturing the physical well-being of our employees through a comprehensive Health Camp. This camp encompassed full-body health check-ups, including essential parameters such as blood tests, urine analysis, eye examinations, ECGs, x-rays, and sonography.

In our relentless commitment to fostering a healthy workforce, we also administered Typhoid and Hepatitis vaccines, further fortifying the shield of protection around our team's health. This initiative reflects our dedication to ensuring not just professional growth but also holistic well-being.

As we continue to grow as a family, we remain steadfast in our commitment to creating an environment where health and vitality flourish. Our employees' well-being is not just an aspiration, but a cornerstone of our corporate ethos.

Here's to a healthier and brighter future for us all.



# GOELDEN PERFORMERS OF MONTH

DELIVERING BEYOND TARGETS

**SUMAN DASHRATH  
VISHWAKARMA**

Location: **Delhi**

**115%**

**SUMIT RAJESH  
YADAV**

Location: **Gurgaon**

**110%**

**YOGITA CHOPRA**

Location: **Mumbai**

**109%**

**REETA DEVI**

Location: **Mumbai**

**102%**

# GOELDEN SALES PERFORMERS OF MONTH

DELIVERING BEYOND TARGETS

**ATENDRA SINGH**

Location: **Delhi**

**121%**

**BRIJESH PANDAY**

Location: **Mumbai**

**110%**

**RAJKUMAR RAMAGIRI**

Location: **Hyderabad**

**110%**

**SHARATH**

Location: **Bagalore**

**105%**

**PANKAJ KUMAR**

**PANDEY**

Location: **Chhattisgarh**

**102%**

**SUNIL DUTT SINGH**

Location: **Lucknow**

**101%**



**SWAD  
KA  
SUNEHRA  
RANG**

**FROZEN FOODS**

**FOR TRADE ENQUIRIES:**

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