

# THE GOELD RUSH

STRIDING AHEAD WITH OUR GOELDEN CHARM AS WE UNDERTAKE NEW CHALLENGES!



THE YEAR OF GOELD.

# MAKING PROGRESS WITH NEW UNDERTAKINGS.



It gives me utter delight to share that GOELD as a brand and business is undergoing constant evolution, adding more excitement to our magical range, entering newer geographies and right on schedule to spread the Goelden Delight. I take this opportunity to welcome all the new strategic and alliance partners that have tied up with us for the supply of GOELD Frozen Foods, to our ever-growing business family.

GOELD has kept its shine intact with immense contributions from all its stakeholders and well-wishers. My team is now ready to deliver back this shine to you all in the form of a newer and more compact packaging which was a concern for Retail Owners. Additionally, we have also uplifted and improved the recipes for some of our products because quite simply, even if we are good today, I always believe that we can be better tomorrow.

Much thanks to the spirited effort and commitment of a hugely motivated GOELD team. I thank you all from the bottom of my heart and look forward to your continued support as we spread the Goelden chrome all over the market.

Happy reading.

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

# LETTER FROM THE BUSINESS HEAD:

To all our family members,

As we enter the second half of the year 2022, we are poised and ready to take GOELD a notch above the competition as we announce the on boarding of our new creative agency – Genesis who are working with us tirelessly to make GOELD a household name that each of us can relate and rely on for our convenience foods.

On the business front, we have made some exciting new strategic alliances with major HORECA and Export clients which will propel the balance sheet towards major positivity and growth in the coming months. We are also excited to undertake newer consignment orders that are expected to depart to different corners of the world as soon as this quarter of the year.

Our Team is no longer dreaming of success but working hard and smartly to earn it.

Sincerely,

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

## MARKETING UPDATE

### NEW CREATIVE AND DIGITAL AGENCY ON BOARDED

Goeld Frozen Foods has selected Genesis, a creative agency led by veteran adman Prahlad Kakar, as its creative partner to drive long-term growth and momentum across its frozen foods portfolio. Genesis has an impressive track record of developing highly effective and creative campaigns for some of the leading brands. As part of this partnership, Genesis will be responsible for the company's creative and digital mandate across the country.

### TOUCHING NEWER HEIGHTS WITH INDIGO

Our long-standing alliance with Indigo for the branding of their Tarmac Coaches has just got a new life. We are happy to announce a yearlong and strong alliance with Indigo which will keep delighting all their flyers who use these coaches at Ahmedabad and Bangalore Airports just before boarding the lean clean flying machines to their destinations.



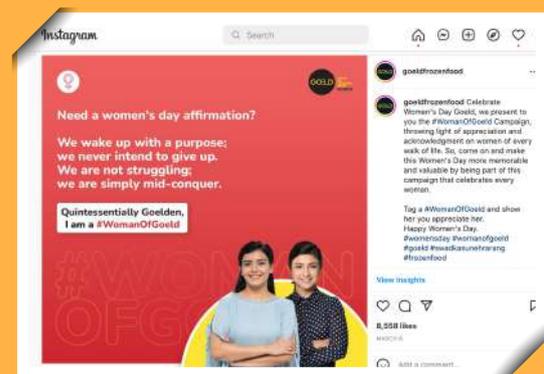
# THE LOCAL FOOD FEST - RAIPUR

GOELD has participated in the amazing Local Food Fest, Raipur Edition which was held at Gaurav Garden on the 12th and 13th of February, 2022. With its amazing range of irresistible dishes and snacks, there was a never-ending crowd at the GOELD Frozen Food stall during both the days of the Local Food Fest. Additionally, these dishes were sold at the lowest range of prices at the entire event.



## #WomanofGoeld CAMPAIGN FOR WOMEN'S DAY

A campaign that strikes you as gentle, strong, fierce and passionate all at the same time celebrating every woman as the Incredible #WomanofGoeld. With a total impression of 11.79 million and over 2.63 million views, Women's Day was a day of love for GOELD with such a great response from our audiences. Stories posted for the same by over 12 top B'town celebs and over 20 influencers sharing the #WomanofGoeld campaign to spread the word of the campaign's essence i.e. To Be You / Yourself.



Watch the Video: [https://www.instagram.com/tv/Ca9JmgRIYeY/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/tv/Ca9JmgRIYeY/?utm_source=ig_web_copy_link)



# AAHAR 2022 EXPO

GOELD Frozen Food participated at AAHAR – The International Food & Hospitality Fair (B2B). An event organized by India Trade Promotion Organisation, the country's leading trade promotion organization. The 36th edition was held in New Delhi at Pragati Maidan from the 26th to 30th of April, 2022. The stall of 24 sq. metre witnessed a rush of enquiries on all five days of the event where delegates and business leads all came to taste the goodness of GOELD's products.



# INTERNATIONAL CONGRESS AND EXPO 2022 - ORGANISED BY EOAI

An event organized by the Essential Oil Association of India which catapults the growth of the industry by providing a platform to the manufacturers and connecting them with local as well as international buyers of Essential Oils. Our team at the event witnessed many queries and product trial requests for our essential oils from a variety of industrial buyers. The Team even got the opportunity to have a long and fruitful business discussion with the President of the EOAI.



# BUSINESS FOOTPRINT

## ALIGNED STRATEGIC ALLIANCES WITH INOX CINEMAS

GOELD has made a strategic alliance with Inox Cinemas on a Pan India Level for the supply of their snacking range to add to Inox's FnB range and offer to their movie watching consumers. Leading the Snacking Range would be the ever-favourite GOELD Punjabi Samosa.



## ALIGNED STRATEGIC ALLIANCES WITH MUKTA CINEMAS

In a similar tie up and strategic alliance with Mukta Cinemas for the supply of Punjabi Samosa's to their FnB counters in selected cities which will soon be converted to cover newer locations as well.



## TIED UP WITH LULU GROUP FOR EXPORT OF PRODUCTS

Entered into a strategic agreement with Lulu Group for export and supply of products through their distribution network and retail stores to their consumers.



## IN THE ADVANCED STAGE OF NEGOTIATIONS WITH LEADING CHANNEL PARTNERS FOR PLACEMENT OF GOELD FROZEN FOOD PRODUCTS IN LEADING SUPERMARKET CHAINS IN EUROPE

Our Export team is in the advanced stage of negotiations with leading channel partners for placement of GOELD Frozen Food products in leading supermarkets chains in Europe.



# GOOLDEN ACHIEVERS



**K Vinod Kumar**  
Sales Officer  
Location - Hyderabad



**Damodar**  
Sales Officer  
Location - Hyderabad



**Rakesh Rathod**  
Sales Officer  
Location - Rajkot



**Rohit Upadhyay**  
Sales Officer  
Location - Delhi



**S Pugazhendhi**  
Sales Officer  
Location - Chennai



**Sudesh Gurav**  
Sales Officer  
Location - Goa



**Sunil Desi**  
Area Sales Executive  
Location - Chandigarh



**FROZEN FOODS**

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