

THE GOLD RUSH

BACK WITH OUR GOELDEN CHARM.



SETTING STAGE FOR THE NEXT PHASE OF DEVELOPMENT.

I'm extremely elated to share this newsletter with you.

The past few months have added layers of excitement to our journey.

With new alliances in the top Modern Trade Outlets, exciting new product launches, presence across national & international events, expanding further into Indian markets and nourishing our teams to ensure success - we're all set to celebrate more Goelden moments.

Our HORECA segment is gaining strength through the associations we have forged with some of the top performers in the industry, empowering our journey ahead. Furthermore, we're planning rapid development in the QSR sector.

Our R&D towards the enhancement of flavours and added health benefits through our Essential Oils looks really promising and I'm convinced that this will be a tremendous success.

I'd like to reinforce the fact that every Goelden milestone achieved is owed to the trust and support that you have demonstrated, along with the tireless effort and commitment of the highly motivated Goeld team.

Happy Reading.

Archit Goel
Director & CFO



NOTE FROM OUR BUSINESS HEAD

Respected Stakeholders & Friends,

I sincerely hope this newsletter finds you happy and in great health.

Kindly accept my gratitude for your unwavering support that has helped us convert setbacks to opportunities and uncertainties to wins. Our journey together continues to gain momentum with a lot of excitement in store for the rest of the year ahead.

First of all, I'm pleased to inform you that we are gaining a strong presence in the HORECA (Hotel, Restaurant, Café & food service activities) industry, and it is contributing greatly in building a strong goodwill of the brand. Additionally, our online sales have hiked, especially for Jubilant. This has helped us in reinforcing our market position as a convenience food brand.

We're also seeing the market warm up to our exciting, newly launched variants in the **Stuffed Paratha** range. The initial launches happened in Delhi-NCR. In the coming months, these super-hero products are poised to win more hearts and explore newer geographies.

Furthermore, we are swiftly expanding our retail presence by placing our range in the top performing stores and increasing the count of promoters, specially in **D-Mart & Reliance Stores** across India. Aggressive marketing activities across new cities and mediums is helping us achieve a deeper brand penetration.

Let's surge forward and raise the bar - one goelden bite at a time.

V.P.S Malik
Business Head

**WE HAVE
NEW GOELD
MINES.**

D Mart
ready

Jio Mart

FI & HI 2022, PARIS.

WE LET THE LIQUID GOLD FLOW.

Fi & Hi Europe has been uniting the world's leading Food & Beverage suppliers, buyers, R&D experts and production specialists for over 35 years. We showcased our diverse range of CO2 extracted **Essential Oils** manufactured for F&B, Pharmaceuticals, Spa & Relaxation, and many other uses. We assure retention of all the properties & flavours for a wholesome experience. We were overwhelmed with the responses & engagements.



MORE EDIBLE GOLD, STUFFED CHEERFULLY.

We're proud and elated to announce **3 New Additions** in the Indian Breads segment of our portfolio!

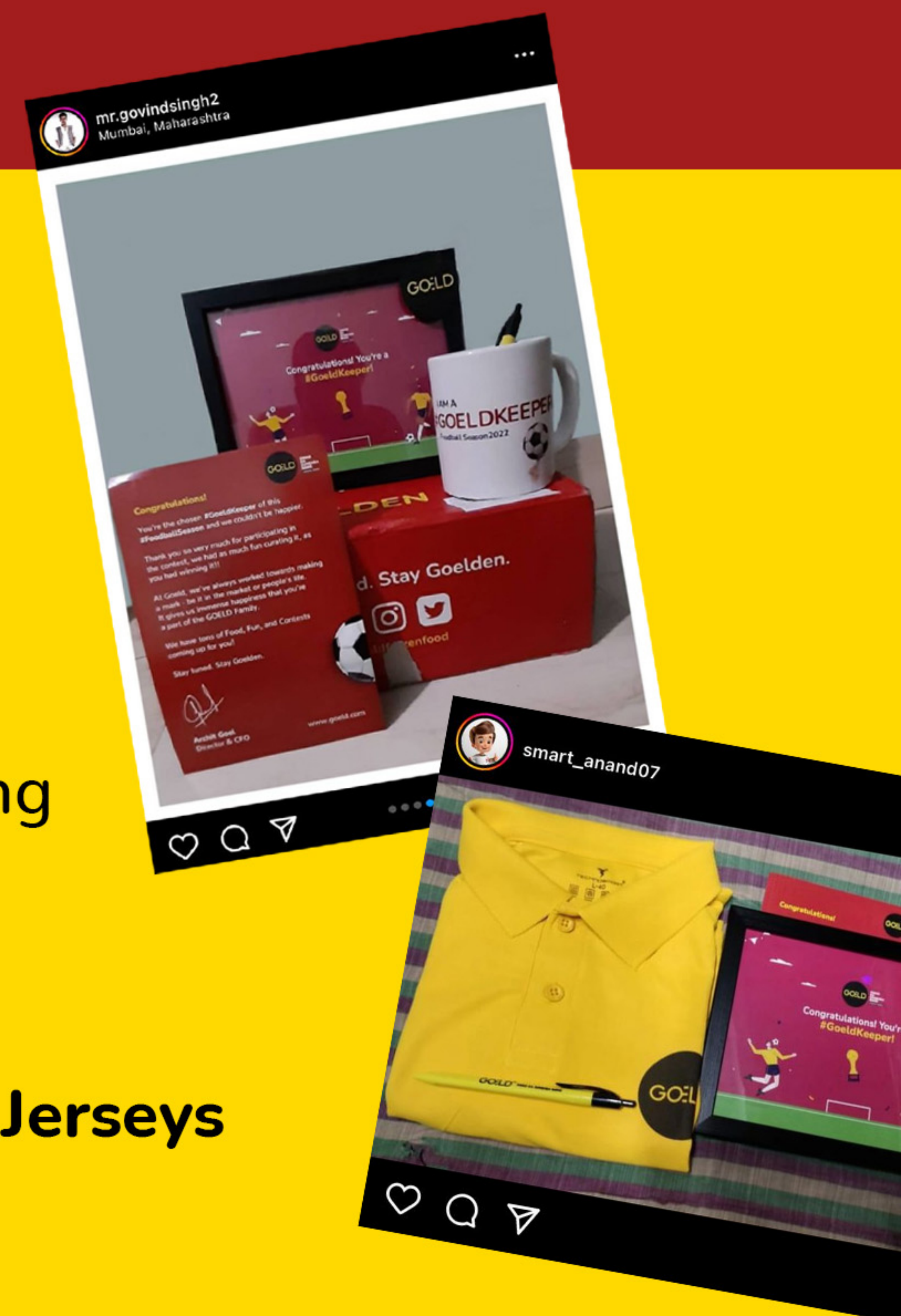
Mix Veg Paratha
Gobi Paratha
Paneer Paratha



GOELDKEEPERS #2022

We're thrilled to share the results of our #GoeldKeeper Campaign for FIFA 2022. We ran intense quiz polls and contests on Social media and generated an overwhelming participation from Football fanatics across India.

250+ Winners received Merchandise & Gift Hampers. Wait, that's not it. 3 Mega Fans won **Originally Signed Jerseys** from their favorite players!



A GOELDEN HUE EMBRACED BY INDUS FOOD.

Overwhelmed to have spent three Goelden days in **Hyderabad** with India's first official trade-focused F&B fair: The Indus Food Show. Sharing a space with other brands that are also redefining the face of the industry was all the more inspiring and motivating for us.

This 3-day exhibition was a great opportunity for learning, networking, collaborating, and getting more aware of the innovations. We also got a chance to tickle the taste buds of our visitors, and extend our exclusive offers to them. And we had an overwhelming response. It's always a pleasure to know that we're going somewhere right and doing something worth it!



GOELDEN GREETINGS OF THE SEASON. HO! HO! HO!

People usually say, festivals are supposed to be celebrated with friends and family. At Goeld, we're clearly a big happy family. We hosted a big Secret Santa Exchange Party for our employees this Christmas Eve and lit up the entire office with the festivities and greetings.

Activities like these bring people closer. When you work together for a really long time, building relationships come as a part and parcel. Getting to know another person, picking gifts for them and watching them get excited about is an unmatched experience. No matter how old you get, Santa around can always bring happiness on everyone's face!



GOLD THAT BOWLED THE HUNGER PANGS OVER.



We're delighted to announce our association with the India Home Series 22-23. as enthusiastic sponsors. The GOELD logo was visible on the field and screens across matches of varied layouts.

We were elated to showcase our dedication to provide the fans with nutritious and delectable frozen meals. This was a great opportunity to meet Cricket enthusiasts from all over the world and share our passion for unmatched quality of food!





FROZEN FOODS

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