

THE GOELD RUSH

TAKING GIANT
GOELDEN
LEAPS



THE **GOELDEN GLOW** SHINES BRIGHTER THAN EVER.

I hope this newsletter finds you in high spirits and good health. As the Director of GOELD, I am delighted to share with you the exciting updates and progress we have made as a brand.

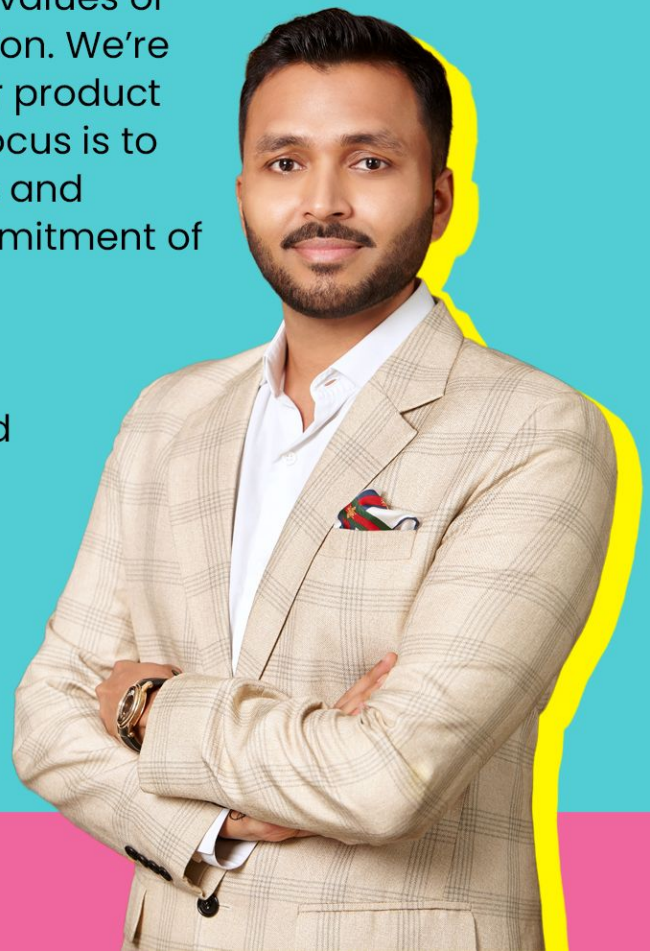
We've witnessed a significant boost in our exports. We have entered new markets and established strong partnerships that have paved the way for exponential growth in our export endeavors. It fills me with immense pride to see the GOELD flag flying high in international territories.

At GOELD, we firmly believe that our greatest asset is our team. We have put considerable effort into acquiring the right resources, nurturing talent, and fostering a collaborative environment. Like a close-knit family, we support and inspire one another, enabling us to overcome challenges and achieve remarkable milestones.

We celebrate each achievement and learn from every experience, continuously striving for excellence. It is heartening to witness the spirit of unity and determination that resonates within our organization. As we move forward, we remain committed to our core values of quality, innovation, and customer satisfaction. We're relentlessly working towards expanding our product portfolio and exploring new avenues. Our focus is to exceed expectations, both in terms of taste and convenience, while staying true to our commitment of delivering the finest frozen food products.

Here's to a future filled with boundless opportunities, exciting ventures, and shared success. Together, let's continue to make GOELD shine brighter than ever!

Archit Goel
Director & CFO



NOTE FROM OUR BUSINESS HEAD

Respected Stakeholders & Friends,

I hope this newsletter finds you in good health and high spirits. It gives me great pleasure to bring you the latest updates on our brand's journey of success and growth.

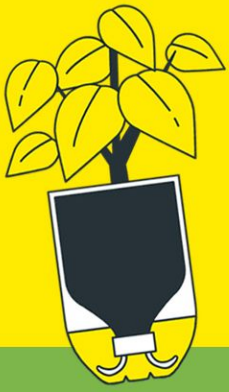
This year has been truly remarkable for us as we have made significant investments in upgrading our factory with state-of-the-art machines. These advanced machines, recognized as the most cutting-edge in the country, have revolutionized our production processes. With increased efficiency and speed, we are now capable of meeting the rising demands from both our export ventures and the thriving HORECA industry. This strategic enhancement in our infrastructure ensures that we can deliver our quality products to customers with even greater speed and precision.

While GOELD has always been a leader in the Indian Breads segment, we are excited to announce that we are now setting a stronger foot into the world of Snacks. Our dedication to excellence and the continuous support from our valued customers have encouraged us to expand our product offerings. With focus on Snacks, we are committed to delivering the same level of quality and authenticity that has made us the go-to brand for Indian Breads.

At GOELD, we believe that our success is a result of the collective efforts of our dedicated team, esteemed partners, and cherished customers. We're grateful for the opportunity to serve you and are committed to upholding the highest standards of quality and customer satisfaction. As we continue to grow and explore new avenues, your trust remains the driving force behind everything we do.

I invite you to join us on this exciting journey as we strive to provide you with the best frozen food products that are not only delicious but also reflect the authentic flavors of India. Together, let us savor the joy of culinary experiences that GOELD brings to your table.

V.P.S Malik
Business Head



CONSCIOUSNESS MEETS CREATIVITY!

GOELD's Green Crusaders: Celebrating **World Environment Day** in Style!

At GOELD, we firmly believe that small actions can lead to significant positive change. By celebrating World Environment Day and engaging in activities that promote environmental consciousness, we tried to create a greater awareness of our responsibility towards protecting and preserving our precious planet.

To engage our team members in a creative and interactive manner, we organized a lively Poster Making Competition centered around the theme of "Saving Mother Earth." The participants showcased their artistic skills and conveyed powerful messages through their captivating artwork. The event also highlighted the importance of recycling by incorporating recycled plastic bottles and Earthen Pots in the decorations.

Furthermore, our team embraced the spirit of innovation by transforming scrap material and waste into stunning pieces of art. This initiative aimed to emphasize the significance of repurposing and reducing waste, encouraging everyone to adopt sustainable practices in their daily lives.

Let us continue to spread the message of environmental stewardship, inspiring others to join us on this vital journey of safeguarding Mother Earth for future generations.

Together, we can make a difference!





SPREADING LIFE, ONE DROP AT A TIME:

A Goelden Initiative for World Blood Donors Day

14th Jun 2023

We take immense pride in sharing a heartfelt moment that exemplifies the spirit of giving and compassion within the GOELD family. In collaboration with Narayana Hospital, Raipur, we recently organized a remarkable Blood Donation Camp. It was an event where our entire workforce came together, selflessly donating blood to contribute towards saving lives. This act of kindness reflects our commitment to making a positive impact on society and exemplifies the core values that define us as a brand.

We are grateful for the opportunity to make a difference and extend our gratitude to everyone who participated in this noble cause. Together, we continue to strive for a better and healthier tomorrow.



BREATHE IN. BREATHE OUT.

GOELD Celebrates World Yoga Day with Zen and Zest!

At GOELD, we believe in fostering holistic well-being, and on the occasion of World Yoga Day, we celebrated the harmony of mind, body, and spirit. Our entire team gathered for an invigorating early morning Yoga Session, led by the esteemed Yoga Trainer, Ms. Shivani Goyal. Together, we immersed ourselves in the practice of yoga, embracing its profound benefits for physical and mental wellness. Through the art of yoga and the soothing practice of sound healing, we experienced a rejuvenating session that allowed us to connect with our inner selves and find inner peace. At GOELD, we remain committed to fostering a culture of well-being and encouraging our team to prioritize self-care and holistic growth.



AN UNFORGETTABLE OUTING TO AADIPURUSH!



Recently, we embarked on an unforgettable team outing, with all 150 team members coming together to watch the highly anticipated movie, **Aadipurush**. Such outings are instrumental in breaking the ice, and creating cherished memories that further enhance our collaborative work environment.

As we continue to grow together, we remain committed to nurturing a sense of togetherness and camaraderie that propels us towards success.

EMPOWERING YOUNG MINDS.

GOELD Opens Doors to a Delightful Factory Tour!

At GOELD, we believe in empowering the next generation and fostering knowledge sharing. We had the privilege of hosting 35 students from **NH Goel Finishing School** Raipur, a renowned institution dedicated to equipping women with valuable skills for personal and professional growth. During their visit, we provided an immersive tour of our state-of-the-art factory, sharing insights into our inspirations and background.



We encouraged their curiosity and engaged in informative discussions, addressing their insightful questions about our processes. To make the experience even more enjoyable, we treated them to a delightful lunch where they savored our products and shared valuable feedback. These interactions allow us to transparently showcase the intricacies of frozen food production, dispelling myths and misconceptions while fostering awareness and appreciation for the quality and convenience our products offer. At GOELD, we are committed to fostering educational experiences that inspire and empower future leaders, and we look forward to welcoming more such visits in the future.

GOELDEN PERFORMERS OF THE MONTH

DELIVERING BEYOND TARGETS

SALES

SHARATH

121%

RAJKUMAR
RAMAGIRI

107%

GAURAV
CHAURASIA

103%

SUNIL DUTT
SINGH

100%

VINESH
KUMAR

100%

PROMOTERS

ANJALI K

162%

VARIKUPPALA
SRAVANI

124%

ADITYA RAMESH
PADER

119%

YOGITA
CHOPRA

110%

REETA
DEVI

100%



**SWAD
KA
SUNEHRA
RANG**

FROZEN FOODS

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