

THE GOELD RUSH

CONNECTING
HEARTS & GOELDEN
FLAVOURS



PIONEERING PROGRESS, FUELING GROWTH

Dear Stakeholders & Valued Readers,

It is with great pleasure and a sense of profound achievement that I share some exciting developments from the GOELD family.

First and foremost, the recent Dealer's Meet, "Aarohan 2023," left us elated. Witnessing the collective enthusiasm, knowledge sharing, and camaraderie among our cherished stakeholders filled our hearts with immense pride. We are committed to building even stronger relationships with each one of you, our esteemed partners, as we embark on this journey of growth and collaboration.

In the realm of achievements, our sales team has achieved a remarkable milestone. During August and September 2023, we are proud to have recorded the highest-ever export sales in our company's history. This achievement reflects the tireless dedication and relentless efforts of our sales team, and I applaud their performance.

Looking ahead, we have some intriguing plans on the horizon. These endeavors promise exciting growth opportunities that will not only strengthen our presence in the market but also elevate the GOELD experience.

Lastly, I would like to express my heartfelt gratitude to our entire team. Their commitment, resilience, and passion are the driving forces behind our success. Together, we have achieved many milestones, and I am confident that our dedication will continue to propel us toward even greater heights.

Archit Goel
Director & CFO



Uniting Visionaries, Celebrating Success

In a historic first, we hosted the All-India Dealers Meet – Aarohan 2023 in Raipur, bringing together our cherished distributors from every corner of the nation. This momentous event was a testament to our commitment to strengthening the bonds within the ever-expanding family. Over the course of 2 enriching days, Aarohan proved to be more than just a gathering; it was a celebration of our shared successes, a platform for open dialogue, and an opportunity to gain profound insights.

The event commenced with a warm Raipur welcome to our state-of-the-art Goeld Plant. This exclusive tour showcased the heart of our manufacturing prowess and the recent investments that underscore our commitment to growth. We were proud to unveil the intricacies of our operations, making our distributors integral witnesses to the journey of every GOELD product from inception to their homes.

Continuing our journey of exploration, we ventured to the GOEL TMT Plant, where our distributors gained an in-depth understanding of our diversified legacy. A visit to N.H. Goel Finishing School underscored the rich tapestry of the Goel Group, a family-owned conglomerate that has successfully ventured into diverse industries, including Steel, Alloys, Power, Education, Media, and Agriculture.



The highlight of the event was the grand evening gathering, where the dignitaries, including our directors, department heads, and the core team, joined forces with distributors hailing from different corners of India. In this vibrant atmosphere, we embarked on an open dialogue about our brand's journey, the challenges we've overcome, and our future aspirations. The discussions were insightful, and the solutions were pragmatic, solidifying our commitment to addressing concerns and forging stronger connections.

But Aarohan 2023 wasn't solely focused on business. It was a celebration of shared values and a testament to our vibrant spirit. We engaged in light-hearted games and exercises, nurturing team spirit and camaraderie. The night crescendoed with a mesmerizing live band performance, followed by a sumptuous dinner.

In retrospect, Aarohan was a resounding success. It was a unique platform for us to engage with our partners, gaining valuable insights into their needs and aspirations. The response was overwhelming, and the interactions were enlightening.

Together, we forged a deeper understanding, strengthened our connections, and set the stage for a brighter and more collaborative future.



9-10th Sep 2023



BAPPA'S BLESSINGS, GOELDEN CELEBRATIONS.

In the spirit of devotion and unity, GOELD family came together to celebrate the auspicious occasion of Ganesh Chaturthi. With hearts full of reverence, we welcomed Lord Ganpati into our midst with a grand puja that brought blessings and joy to our workspace. Dressed in vibrant traditional attire, our team members embodied the festive spirit.

To add to the merriment, we enjoyed a delightful game of Housie, where laughter echoed and camaraderie thrived. The day was punctuated with sweetness and cherished moments. Special prizes adorned those who graced the day with their traditional finery. This celebration was a testament to our cultural heritage and the bond that unites us at GOELD.



BLESSINGS FROM THE DIVINE ARCHITECT.

Vishwakarma Puja at GOELD: Honoring Innovation and Craftsmanship

At GOELD, we understand the significance of traditions and the bond they create within our team. Vishwakarma Puja, a day that honors the divine architect, holds immense importance in our culture. With utmost reverence, our entire team gathered to perform the Vishwakarma Puja, seeking the blessings of the divine creator for our workspace.

This day not only marks our acknowledgment of the importance of craftsmanship and innovation but also serves as a reminder of our shared values as a team. It's a time when we come together to celebrate our dedication to excellence and craftsmanship, values that resonate deeply with our brand. The Vishwakarma Puja at GOELD was a reflection of our commitment to both our cultural heritage and our dedication to delivering excellence in all that we do.



CLUES, COLLABORATION AND CHEERS.

TEAMWORK TRIUMPH: GOELD'S TREASURE HUNT EXTRAVAGANZA

At GOELD, fostering teamwork and camaraderie is at the heart of what we do. Our recent Treasure Hunt, organized by the HR Department, was a thrilling adventure that brought out the best in our team. Divided into teams of five, we embarked on a quest filled with hints and challenges, each clue leading us one step closer to the ultimate prize.



The spirit and enthusiasm of our team were truly commendable as we deciphered clues, overcame obstacles, and worked together seamlessly. This event not only added an element of excitement to our workday but also reinforced the importance of teamwork and collaboration. At GOELD, we treasure the bonds we build, and this Treasure Hunt was a shining example of the strength of our team.

GOELDEN PERFORMERS OF THE MONTH

RAJKUMAR RAMAGIRI

LOCATION: **HYDERABAD**

134%

SHARATH

LOCATION: **BANGALORE**

109%

RAJKUMAR RAMAGIRI

LOCATION: **HYDERABAD**

102%

NARAYAN SHARMA

LOCATION: **HYDERABAD**

95%



**SWAD
KA
SUNEHRA
RANG**

FROZEN FOODS

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