

# THE GOELD RUSH

STORIES OF GRIT & PERSEVERANCE TO ACHIEVE EXCELLENCE.



THE YEAR OF GOELD.

# STREAMLINED MARKETING AERODYNAMICS FOR AN YEAR OF ACCELERATION.

From a newbie in the world of Frozen Foods a couple of years back, to being a competent challenger brand today, took guts and tremendous resolve. We successfully negotiated the headwinds of the pandemic, distribution challenges, retailer confidence and a loop of other difficulties to emerge among the leaders in the Frozen Foods grid line. While I look back at our achievements with pride, I have to thank all our marketing, production, sales, distribution partners and extended business associates as well as well-wishers for all our glories. At the start of the year, let me thank you wholeheartedly.

The year started with our success stories across social media platforms. Instagram, Facebook, LinkedIn and other social stages shined in the golden hue of customer engagements. Goeld is ready to fly to greater heights is no longer a metaphorical expression. Today, we are on extended branding engagements with Indigo airlines as well as the Maharaja himself! Yes, We are flying with the pride of our country, Air India. For a young brand to enter the rarefied world of champion brands is a matter of pride. But that comes with greater responsibilities. The confidence comes from my entire team of achievers empowering the brand.

Let us make 2022, Memorable, Exciting and Successful. And above all let us come together stronger, with an even greater resolve to win. And win Big!

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



# NOTE FROM OUR BUSINESS HEAD

To all our family members,

An year of consolidation and expansion now transitions into an year of achievement and glory. 2022 is the year for us to double our dreams, profits, business associations and customer engagements. Let us start on the front foot. Take challenges head on. Take the game to our competitors. And let the superiority of our product and team, walk our talk. It is said that victory plays itself first in our minds and hearts. It then follows on ground. We know and believe that we are champions.

This year we are planning for many stealth marketing efforts to empower our progress. From digital & social marketing games, to innovative retail engagements. From contests aimed at customer participation to piggybacking on large marketing opportunities. Let our customers be our greatest evangelists. The marketing process will shift from self-proclamations to customer-appreciation.

Our participation in Indus Food 2022 opened doors to multiple business opportunities, both national & international. The recognitions and appreciations that came our way was heartening.

Let us reach the legend of Goeld to every household across the country. Let us keep our shine bright and cheerful. Happy New Year to one and all.

Sincerely,

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

## GOELD SHOOK HANDS WITH THE MAHARAJA!

For all Indians, it was a moment of great pride when the Tata's were given the reigns of our beloved Air India. Its revival will be our country's next success story. And Goeld decided to shake hands with the ever popular Maharaja by inking a deal with Air India for in-flight branding.

We also extended our branding association with Indigo Airlines. This initiative has spiked our brand recall tremendously, as Indigo is the premier airlines of our country.

Goeld is truly taking to the skies!



# INDUS FOOD 2022 TAKES ON A GOOLDEN HUE.

Our participation at Indus Food F&B, 2022, New Delhi, was a roaring success. The brand attracted fabulous business enquiries from leading brands across the country and abroad. Our quality, product focus, infrastructure and team profile helped build tremendous confidence among potential associates.

The brand received pride of place across Indus Food marketing collaterals. We were also awarded 'The most innovative F& B company' by its esteemed panel of adjudicators. Indus Food magazine covered a detailed interview with Archit Goel under the headline 'An Indian brand with a global promise'.



New Year started with a Bang on Business Discussions at INDUS FOOD!!!



CHOPPER VIEW: GOEL GROUP (GOOLD)

### An Indian brand with a global promise

GOOLD MARKS THE ENTRY OF THE GOEL GROUP INTO THE FOOD BUSINESS WHICH OFFERS INNOVATIVE 100% VEGETARIAN FROZEN FOOD PRODUCTS.

**PrfP:** What is the story behind the genesis & journey of GOOLD?  
**Archit Goel:** The GOEL group was set up to be the best food brand of India. Presently, it is one of the top business houses in India in the areas of energy, power, steel, schooling and health. GOOLD marks the entry of Goel Group into the food business with its focus on superior quality in 100% vegetarian frozen food products.

**PrfP:** Your brand has been known for making quality the official priority. What 'Poppers', 'Pizzas' and 'Garden Parties' what inspired these innovative snacks?  
**Archit Goel:** GOOLD has been interested in growing dishes that are long and healthy. The products are manufactured with zero trans-fat, no added colours, flavours or preservatives. We are up for bringing some more innovative dishes for our health conscious.

**PrfP:** What were the requirements to growth that you faced initially? What business strategies did you leverage to overcome these?  
**Archit Goel:** Some of the significant challenges are health, chain infrastructure and the need for frozen food. The team is working towards building pre-consumption facilities in a robust manner of the health conscious from consumers. Great focus, cutting-edge technology & storage facilities empower GOOLD to make food healthier to guarantee that each product offers wholesome, healthy and variety.

**THE TEAM IS WORKING HARD TO BEST PRACTICES REGARDING FROZEN FOODS IN THE MARKET.**

**PrfP:** Which key products do you expect them to be? How have customers across the globe reacted to these products? Who are your key target markets?  
**Archit Goel:** Some of the major products, which are liked by our international consumers are Poppers, Sandwich, Meringue, Cake, Kachoris, & Mince Meat Croquettes. These GOOLD products are loved because of their quality and authentic Indian taste. At the moment, our target markets are Australia, New Zealand, USA, Canada, Europe & Middle East.

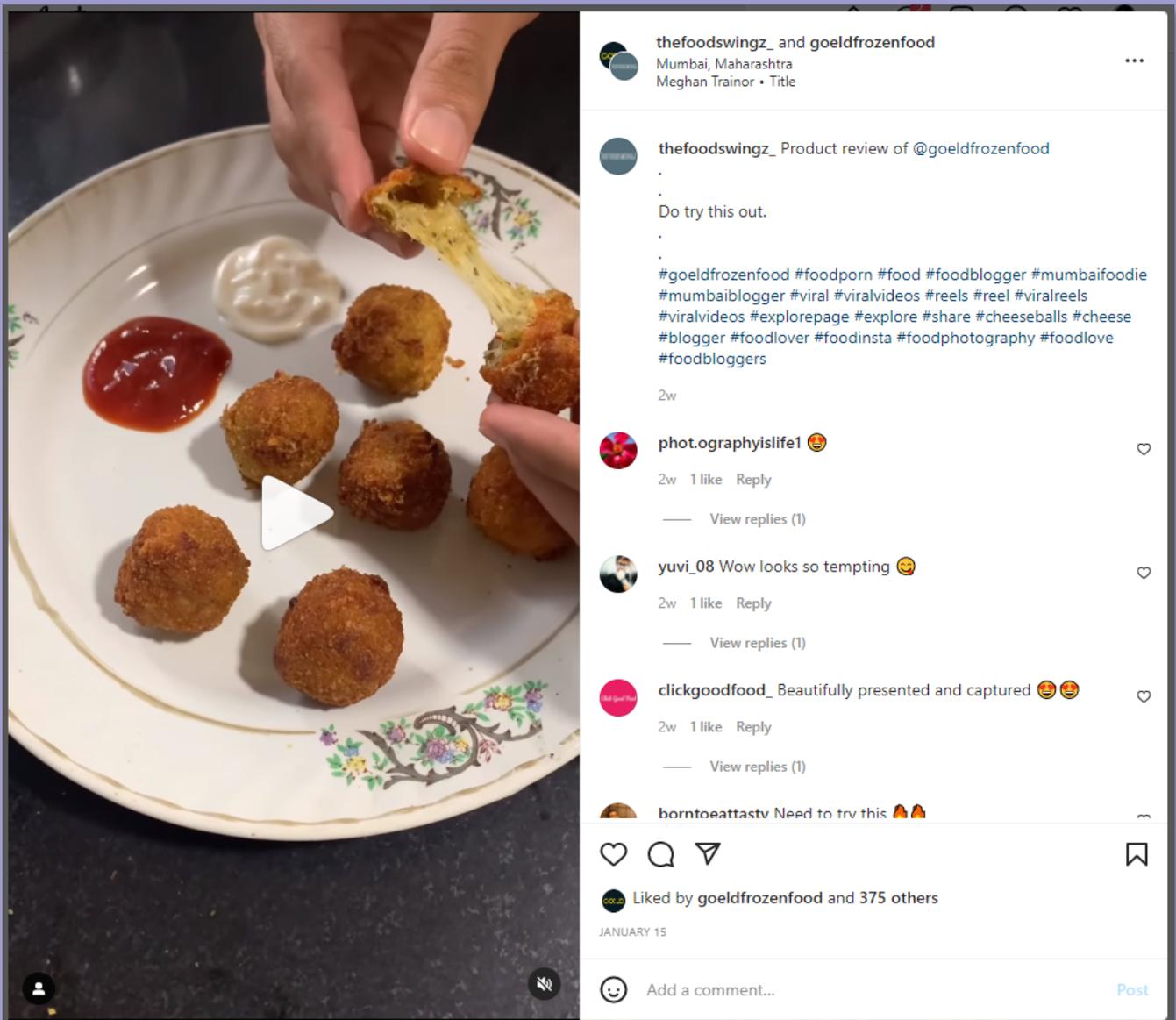
**PrfP:** What production/expansion opportunities do you envision for yourself in the upcoming future?  
**Archit Goel:** In the coming year, GOOLD is planning to expand in 100 more countries as the global products, we are thinking, are getting with a good growth rate in the global market.

36 PrfP The Industrial Chronicle

# MERCURIAL GROWTH IN SOCIAL MEDIA BRAND SALIENCE FOR GOELD

Goeld is catching up fast and furious with the leader board of competition brands, on Facebook. We are now ranked No. 3 in the list! We will aim and achieve our No. 1 position in the near future.

Our Instagram user engagement brand opportunities have attracted hundreds of user participations. They were super innovative in their presentations. The followers, reach and engagement for these 'Instagram thumbnails' of pictures and videos went through the roof! Our customers are showing us the way to reach brand image leadership and spike in product affinity.



# GOELDEN PERFORMERS OF THE MONTH

DELIVERING BEYOND TARGETS.



**Brijesh Panday**  
Sales Officer  
Location - Mumbai



**Ranjeet Singh**  
Sales Officer  
location - Mumbai



**Vishal Narvekar**  
Sales Officer  
Location - Goa



**Jigar Rabari**  
Sales Officer  
Location - Ahemadabad



**Prashant Sharma**  
Sales Officer  
Location - Bhopal



**Vinesh Kumar**  
Area Sales Executive  
Location - Delhi



**Ashish Waghmare**  
Sales Officer  
Location - Hyderabad



**C. L. Singh**  
Area Sales Manager  
location - Mumbai



**Gaurav Chaurasia**  
Area Sales Executive  
Location - Indore



**Jaggu Rathod**  
Sales Officer  
Location - Pune



**Srikanth**  
Sales Officer  
Location - Vijayawada



**Surinder Khandelwal**  
Sales Officer  
Location - Delhi



**FROZEN FOODS**

**FOR TRADE ENQUIRIES:**

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