

THE GOELD RUSH

STORIES OF GRIT & PERSEVERANCE TO ACHIEVE EXCELLENCE.



GOELD SHINES BRIGHT.

It gives me great pleasure to share this newsletter with you. A capture of the brands successful journey, bringing to households and our extended business partners across the country and abroad, great taste and greater happiness. We are constantly evolving, adding more excitement to our magical range, entering newer geographies, and all the while giving back to the society and people around us. This could not be possible without the trust and support of you, our extended business family, and the tireless effort and commitment of a highly motivated Goeld team. I thank you all from the bottom of my heart and look forward to your continued support and encouragement.

Happy reading.

Archit Goel
Director & CFO



NOTE FROM OUR BUSINESS HEAD

Valued Stakeholders and friends,

Kindly accept my sincere prayers for good health and happiness for yourself and family. Together we will succeed and tide over the trying times our world is going through today.

We have battled through curfews, lockdowns and many such hurdles through these times and have come out stronger, and succeeded through grit and perseverance. No words can do justice to your support and hard work.

Our track record during this period is testimony to your drive to excel in spite of a multitude of challenges.

- Able to grow at an impressive average, month on month this Financial Year.
- Able to ship out many containers of brand GOELD to international shores, keeping our export clientele ecstatic.
- Expanded to 7 more retail geographies over and above our current retail footprint in the country.
- Launched the exciting new Curries Range across Delhi NCR.
- Robust expansion across QSR segments, adding to our volume sales.

All these have been made possible with the continuous and tireless efforts of Team GOELD .i.e YOU. It is your tireless efforts that has drafted our success story this fiscal. Let us surge forward to greater heights.

Kindly share your comments, concerns if any and feedbacks, which will enable us to serve you better.

Sincerely,

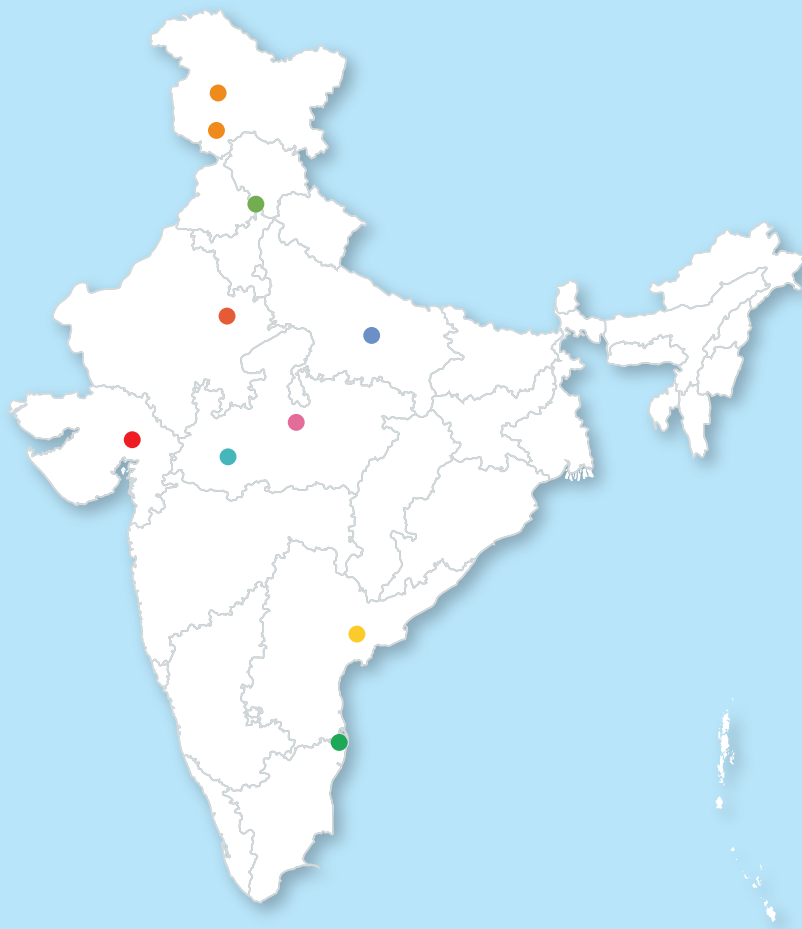
V.P.S Malik
Business Head

AN EVER GROWING RANGE THAT KEEPS THE COMPETITION GUESSING

GOELD's launch was celebrated by the industry especially for its range. When the frozen foods industry was consolidating and rationalizing their portfolio, GOELD put the economics of business on its head. We launched with an impressive range that stretched across Snacks, Indian Breads and Desserts. With 15 top notch products in its range, GOELD became the new favorite among customers and trade alike.

We haven't stopped there. We are planning multiple new launches of exciting new variants that are poised to tickle the taste buds of an increasingly demanding customer set. The first of our new launches happened in Delhi-NCR, in March 2021, through 2 new evergreen & popular dishes; **DAL MAKHNI & PANEER BUTTER MASALA**. The market warmed up to these super hero products, building the GOELD brand equity even stronger. In the coming months, these products are poised to enter newer geographies as listed:





Ahmedabad

Chandigarh (Tri-City)

Lucknow

Indore

Bhopal

Jaipur

Chennai

Vijayawada

Jammu & Srinagar



INDIAN BREADS



SNACKS



CURRIES



DESSERTS

THE GOELDEN SHINE CROSSES INTERNATIONAL BORDERS

GOELD is determined to spread its taste and appeal to a global market. Vegetarian Frozen Foods is growing in popularity across the world. When statistics point to a world converting to vegetarianism and veganism in a big way, GOELD is ready to spread its wings and cater to a global audience.

This year we have shipped large consignments to **NEW ZEALAND, AUSTRALIA & THE NETHERLANDS.** Introducing the world to a GOELDEN PALETTE. This journey will continue until the key markets of the world will also narrate and enjoy the **GOELDEN TALE.**



ADDING 'GLITTER' TO OUR MARKETING EFFORTS

ASSOCIATION WITH GOODTIMES



FROZEN FOODS



An exciting 8-series cookery webisode with GOODTIMES hosted by popular star Chef, Anahita Dhondy

This brand new digital series on great and simple food recipes called **GOELD PRESENTS 'WHAT'S IN MY FRIDGE?'** By Chef Anahita Dhondy packs in fresh flavours, easy recipes, new aromas & delicious dishes, all made from simple ingredients picked out from a home fridge!

Chef Anahita will demonstrate quick, on-the-go, fast & delicious recipes for our foodie audiences who loves to experiment with food, as well as for those who find cooking tedious and un-exciting. This show is sure to bring in excitement to cooking and make everyone rush to their kitchens to cook up a storm! All you need is a fridge and 10 minutes to make delicious dishes in any home kitchen. In each weekly webisode, Chef Anahita digs into her refrigerator and picks out one GOELD frozen food product from its massive range, add a few fresh ingredients and create mouth-watering, wholesome dishes popping with flavour & taste!

The 8 part series premiered on the 10th of April 2021 and will see a weekly release exclusively on GOODTIMES Facebook page, every Saturday at 12pm. The show will also be available on GOODTIMES YouTube channel.

Trailer: https://fb.watch/6lo_IFstHL/

EP 1: <https://fb.watch/6lp0mSoUHi/> - GOELD Cheeseful Naan

EP 2: <https://fb.watch/6lp884pkeY/> - GOELD Premium Malabar Paratha

EP 3: <https://fb.watch/6lpajAOdAO/> - GOELD Beetroot & Cheese Tikki

EP 4: <https://fb.watch/6lpbZkZzFN/> - GOELD Oozy Cheesy Corn Bites

EP 5: https://fb.watch/6lpdGyZlj_/ - GOELD Veg Seekh Kebab

EP 6: <https://fb.watch/6lpeH0ymQ/> - GOELD Aloo Paratha

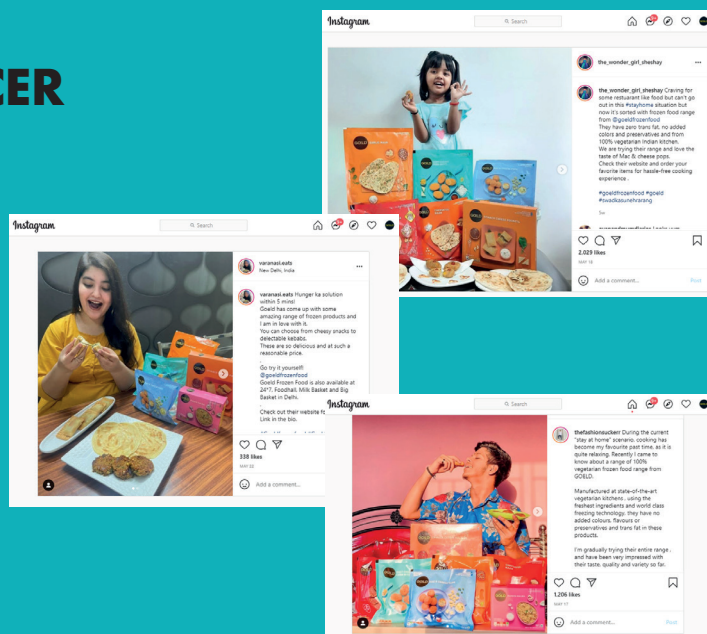
EP 7: <https://fb.watch/6lpgPGh75Y/> - GOELD Quinoa Patty

EP 8: <https://fb.watch/6lpicz7xDN/> - GOELD Soya Shami Kebab

CONQUERING THE INFLUENCER MARKETING SPACE

GOELD Frozen Foods have strategically associated with **more than 175 renowned food bloggers & vloggers on INSTAGRAM**, to create mouth-watering content and build affinity with their growing tribe of online followers. This has made the brand supremely visible and popular over a short period of time.

2.85 million views/impressions on INSTAGRAM with an average engagement of 4% is a head-start for brand GOELD to enter mindsets and kitchens across the sub-continent.



TARGETED NEWSPAPER INSERTIONS

GOELD Frozen Foods have reached more than 5 Lakh households across the cities of Hyderabad, Bangalore and Vishakhapatnam through a targeted NEWSPAPER INSERT Activation.

Highly circulated English Dailies targeted at SEC A audiences across urban households carried our INSERTS directly to our core consumer segments.



SPREADING THE SHINE ON CAUSES BEYOND BUSINESS. GIVING BACK TO OUR PLANET.



Shri Bajrang Alliance Limited., and the Goel Group, are committed to face up to the challenges that limit our progress. Issues that affect communities like Women empowerment, Equipping the girl child, Environmental Sustainability, Disaster Relief & the fight against the COVID-19 Pandemic. Our core values and business policies drive our company beyond monetary contributions to compassionate causes. We endeavor to alleviate misery as well as cultural and environmental challenges through active participations. We pledge to give back to the environment that helped us build our enterprise. Some of the impact areas include:

HEALTH & WELLNESS



Setting up processes to ensure timely medical/health audits across village communities by providing complimentary medical check-ups & distribution of medicines round the clock, through the year.

WOMEN EMPOWERMENT & GIRL CHILD EDUCATION



- Acknowledging women achievers through 'NAARI RATNA SAMMAN' on IBC24
- 30 women with exemplary track records of service to society, in the state of Chandigarh, are honoured.
- 'SWARNASHARDA SCHOLORSHIP PROGRAM' for INR 1 Lakh provides scolorship for state academic toppers.

ENVIRONMENTAL SUSTAINABILITY



- Driving Functional Sustainability programs
- Plantation Drives and School Awareness Programs on World Environment Day
- Construction of borewells & overhead water tanks, installation of drinking water taps & solar street lights, Widening/deepening of natural ponds to enable natural water harvesting.

DISASTER RELIEF FUNDS AND LEADING OUR FIGHT AGAINST COVID-19



- Fastest response to natural disasters
- Active Philanthropic initiatives
- Robust contributions to 'UTTARAKHAND RELIEF FUND' & 'CM RELIEF FUND' to combat COVID-19
- Beyond monetary contributions, through company task force involvement in aiding front-line medical & paramedical staff with provision of Life Support Systems and Equipment to fight the pandemic.
- Daily donation of 500 oxygen cylinders. Funding INR 25 Lakhs towards purchase of oxygen concentrators.
- Donation of 200 Oxymeters & 6 Ventilators on date.

AWARDS & RECOGNITION



Prestigious '**TIMES 40 UNDER 40**' awarded to Mr. Archit Goel, Director & CFO, Shri Bajrang Alliance Limited.



Cover Page Feature on Mr. Archit Goel, Director and CFO, Shri Bajrang Alliance Limited., and a detailed article on GOELD Frozen Foods in The Silicon India Magazine, JUNE 2021 edition.

GOELDEN PERFORMERS OF THE MONTH

**Sadhana Singh**

Sales Officer

Location - Noida/Greater Noida

Achievement: 86% of the target achieved in just one month

**Ratnesh Yadav**

Sales Officer

Location - South Delhi

Achievement: More than 100% of the target achieved

**Biman Ghouri**

Area Sales Executive

location - Kolkata

Achievement: 93% of the target achieved and attained highest sales in Kolkata

**Vipin Verma**

Sales Officer

Location - Raipur

Achievement: 65% of the target was achieved by direct sales during lockdown in Raipur. He is a GOELD sales warrior

**Sai Kumar**

Sales Officer

Location - Hyderabad

Achievement: More than 100% Target Achieved

**Vijay Kumar**

Sales Officer

Location - Bangalore

Achievement: More than 100% Target Achieved



FROZEN FOODS

FOR TRADE ENQUIRIES:

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