

THE GOELD RUSH

STORIES OF GRIT & PERSEVERANCE TO ACHIEVE EXCELLENCE.



GOELD SHINES BRIGHT.



I come to you this month highly energised by our collective achievements, as well as the fact that Indian and global markets are warming up to a sprint, post the pandemic blues. Goeld represents and embodies a winner brand mind set. When the chips were down, we strengthened our team, infrastructure, distribution and business associations. Now that the world stadia is open for the marketing play, we are the first off the blocks. And tipped to snap the tape and claim our deserving trophy. Goeld!

Exciting new product launches, participation across marque event platforms, reaching newer global geographies, expanding deeper into Indian markets and strengthening our teams to ensure market success. The HORECA segment is red hot, coming back from the pandemic. Our HORECA team is strengthened through associations we have forged with some of the best performers in the industry, empowering our journey ahead.

To me we are all winners. And winners are self-motivated. I call upon all of you super achievers to play hard. And play to win.

Because the Goelden trophy is held up only by champions. Let's play!

Archit Goel
Director & CFO

NOTE FROM OUR BUSINESS HEAD

To all our family members,

Greetings from Shri Bajrang Alliance. Our journey together is gaining momentum with a lot of excitement round the corner, and for the rest of the year ahead! Our focus should and will remain sharp on target. With all of you as our team, our strength and resolve is sky high.

Thank you and let us reaffirm our commitment going ahead. To reach higher destinations. To win greater laurels for our brand, Goeld.

Time to invest in a bigger showcase to house our dazzling achievements!

- Our retail initiatives are aimed ahead of our targets for this month. Brand energization efforts are sky high and our audits point towards a bumper month!
- With hotels and corporates getting back to pre-pandemic levels, our investments on forging a highly motivated and winning team of industry high performers have borne fruit.
- Our overseas drive has gained momentum. No stones are left unturned to penetrate high potential global markets. Our export orders are galloping and Goeld is poised to occupy shelf spaces across marque global outlets.
- The land of liberty, The USA, is where our containers are setting sail this month.

Let us collaborate deeper. Let us achieve together. Let us celebrate in unison.

Sincerely,

V.P.S Malik
Business Head

DIGITAL SURGE TO BUILD STRONGER CONSUMER CONNECT

Goeld reached out to our customers through digital platforms, on the joyous occasion of **Ganesh Chaturthi**. Thousands of our customers and followers made the celebrations a reaffirmation of the brands growing popularity.

On **Teacher's Day**, multiple posts aimed at building and celebrating the teacher-student bond, became a huge hit with our customer base. Interesting brand contests that helped students reach out to their favourite teachers became a super hit among the community and helped reaffirm our social engagement objectives.

These campaigns empowered the brand to reach out to more than 3.5 Million core consumers across selected social platforms.



AN EVER EXPANDING RANGE OF PAN INDIA FAVOURITES

This month we are launching the ever popular Lachha Paratha to add to our existing mighty Malabar paratha. We promise you a product that is poised to take the market by storm. Now our paratha range is Double the fun!



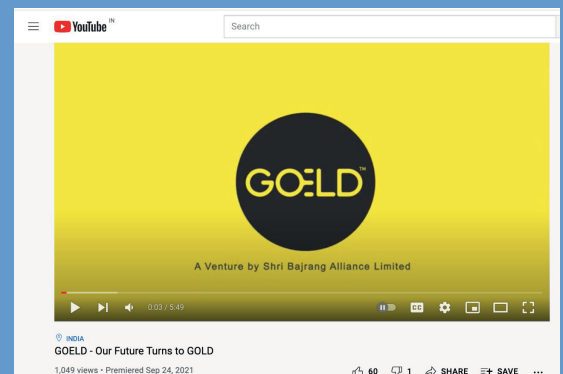
LAUNCH OF CORPORATE VIDEO THAT CAPTURED THE FULL POTENTIAL OF THE GOELD ENTERPRISE

Our newly launched corporate video showcased our vision, mission, corporate ethics, product portfolio that stretches across frozen food formats, Natural essential oils & Oleoresins, and Nutritional supplements, infrastructural investments, backward engineering and our unwavering commitment to quality, human capital, technology, and business outlook that has a singular objective:

Building customer and stakeholder trust.

Experience the World of Goeld here:

<https://www.youtube.com/watch?v=ftUgSAsVYrQ&t=11s>



CABS THAT BROUGHT A GOELDEN SHINE TO OUR ROADS



Our journey that took to the skies last month with Airport and tarmac bus branding, landed even brighter on our roads this month, with our beautifully branded fleet of cabs!

These 500+ fleet of Goeld branded cabs across Mumbai & Bangalore, have already clocked a distance of 15,59,000 Kms and still counting.

OUR GOELDEN KIOSK AT THE COMMERCE FEST, 'VANIJYA UTSAV'.

The 2 day Vanijya Utsav at Raipur was inaugurated by the honourable Chief Minister of Chhattisgarh, Shri. Bhupesh Baghel. This unique commerce and trade platform organised under the joint aegis of the Directorate General of Foreign Trade, Government of India, and Chhattisgarh Commerce and Industry Department showcased the enormous potential of our state and its natural resources. A robust destination for business and trade to flourish, under an investment friendly ecosystem.

Our Goeld kiosk shone bright, and attracted entrepreneurs and business houses to engage with us in meaningful and high potential business conversations. The fruits of these engagements will bear fruit in the coming months.



WE ARE READY TO FLY. TOGETHER, LET'S MAKE IT MEMORABLE!

Goeld, is today a well oiled enterprise. Done it's hard yards and more. We have proven our pedigree over a short period in the market. Now we are ready to up the game. To chase greater glory. Across the sub-continent as well as the globe. Today, nothing can stop us, as we are a team with a resolve and passion to succeed.

Let us reaffirm our team spirit. Let us contribute towards our collective objective. **This is our clarion call to our esteemed business associates, trade partners, marketing and sales team, distribution and retail to bring in your collective might to take Goeld to its winning pedestal.**

GOOLDEN PERFORMERS OF THE MONTH

DELIVERING BEYOND TARGETS.



Santosh Kumar Verma
Sales Officer
Location - Mumbai



Vinesh Kumar
Area Sales Executive
Location - Delhi



Sunil Kumar
Sales Officer
Location - Jalandhar



Surya Bhan Singh
Sales Officer
Location - Lucknow



Kazim
Sales Officer
Location - Kanpur



Vijay Kumar
Sales Officer
Location - Bangalore



K. Vinod Kumar
Sales Officer
Location - Hyderabad



FROZEN FOODS

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