

THE GOELD RUSH

FROZEN
TREATS FOR
FESTIVE FEASTS



GEARING UP FOR THE FESTIVE FUN & GOELDEN ACCELERATION.

Dear Stakeholders & Valued Readers,

As we gather here to celebrate the festive spirit of Diwali, I would like to take this moment to express my profound gratitude to our incredible team, our valued customers, and all our business stakeholders. It's your unwavering trust and dedication that have propelled GOELD towards remarkable growth.

Dhanteras, a day dedicated to welcoming prosperity into our lives, couldn't be more fitting for our team. Your hard work and commitment have been the cornerstone of our journey. Thank you for your relentless efforts that have brought us to where we are today.

Diwali, the festival of lights, is a time to cherish with loved ones. It's a celebration of love, joy, and togetherness. We extend our warmest wishes to you, our dear readers. May your lives be illuminated with the brilliance of happiness!

We have some exciting plans on the horizon, promising new adventures and innovations. Stay tuned for some incredible developments from GOELD. Together, we'll continue to make a mark in the world of frozen food.

Here's to my heartfelt wishes for a sparkling and prosperous Diwali season.

Archit Goel
Director & CFO



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Food for All: GOELD's Pledge on World Food Day

On this World Food Day, as we take pride in delivering the true tastes of India to your table, we remain acutely aware of the global challenges surrounding hunger and malnutrition.

In this spirit, we recently shared **500 Samosas & Parathas** with the community in **Bendri Village**, a small step toward nourishing our local neighbors and sharing the comforting flavors of Indian cuisine.

The harsh reality is that while we savor our meals, many worldwide go to bed without enough to eat. As an Indian frozen food brand, we believe in the transformative potential of food, not merely as a source of sustenance but as a fundamental right for all.

Our mission extends beyond providing delightful dishes to our customers. We are dedicated to ethical sourcing, minimizing food waste, and collaborating with initiatives that combat malnutrition and champion food security.



MINDFULLY DELICIOUS: RECIPE FOR A BALANCED WORKPLACE

10TH OCT 2023

On World Mental Health Day, as we embrace the rich tapestry of India's culinary traditions through our frozen food offerings, we recognize that nourishment encompasses more than just the food on our plates.

It encompasses the well-being of the mind and the work environment we provide. As a company, we are dedicated to cultivating a workplace that not only offers delectable meals but also prioritizes the mental health and stress-free experience of our employees. After all, our team is our greatest asset, and we take their well-being very seriously.

In addition to promoting regular breaks, fostering an atmosphere of open communication, and ensuring a healthy work-life balance, we recently organized engaging activities and games for our employees on this special occasion of Mental Health Day. We firmly believe that cultivating a sense of joy and camaraderie is just as vital as the ingredients we choose.

For just as a balanced diet contributes to overall health, a balanced mind is fundamental for overall well-being. Let us unite in making mental health a lifelong priority, both today and every day.





CELEBRATING OUR CULINARY ARTISTS

WORLD CHEF'S DAY

On World Chef's Day, we did more than just celebrate food. We paid homage to the culinary artists who don the aprons and create the extraordinary. This day is a tribute to the hard work, passion, and dedication that infuse every dish with flavor and love.

At Goeld, we believe in celebrating the diversity of our culinary talent, each chef with their unique journey and inspiring stories. World Chef's Day becomes a canvas where their creativity shines, a day where we merge the rich tapestry of our past, the artistry of our present, and the promise of our future.

This World Chef's Day, we immersed ourselves in the stories of our chefs, their inspirations, and the roots of their culinary art. We shared these tales with the world because, at Goeld, we believe in the magic that unfolds when culinary art meets unwavering passion.

Chef's Day is a day to savor not just the dishes but the stories, the tears, and the joy that reside in each bite. Join us in celebrating the chefs who make dining an unforgettable experience, one plate at a time.



BEYOND THE BOUNDARIES

Goeld's Cricket Mania on Social Media!

During this exciting World Cup 2023 season, Goeld has taken its interaction with our social media fans to a whole new level. Not only are we their trusted Snack Partners, but we're also hosting an exhilarating World Cup Giveaway on our Instagram platform. We've been keeping the cricket fever alive with engaging World Cup Quizzes and Contests that have captivated our social media followers.

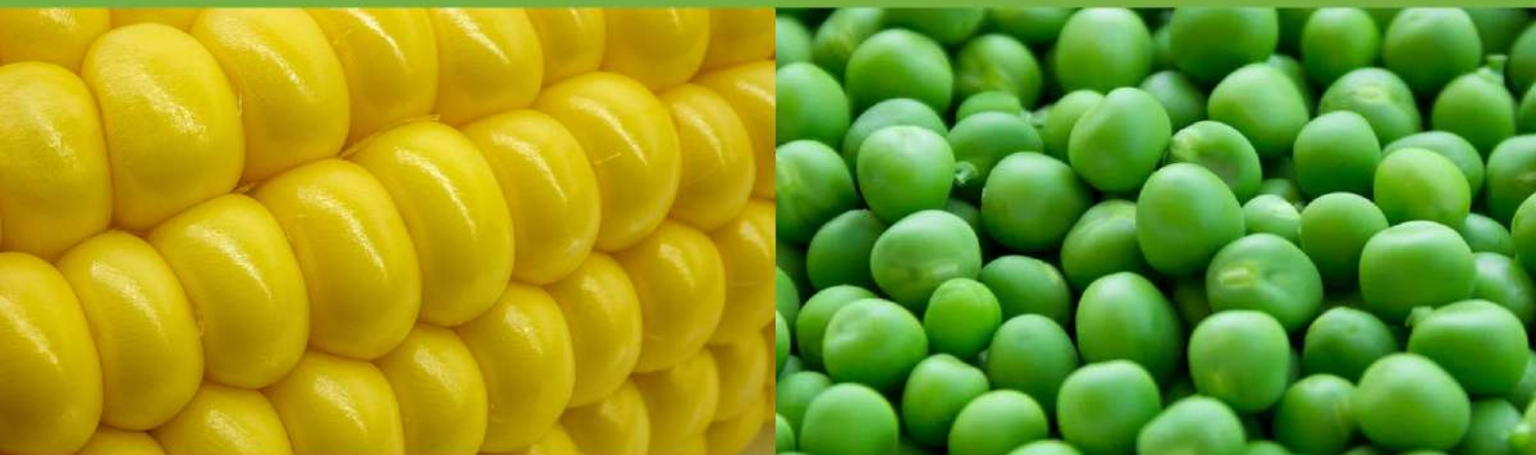
Our fans have been responding with incredible enthusiasm, and we're delighted to see the participation and excitement during this cricket season. We're regularly sending out fabulous goodies and hampers to our quiz and contest winners. As we come together to cheer for India's Goelden Victory, we appreciate the fantastic response we've been receiving on social media.

With Goeld, it's not just about delicious snacks; it's about creating memorable moments and sharing the joy of cricket with our incredible fans. So, keep the cricket fever alive, and let's continue to celebrate the spirit of the game together.



**WE SOUND
CORN, BUT
PEAS DON'T
JUDGE.**

**LAUNCHING SOON LAUNCHING SOON
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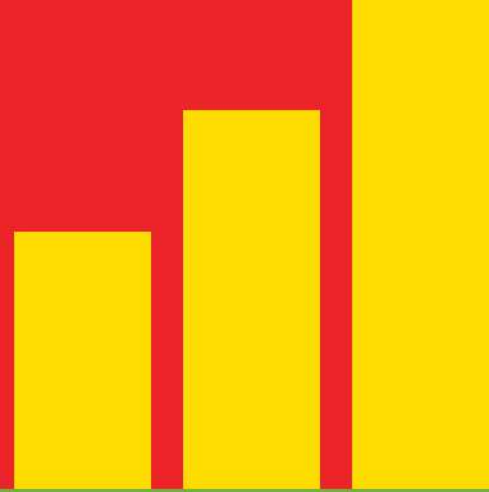


At Goeld, we're thrilled to announce the soon-to-come launch of our new stars, **Frozen Corn and Frozen Peas**, available across India. We're passionate about delivering the authentic taste of farm-fresh ingredients, and these products will be no exception. Bursting with natural goodness & convenience, they'll be the perfect addition to your meals.

Stay tuned for the launch right after the festive season. With your support, we're all set to bring the goodness of these new ingredients to your kitchen. Get ready to create mouthwatering recipes with ease!

MEET THE GOELDEN PERFORMERS OF THE MONTH

Delivering Beyond Targets



SUNIL CHARI - 122%

SHARATH - 115%

SYED NAJEEBODDIN - 104%

BRIJESH PANDEY - 93%

NITIN AGGARWAL - 93%





**SWAD
KA
SUNEHRA
RANG**

FROZEN FOODS

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