

NEWSLETTER JUNE 2024

# THE GOELD RUSH

GOELD GLITTERS  
BRIGHTER THAN  
EVER.



# RAISING THE BAR, BREAKING NEW GROUNDS!

## Dear Stakeholders and Esteemed Readers,

As we progress through another dynamic quarter, I am thrilled to share some exciting updates and achievements.

We have recently introduced French Fries exclusively in the HORECA segment, which has already garnered positive feedback. Additionally, our Frozen Vegetable segment continues to perform exceptionally well, reflecting the growing trust in our brand.

Our sales channel is expanding rapidly as we partner with industry giants like Metro, Walmart, and more. This strategic growth ensures that our quality products are accessible to an even broader audience.

In line with our commitment to innovation, we are launching new products - Herb Chilli and Veg Burger Patty. These additions promise to delight our customers and meet the evolving market demands.

I'm also proud to announce that our team has grown by an impressive 60% this year. This expansion fuels our excitement for future endeavors and strengthens our capacity to achieve even greater milestones.

Thank you for your unwavering support and dedication.

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



# EXPANDING HORIZONS NEW MARKETS, NEW MILESTONES!



**Dear Readers,**

In a bold move to establish ourselves as a global leader in the Ready-to-Cook Frozen Food Industry, we're undertaking a strategic expansion into key markets in Australia and the United States. This pivotal step underscores the company's commitment to enhancing its international presence and diversifying its export portfolio.

By entering these dynamic markets, SBAL aims to tap into the robust demand for frozen foods and capitalize on emerging consumer trends. With a steadfast focus on delivering unmatched quality and innovation, SBAL is well-positioned to meet the evolving needs of consumers while setting new standards in customer satisfaction.

At the heart of this expansion strategy lies an unwavering commitment to quality, sustainability, and ethical business practices. Through stringent quality control measures and sustainable production methods, SBAL ensures that every product meets the highest standards of excellence. By adhering to these principles, SBAL not only strengthens its brand reputation but also positively impacts the communities it serves.

This ambitious expansion marks a significant milestone in SBAL's journey, as it continues to lead with integrity and innovation in the global frozen food landscape.

Best Regards,  
**Sagar Goyal**  
**Sales Manager**



# SPREADING THE GOELDEN CHARM, ONE CITY AT A TIME

## Dear Stakeholders and Esteemed Readers,

**Green Peas Success:** Our Green Peas launch on Blinkit has been a tremendous success, reaching an impressive volume of 5.5 tons in the first month alone. This is a testament to our product quality and the growing trust of our customers.

**Metro CNC Expansion:** We are proud to announce the launch of Goeld products in Metro CNC across 14 stores. This expansion allows us to reach more customers and provide them with our premium frozen foods.

**New Cities Activated:** We have successfully activated our presence in Chennai, Siliguri, and Guwahati. These new markets are a crucial part of our growth strategy, and we look forward to serving our new customers with the same dedication and quality.

**Chilled Range of Parathas:** We are excited to introduce our new Chilled Range in the Paratha category. This launch is a significant step forward in diversifying our product offerings and providing more choices for our customers.

We continue to innovate and expand, driven by our commitment to quality and customer satisfaction. Thank you for your continued support as we grow and reach new milestones together.

Best Regards,

**Rana Sudhanshu**  
**Head – Retail Sales**





# A NEW PEAK IN OUR B2B JOURNEY

**Dear Readers,**

I am delighted to share some fantastic updates from our B2B and HoReCa channels. Our HoReCa sales channel has experienced remarkable growth of 24% compared to last year, reflecting the strength of our partnerships and the increasing demand for our quality products.

June 2024 has been a historic month for us, with our B2B sales volume reaching its highest level ever. This achievement is a testament to the hard work and dedication of our entire team.

We have also expanded our product portfolio by launching the new Herb Chilli Patty variant in our Tikki segment. This addition is already receiving positive feedback and is set to become a favorite among our customers.

Thank you for your unwavering support and commitment. Together, we will reach new heights.

Best Regards,

**Vishal Shrivastav**

**National Head – B2B & HORECA**



# INTRODUCING NEW ADDITIONS TO OUR CHILLED RANGE

We are pleased to announce the expansion of our products with the introduction of two new products in our chilled range category: Malabar Paratha and Lacchha Paratha.

Our products are crafted with the utmost care, using premium ingredients to ensure that each product upholds the rich tradition and exquisite flavors that our customers expect. These parathas are now available in Mumbai, marking the beginning of our strategic rollout.

In alignment with our growth plans, we are preparing to extend the availability of these products to other regions and countries in the near future. We are committed to maintaining the highest standards of quality and taste as we expand our reach.



# INTRODUCING OUR FLAVORFUL DUO

We are delighted to introduce two mouthwatering new additions to our Goeld Frozen Food lineup: the Herb Chilli Burger Patty and Fries. Our Herb Chilli Burger Patty combines the fresh taste of quality herbs with a kick of chilli, offering a tantalizing flavor in every bite. Crafted with the finest ingredients, this patty provides a delicious and nutritious option for vegetarians.



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# A DAY OF FUN AND FOOD SAFETY AWARENESS

On 7th June, we celebrated World Food Safety Day with a lively and engaging event at our factory. The enthusiasm and participation from our team were truly inspiring, as everyone came together to learn and have fun.

We organized various activities, including poster-making, quizzes, and games, to educate our team on the impact and importance of food safety. These activities not only provided valuable insights but also fostered a sense of camaraderie among our staff.

As a frozen food brand, we take food safety very seriously. Our stringent and upgraded quality checks ensure that our products always meet the highest standards. This event was a great opportunity to reinforce our commitment to maintaining exceptional quality and safety in all that we do.

Thank you to everyone who participated and made the day memorable. Together, we are dedicated to delivering safe, high-quality products to our customers.





# DELIVERING BEYOND TARGETS

**Rohit Chandiramani**

Mumbai

**127%**

**Pankaj Kumar Pandey**

Raipur

**123%**

**Pritam Das**

Kolkata

**107%**

**Kailash Anerao**

Pune

**92%**

**Kamlesh Mishra**

Mumbai

**84%**





**SWAD  
KA  
SUNEHRA  
RANG**

**FROZEN FOODS**

## **FOR TRADE ENQUIRIES:**

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