



SWAD
KA
SUNEHRA
RANG

FROZEN FOODS

NEWSLETTER

APRIL 2025



THE GOELD RUSH



**BUILDING MOMENTUM
SHAPING NEW HORIZONS**



MOVING FORWARD WITH STRENGTH AND UNITY

The recent terror attack has shaken us all, leaving a profound sense of grief and loss. It's been many years since our country faced such an event, and the magnitude of the impact is hard to process. In these moments, it's difficult to find the right words to express the pain we feel. Our hearts and thoughts are with the victims, their families, and everyone affected by this tragedy.

On the Business Front, we've started implementing significant changes to drive improvements and innovation. These efforts, though prompted by challenging circumstances, are aimed at better serving our customers and strengthening our foundation.

April has been a month of progress, with several key milestones achieved. From expanding our product offerings to enhancing operational efficiencies, we are on track to meet our goals for the year.

We remain focused on moving forward with resilience and optimism, navigating through these times together.

Regards,

Archit Goel
Director & CFO



ACCELERATING GLOBALLY

EXPANDING OUR FOOTPRINT.

We're proud to share that our export volumes continue to rise steadily, driven by growing demand in key international markets such as the United Kingdom, Australia, and Japan. This upward trend reflects the trust global consumers place in GOELD's premium frozen food range.

Our presence across Southeast Asia is also expanding meaningfully, with active growth into Singapore, Malaysia, Hong Kong, and Thailand—markets that show strong potential for our quality-driven offerings.

Timely deliveries remain a cornerstone of our operations. Our dedicated logistics teams are committed to ensuring shipments are executed efficiently and without delays, reinforcing our reputation for reliability across global markets.

Meanwhile, our international marketing efforts are gathering pace. Through targeted digital campaigns, strategic participation in global trade shows, and focused brand-building initiatives, we continue to strengthen GOELD's presence internationally.

Adding further momentum, new trade agreements are opening promising avenues across the Middle East and Southeast Asia, setting a strong foundation for future growth and strategic collaborations.

Best Regards,

Joy Mendonca

General Manager - Exports



SAFE STEPS FORWARD

SELF-DEFENCE PROGRAM FOR WOMEN AT WORK

At Goeld, we believe that safety starts with confidence. In support of this belief, we recently organized a self-defence training session for our female employees across both our corporate office and manufacturing plant.

Led by **Ms. Harsha Sahu**, a skilled and dedicated trainer, the session addressed real-life situations such as public harassment, sudden grabs, and direct confrontations. Through practical drills and live demonstrations, participants gained valuable techniques to stay alert, respond effectively, and protect themselves with confidence.

We are proud of the strong participation and the commitment shown by our team members. Their involvement reflects our ongoing effort to build a workplace where everyone feels safe, supported, and empowered.

We extend our sincere appreciation to Ms. Harsha Sahu for delivering such an impactful session. At Goeld, we remain dedicated to initiatives that help nurture both skills and self-assurance.



HARSHA SAHU TRAINER



IGNITING SAFETY

FIRE SAFETY TRAINING AT GOELD



At Goeld, employee safety is a key priority. As part of our commitment to a secure work environment, we recently conducted a fire safety training session for our team members across departments.

The session aimed to provide essential knowledge and hands-on skills to prevent and manage fire-related emergencies. Key areas included understanding fire types and causes, prevention strategies, proper use of extinguishers, and emergency evacuation procedures.

Live demonstrations and practical drills helped participants build confidence in responding quickly and effectively during emergencies. The training reinforced the importance of awareness, preparedness, and teamwork in maintaining a safe workplace for all.



UNLOCKING EFFICIENCY

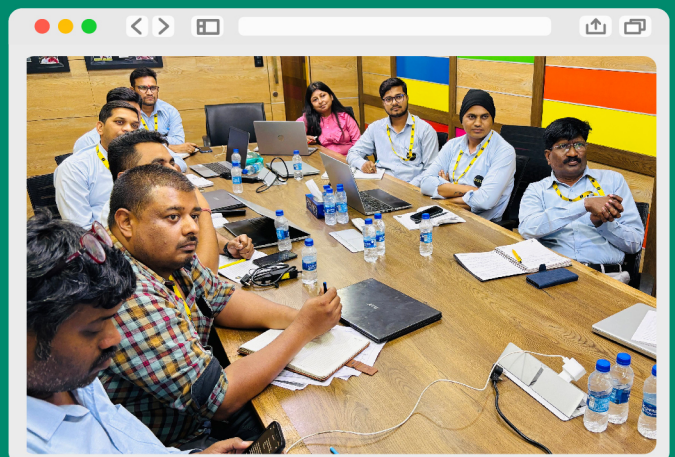
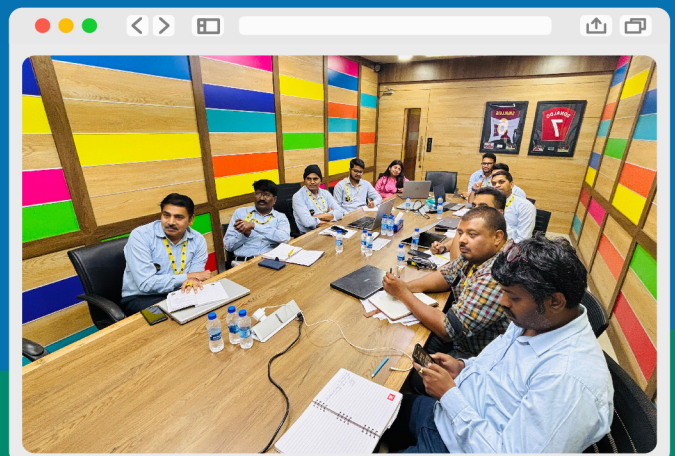
UNLOCKING THE POWER OF MULTITASKING AT GOELD

To help employees navigate today's fast-paced work environment, a multitasking training session was conducted by Mr. Saurabh Banwar, Manager CTCD, Kalinga University.

The session focused on improving time management, task prioritization, and cognitive flexibility—key skills for handling multiple responsibilities with clarity and efficiency. Participants explored practical techniques to manage workloads, switch between tasks smoothly, and stay productive without feeling overwhelmed.

Interactive exercises and role-based simulations helped reinforce key takeaways, making the session both engaging and impactful. Employees gained actionable insights and tools to enhance focus, reduce errors, and perform better under pressure.

This initiative reflects Goeld's continued commitment to building a more capable and confident workforce.



THE SECRET INGREDIENT

OUR TOP PERFORMERS



RAHUL

ASE-WEST DELHI

171%

DEEPAK KUMAR ARYA

ZSM-DELHI

166%

KIRTY SHARMA

SO-DELHI

162%

MUKHTIYAR PASHA

ASE-BENGALURU

102%

RAJA SAGAR SINGH

SO-CHHATTISGARH

97%



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FROZEN FOODS

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