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FROZEN FOODS

NEWSLETTER

MAY 2025



THE GOELD RUSH



STEADY STEPS. STRONGER FUTURE.



MOMENTUM IN THE MAKING

TRUSTED THROUGH EVERY SEASON

May was a bit slower than usual. As ice creams took over the freezers during peak summer, our pace cooled down slightly too. But at Goeld, we see slowdowns not as setbacks, but as space to breathe, recalibrate, and get ready for what's next.

And what's next looks promising.

With demand bouncing back and shelf space opening up again, we're entering the upcoming months with fresh energy and a positive outlook. This pause also gave us a chance to strengthen key relationships—we've renewed all our B2B contracts, ensuring our long-term partnerships stay strong and steady.

What's equally encouraging is the support from our everyday customers. Even with a slight bump in pricing, the trust in our quality has remained firm. People understand that great products are worth that extra bit—and that belief continues to drive us.

As we move forward, we're ready to build on this momentum—with clarity, consistency, and our commitment to delivering nothing but the best.

Regards,

Archit Goel
Director & CFO



SPICING UP THE UK MARKET

SPREADING FLAVOUR, EXPANDING REACH.

The India–UK Free Trade Agreement has unlocked new possibilities for Goeld Frozen Foods. With import duties now at zero on several Indian goods, including frozen products, we're in a strong position to grow in the UK. It allows us to offer better pricing and improve margins—strengthening our presence in this key market.

We've also formed new partnerships with major export clients. These alliances are set to boost our international growth in the coming months.

Meanwhile, fresh consignments are already on their way to multiple global markets, bringing our high-quality frozen foods to more shelves and homes.

Through all of this, we remain committed to quality and sustainability. Every product we ship reflects our promise of excellence, made possible through strict standards and thoughtful production.

To support this growth, we're also investing in focused marketing campaigns across the UK, USA, Australia, and beyond—building Goeld into a brand that's known and trusted worldwide.

Best Regards,

Joy Mendonca

General Manager – Exports

GOELD'S CULINARY CONQUEST

SPREADING THE GOELD-EN FLAVOR NATIONWIDE

From cafés to cricket stadiums, GOELD has been busy spreading flavour across India. We've proudly entered Rameshwaram Café, a well-known name in Bangalore, now serving GOELD at all three of their outlets. In Delhi, Mum City Vada Pav has launched 11 stores—mostly at metro stations—bringing Mumbai's iconic street food to the capital. During the IPL in Jaipur, our samosas were part of the official stadium F&B lineup—a proud moment for the brand. Meanwhile, our Super Stockist model has kicked off in Kolkata, and our HoReCa distribution continues to expand in Western UP. We've also partnered with Zomato Hyperpure in Jaipur, strengthening our presence in the hyperlocal restaurant supply chain. We're gaining ground fast—showing up where people crave good food and delivering the quality GOELD stands for.

Best Regards,

Rana Sudhanshu

Head—Retail Sales

MASTERING DECISIONS

FUELING GROWTH AT GOELD

At Goeld, we're always looking for ways to grow together—both as individuals and as a team. This month, we had the opportunity to take part in an insightful

Decision-Making Session led by renowned trainer **Saurabh Banwar**. The session focused on building clarity and confidence in how we approach everyday choices, both big and small.

Designed to be practical and engaging, the session offered useful frameworks, hands-on exercises, and relatable real-life scenarios. It helped our team think more strategically, assess situations calmly, and understand the value of different perspectives in making sound decisions. It was more than just a learning experience—it became a shared moment of reflection and growth.

Through engaging discussions and real-life exercises, our teams explored practical ways to approach challenges, evaluate risks, and make decisions that align with our values and goals. It was an opportunity to step back, reflect, and strengthen the skills that drive both personal and professional growth.

At Goeld, we believe that investing in our people is key to shaping a stronger future. Sessions like these help us grow not just as professionals, but as a united team ready to lead with insight and purpose.



UNFREEZING MINDSETS

DECISION-MAKING WITH DR. SUNAYANA SHUKLA

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.



DR. SUNAYANA SHUKLA

CORPORATE TRAINER



THE SECRET INGREDIENT

OUR TOP PERFORMERS



MUKTHIYAR PASHA

ASE-BANGALORE

101%

BRIJESH PANDEY

SR.SO-MUMBAI

129%

KAILASH ANERAU

ASE-PUNE

101%

MANOJ KATOCH

ASE-JAIPUR

103%

KIRTY SHARMA

SO-DELHI

198%



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