



SWAD  
KA  
SUNEHRA  
RANG  
FROZEN FOODS

NEWSLETTER

JUNE 2025

THE GOELD  
RUSH

RAINING WINS THIS JUNE



# A BIG MILESTONE, A BIGGER THANK YOU

June has been a milestone month for us at GOELD – we’ve officially crossed the ₹5 crore revenue mark. This isn’t just a number—it’s a reflection of our customers’ trust, love for quality food, and our commitment to never compromise on standards. This milestone isn’t just ours—it belongs to every single one of you who stocked up, served GOELD at home, or recommended us to friends.

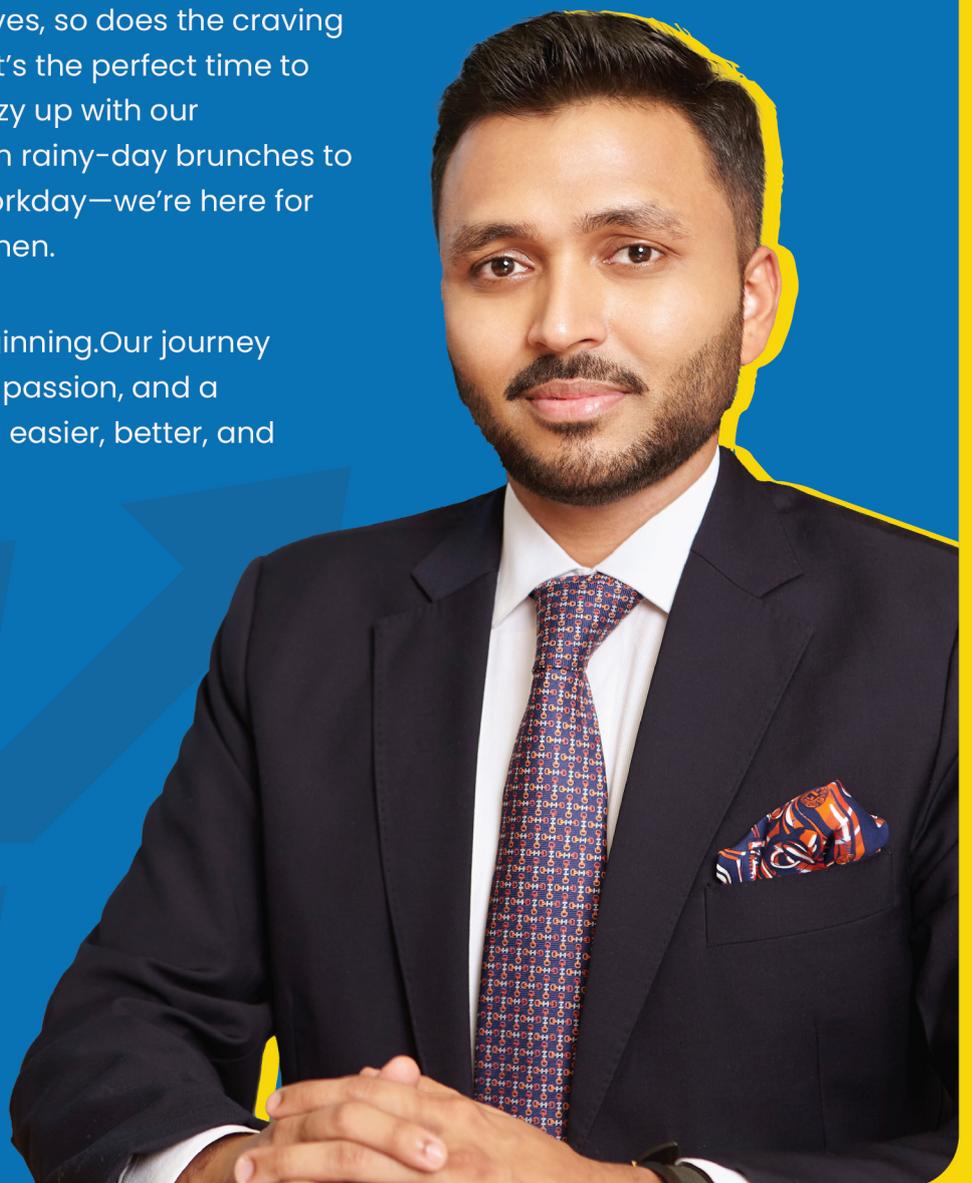
Some of our products may come at a premium but that’s because we promise our customers the finest ingredients, hygienic preparation, and the real taste of home in every bite.

We don’t believe in shortcuts—only in raising the bar and it’s our customers’ support that allows us to keep delivering this promise—day after day, dish after dish.

As the monsoon season arrives, so does the craving for warmth and indulgence. It’s the perfect time to stock up your freezer and cozy up with our comfort-ready delights. From rainy-day brunches to quick dinners after a long workday—we’re here for every craving and every kitchen.

This milestone is just the beginning. Our journey ahead is fuelled by purpose, passion, and a promise to make every meal easier, better, and more memorable.

Regards,  
**Archit Goel**  
Director & CFO



# GLOBAL GROWTH, GOELD STANDARD. SPREADING FLAVOUR, EXPANDING REACH.

June marked stable and promising export growth across our key international markets, reinforcing GOELD's resilience and consistency amidst a complex global landscape. A major highlight was our entry into the African continent, with GOELD officially launching its French Fries, Breads, and Snacks in West Africa. This strategic move marks the beginning of our wider African expansion, with plans already underway for Mauritius, Seychelles, and South Africa—a clear signal of our long-term commitment to the region. We're also sharpening our export operations to the United Kingdom, prioritizing timely, strategic shipments to meet the surge in demand and ensure consistent availability across the region.

Meanwhile, our North American footprint continues to strengthen, with a new private label collaboration secured this month—deepening key relationships and paving the way for sustained partnerships in the U.S. and Canada.

As we expand globally, our promise remains the same: delivering world-class frozen foods rooted in quality, hygiene, and innovation. Every milestone is a step forward in making GOELD a trusted name on every plate—everywhere.

Best Regards,

**Joy Mendonca**

General Manager – Exports

# SCALING SMART. SERVING BETTER. SMARTER REACH. WIDER IMPACT. LASTING VALUE.

June wasn't just about growth—it was about strengthening connections and expanding where demand truly thrives. We're proud to have appointed three new Super Stockists across the North Zone and Gujarat, bringing GOELD closer to more homes, stores, and kitchens. We also welcomed five new Distributors and activated two new cities in North India. As part of our growing Quick Commerce portfolio, we introduced two exciting SKUs—Aloo Onion Kulcha and French Fries—crafted for both flavour and convenience. A key highlight was the surging demand for our Gold French Fries, especially within Zomato's ecosystem—a proud moment that reaffirms the trust food service professionals place in our quality and consistency. Beyond the numbers, it's the relationships that matter most. Every appointment, every new city, every order is a sign of growing trust. GOELD isn't just expanding—it's becoming a name people rely on. We move ahead with gratitude, purpose, and the shared goal of bringing GOELD to every plate it belongs on.

Best Regards,

**Rana Sudhanshu**

Head—Retail Sales

# ROOTED WITH RESPONSIBILITY

## WORLD ENVIRONMENT DAY

At Goeld Frozen Foods, being rooted goes beyond heritage. It means anchoring ourselves in purpose, sustainability, and a shared responsibility to protect our planet.

In a fast-changing world, our commitment is clear: to grow mindfully, not endlessly. That's why this June, we planted trees across our factory premises—not as a token gesture, but as a lasting promise.

Each tree stands for our values. A pledge that our growth will never come at nature's cost. That innovation and responsibility will always go hand in hand. That every Goeld product is made with a planet-first mindset.

This plantation drive is part of a broader mission: to build green buffers, improve air quality, and revive local biodiversity. From solar power to eco-conscious packaging, we're weaving sustainability into every layer of our business.

As climate change intensifies, we believe industry must evolve. Not just posting, but acting. Not just promising, but planting. Not just producing, but preserving.

This isn't a one-day campaign—it's a lifelong commitment. Because while trees take years to grow, the intention behind them is immediate and enduring.

We're Goeld—committed to growing responsibly, rooted in purpose, and driven by balance.



# FROZEN, BUT NEVER COLD

## A SOCIAL RESPONSIBILITY EFFORT BY GOELD

The most powerful meals aren't served at grand tables—they're shared in silence, smiles, and the quiet corners of our communities.

Sometimes, business takes a backseat. It's not about numbers or growth—but presence, purpose, and humanity.

As part of a heartfelt outreach initiative, we had the privilege of distributing frozen meals to families facing daily food insecurity—not by choice, but by circumstance.

What we witnessed was humbling:

An elderly couple unwrapping their meal **with care**.

A young boy asking for **an extra pack** for his sister.

A mother, **relieved** to skip boiling rice and salt for dinner.

Frozen food is often seen as a symbol of convenience  
But at its core, it's also about accessibility.

Done right, it becomes more than a product—it becomes a lifeline. A way to bring hygiene, nutrition, and dignity to homes that may lack modern kitchens, but carry deep pride in every meal.

We didn't just hand out food. We delivered relief. A pause in someone's storm.

And in return, we walked away with full hearts and empty boxes—not because of how much we gave, but because of what we received: trust, gratitude, and the quiet message—"You saw us."



# BUILDING LEADERS, NOT JUST TITLES

## DEVELOPING LEADERSHIP EXCELLENCE AT GOELD

At Goeld Frozen Foods, we see leadership not as a title, but as a daily commitment. Just like crafting great food, great leadership is built with care, clarity, and collaboration. In pursuit of strengthening this mindset across our teams, we recently hosted a high-impact internal workshop: Leadership Skills Training – Mastering Collaboration and Commitment, led by the insightful Dr. Saima Femida.

The session was more than just training—it was a journey. From a thoughtful ice-breaker on balance, to deep dives into emotional intelligence and interpersonal connection, the experience challenged us to reflect, reset, and rise. Our teams learned to listen more, trust deeper, plan smarter, and most importantly—own their role with pride and purpose. One powerful takeaway? Leadership isn't about control; it's about alignment. When people connect with a shared mission, accountability flows naturally. Whether through prioritization techniques like the Eisenhower Matrix or heartfelt conversations that brought vulnerability to the surface, this session left a lasting impact.

As we scale Goeld across India and the globe, we know our greatest strength lies not just in our products—but in the people behind them. Because behind every successful frozen food pack is a team that's warm, committed, and in sync.



# THE SECRET INGREDIENT

OUR TOP PERFORMERS



**BRIJESH PANDEY**

SR.SO-MUMBAI

**140%**

**RAHUL**

ASE-WEST DELHI

**114%**

**KIRTY SHARMA**

SO-DELHI

**105%**

**DEEPAK KUMAR ARYA**

ZSM-DELHI

**97%**

**MUKTHIYAR PASHA**

ASE-BANGALORE

**79%**



SWAD  
KA  
SUNEHRA  
RANG

FROZEN FOODS

## FOR TRADE ENQUIRIES:

Mr. Sagar Goyal ✉ [sagar.goyal@goelgroup.co.in](mailto:sagar.goyal@goelgroup.co.in) | ☎ +91 98264 21638  
Mr. Anurag Diwan ✉ [sales.goeld@goelgroup.co.in](mailto:sales.goeld@goelgroup.co.in) | ☎ +91 62626 27200