



SWAD
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RANG
FROZEN FOODS

NEWSLETTER

JULY 2025

THE GOELD
RUSH

ELEVATING EXCELLENCE, TOGETHER



SCALING NEW HEIGHTS TO GREATER HEIGHTS, TOGETHER.

July brought powerful strides across every front.

Our distributor meet was a resounding success, energizing our partners and setting the tone for the next phase of growth. We're now moving to a Super Stockist (SS) model, a strategic shift that enhances efficiency, boosts availability, and strengthens our go-to-market execution.

On the international front, exports are growing steadily, and with the UK FTA now officially signed, we foresee immense opportunities to expand our presence in global markets. We've also set a clear goal to onboard 300 distributors before Diwali, and we're progressing rapidly toward it.

What excites me most is the momentum within our team we're growing, evolving, and staying focused on delivering nothing but the best. With clarity, consistency, and commitment, we continue to move forward with purpose.

Regards,

Archit Goel

Executive Director & CFO



STRONGER ROOTS. WIDER REACH.

We're seeing strong and steady growth in exports this month, with new distributors joining and reinforcing our expanding global network. This is a clear sign of the rising demand for Goeld's high-quality frozen offerings.

The India-UK Free Trade Agreement, officially signed this month, unlocks a significant opportunity. It paves the way for deeper bilateral trade and positions us strongly to scale in the UK market—a major milestone for our international business.

The HORECA segment continues to thrive, driven by the trust our partners place in our products. We're also developing innovative frozen SKUs, built around global flavor trends and customer preferences.

With unwavering commitment to quality and global food standards, we are confidently building a stronger future—rooted in innovation and trust.

Best Regards,
Joy Mendonca
General Manager - Exports

EXPANDING REACH. ELEVATING TASTE. WIDER REACH. DEEPER FLAVOR IMPACT.

The flavor journey is scaling new heights.

We've successfully cracked Taj Kolkata with our core product range, deepening our footprint in the premium hospitality segment. In Kolkata, the Mia-O-More Bakery Chain has come on board—rolling out Green Peas and Sweetcorn across 600 stores.

Our distribution network continues to expand, especially across Haryana and Upper Punjab, where response has been extremely positive. In the QSR space, La Pinoz Pizza has started serving our Malabar Paratha across three cities—a fantastic step forward in fast-casual dining.

We're seeing strong traction where it matters most: on shelves, in kitchens, and on menus. Our mission stays the same—to bring flavor to life with every bite.

Best Regards,
Rana Sudhanshu
Head—Retail Sales



AAROHAN 2.0

◆ DISTRIBUTORS MEET ◆

On 3rd July, Goeld Frozen Foods hosted Aarohan 2025 — a grand celebration of our Pan-India Distributor Network. More than a business meet, it was a tribute to the people who've helped take Goeld from shelves to hearts.

We unveiled upcoming innovations, shared key market insights, and honoured our Top Zone Performers DCC Supply Chain, Distributors and Super Stockists, Laxmi Enterprises, Padmavathi Marketing, Imperial International, and Progressive Enterprises.

Sales Champions were also recognised with Star Performer Awards for their unwavering dedication. As Director & CFO Mr. Archit Goel said, "Goeld isn't just a company. It's a collective dream."



SAMOSAS & STRATEGY

CHANDAN MENDIRATTA VISITS GOELD A STRATEGIC EXCHANGE OF IDEAS



An inspiring day at Goeld Frozen Foods as we welcomed Chandan Mendiratta, Chief Brand Officer at Zepto, to our manufacturing facility. From seeing our iconic Goeld Samosas come to life to understanding their seamless journey to Zepto Cafes, Chandan got a firsthand look at our process. He also led an impactful strategy session with our marketing team, sharing deep insights on brand storytelling, consumer relevance, and the evolving Quick Commerce landscape. Chandan sampled upcoming innovations and engaged with the wider Goeld team, leaving us enriched with ideas and inspiration. We're grateful for the time, wisdom, and energy — and excited for what's ahead!

MR. CHANDAN MENDIRATTA

CBO & CCO
ZEPTO



EMOTIONAL WELLNESS IN FOCUS

A SESSION WITH DR. SUNAYANA SHUKLA



As part of our continuous commitment to employee well-being, Goeld Frozen Food recently conducted a special training session on Stress Management led by renowned wellness coach Dr. Sunayana Shukla.

Using the enlightening 4F Model—which consists of Fight, Flight, Freeze, and Fawn—the session presented the idea that stress is a normal survival response. Dr. Shukla described how these reactions manifest in our day-to-day work lives and how identifying them can aid in better pressure management.

Along with providing useful tools for daily management, she also emphasized the link between pressure, stress, and burnout. During stressful situations, participants were encouraged to pause, think, and react mindfully by using techniques like the RAIN method and STOP Awareness.



CARING BEYOND WORK

GOELD'S HEALTH CHECK-UP CAMP



At Goeld Frozen Foods, we firmly believe that our people are our greatest strength. Their health, safety, and overall well-being form the foundation of everything we aim to achieve. In line with this belief, we recently organized a health check-up camp for our team members across departments.

The initiative was designed to encourage everyone to take a moment to pause and prioritize their health. With the support of a dedicated medical team and smooth coordination, the camp was met with active participation and positivity.

It wasn't just about physical health—it was a reminder that we're all part of a workplace that genuinely cares. Because at Goeld, wellness isn't just a policy—it's a promise. A promise to nurture not just professional growth, but personal well-being too.

Together, we grow stronger—healthier in body, and united in spirit.



THE SECRET INGREDIENT

OUR TOP PERFORMERS



**GAJULA PRAVEEN
KUMAR**

ASE-HYDERABAD

150%

**BRIJESH
HARINARAYAN P.**

ASE-MUMBAI

125%

MUKHTIYAR PASHA

ASE-BANGALORE

109%

RAHUL

ASE-WEST DELHI

105%

KAILASH ANERAO

SR. ASE-PUNE

99%



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