

NEWSLETTER

AUGUST 2025

GOELD™

THE GOELD RUSH



EXPANDING HORIZONS

SHAPING THE FUTURE WITH VALUE AND VISION.

It was an honor to participate in the India-UAE Trade Summit, a highly productive platform for advancing cooperation in the food and beverage sector. A heartfelt thank you to Shri Piyush Goyal ji, Hon. Chirag Paswan ji, and H.E. Dr. Thani bin Ahmed Al Zeyoudi for their visionary leadership and constructive dialogue. Their tireless efforts in strengthening trade ties and expanding market access are opening up meaningful opportunities for both industry and consumers.

On the product front, we are excited to announce that Goeld is entering the French Fries segment in a big way. True to our promise of delivering value without compromise, we are proud to offer the lowest price French Fries in the market compared to our competitors making quality more accessible to all.

At the same time, my focus remains firmly on innovation and efficiency. We continue to invest in advanced technologies to bring greater precision, productivity, and sustainability into our manufacturing processes. I was especially delighted to spearhead the initiative of organizing AI training at the Group level, a step toward equipping our teams with the tools of the future.

Regards,

Archit Goel

Executive Director & CFO



EXPANDING HORIZONS, STRENGTHENING TIES

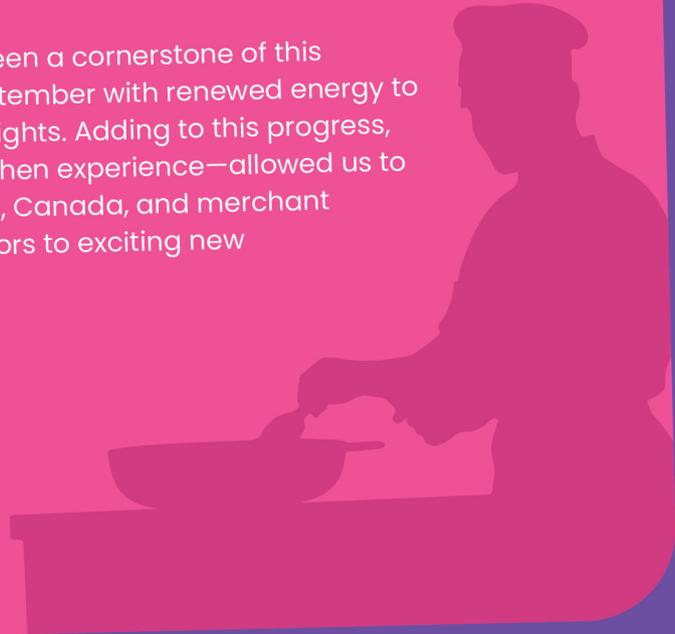
We are proud to share the remarkable progress in strengthening and expanding our export sales. August marked a record-breaking milestone with our highest-ever export orders and shipments, further expanding our global reach into new destinations and strengthening our international presence. Backed by operational excellence, streamlined processes, and dedicated teamwork, we successfully executed large orders with precision and efficiency.

The continued trust of our global partners has been a cornerstone of this success, fueling momentum as we step into September with renewed energy to explore fresh opportunities and scale greater heights. Adding to this progress, our participation at SIAL Mumbai—with a live kitchen experience—allowed us to engage with visitors from the Middle East, Russia, Canada, and merchant exporters, boosting our visibility and opening doors to exciting new collaborations.

Best Regards,

Joy Mendonca

General Manager - Exports



STRENGTHENING ROOTS, SPREADING WINGS

WIDER REACH. DEEPER FLAVOR IMPACT.

I'm delighted to share the progress we've made in strengthening our market presence. Our distribution network in the North East has expanded with the addition of new distributors, while our French Fries 400 gm pack has been successfully launched on E-commerce platforms in Tier 1 cities. We've also activated a Super Stockist in Hyderabad, further boosting our reach in the South, and expanded the presence of our French Fries 400 gm in Mumbai's GT market. These milestones mark another step forward in our journey of growth and accessibility.

Best Regards,

Rana Sudhanshu

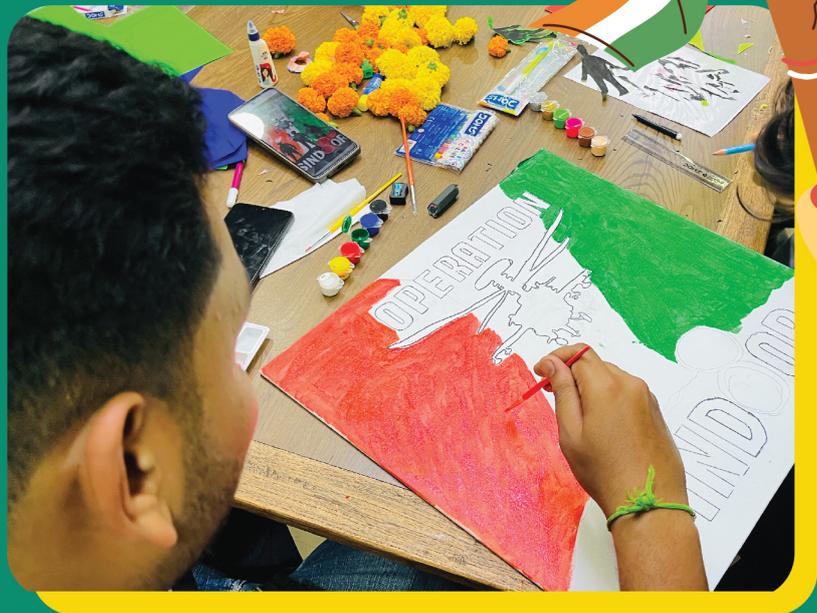
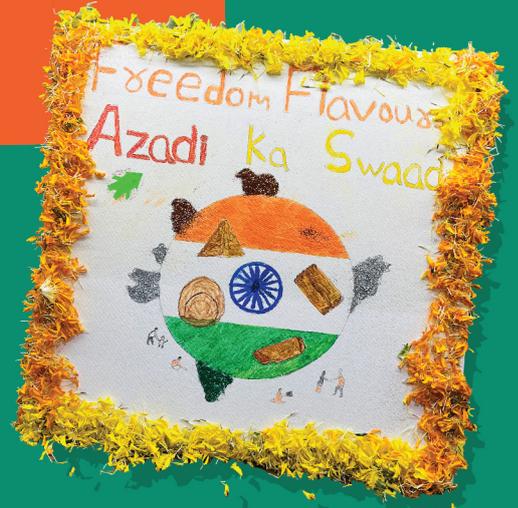
Head—Retail Sales

GOELD CELEBRATES INDEPENDENCE WITH CREATIVITY & PRIDE

INDEPENDENCE DAY CELEBRATION AT GOELD

This Independence Day, the Goeld family came together to honor the spirit of freedom with joy, creativity, and unity. The celebrations featured a Canvas Painting Competition, where participants expressed patriotic themes, progress, and pride in the nation through art. Every painting was a reflection of imagination and love for India.

Adding to the festive charm was the Best Attire Contest, with employees showcasing tricolor-inspired outfits and elegant traditional wear. The energy, enthusiasm, and vibrant participation turned the occasion into a memorable celebration. At Goeld, Independence Day wasn't just about honoring the nation's journey—it was about celebrating togetherness and the values that bind us as one.



A DAY OF DEVOTION AND TOGETHERNESS



At Goeld, festivals are not just about rituals—they are moments to celebrate unity, gratitude, and shared purpose. This Ganesh Chaturthi, our entire team came together to welcome Bappa with a heartfelt pooja. The idol was beautifully decorated, prayers were offered, and the atmosphere was filled with divine chants, joy, and positivity.

The celebration wasn't just about tradition—it was about togetherness. Smiles, laughter, and festive warmth lit up the space as everyone joined in to seek Bappa's blessings. With His grace, we look ahead with renewed energy and a commitment to continue delivering purity, taste, and happiness to every home.



ENABLING SMARTER, FASTER, BETTER WORK

AI WORKSHOP AT GOELD

At Goeld, innovation isn't just a buzzword—it's a practice. On 18th August, we hosted a dedicated AI Workshop for all teams across the Goel Group, designed to make our workforce future-ready. The session introduced practical applications of AI and showcased how every department—Marketing, Supply Chain, Sales, Purchase, Accounts, Production, QA, and HR—can harness AI to work smarter and more efficiently.

From automating repetitive tasks to enhancing decision-making with data-driven insights, the workshop highlighted real-world tools that can save time, reduce errors, and unlock creativity. The training set the tone for the upcoming department-wise modules, ensuring that the AI learnings integrate seamlessly into daily workflows.

With this initiative, we've taken a big step toward building an AI-enabled organization where technology and teamwork come together to drive excellence.



GOELD AT SIAL 2025

From 28th–30th August, Goeld Frozen Foods proudly showcased its diverse frozen range at SIAL Mumbai, Jio World Centre (Pavilion 3, Booth C10). Over three days, our booth became a hub of curiosity and conversation as visitors explored the Goelden promise of purity and perfection.

From flaky parathas and authentic Indian breads to innovative snacks, curries, and freshly frozen vegetables, our products drew strong interest and appreciation. The event also allowed us to engage with distributors, retail buyers, hospitality partners, and merchant exporters, opening doors to meaningful connections and exciting new opportunities.

SIAL Mumbai 2025 was not just an exhibition—it was a celebration of innovation, quality, and Goeld's growing global journey.



THE SECRET INGREDIENT

OUR TOP PERFORMERS



**SHARATH
KUMAR R**
ASE-BANGALORE

79%

**DEEPAK KUMAR
ARYA**
ZSM-DELHI

70%

**BRIJESH
HARINARAYAN P.**
ASE-MUMBAI

66%

MUKHTIYAR PASHA
ASE-BANGALORE

57%



SWAD
KA
SUNEHRA
RANG

FROZEN FOODS

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