

NEWSLETTER

SEPTEMBER 2025



THE GOELD
RUSH



LIGHTING THE PATH OF PROGRESS

STRENGTHENING VALUE, TRUST, AND REACH.

This festive season brings with it not only the joy of celebration but also encouraging developments for Goeld. The recent GST 2.0 relief has been a welcome step toward easing business operations and fueling growth. In line with this, we are proud to announce a bold move in our product portfolio – premium 400g French Fries now available at just ₹45, delivering sharper value without compromise. This disruptive step will help expand the category, benefit households directly, and set a new benchmark in quality and affordability.

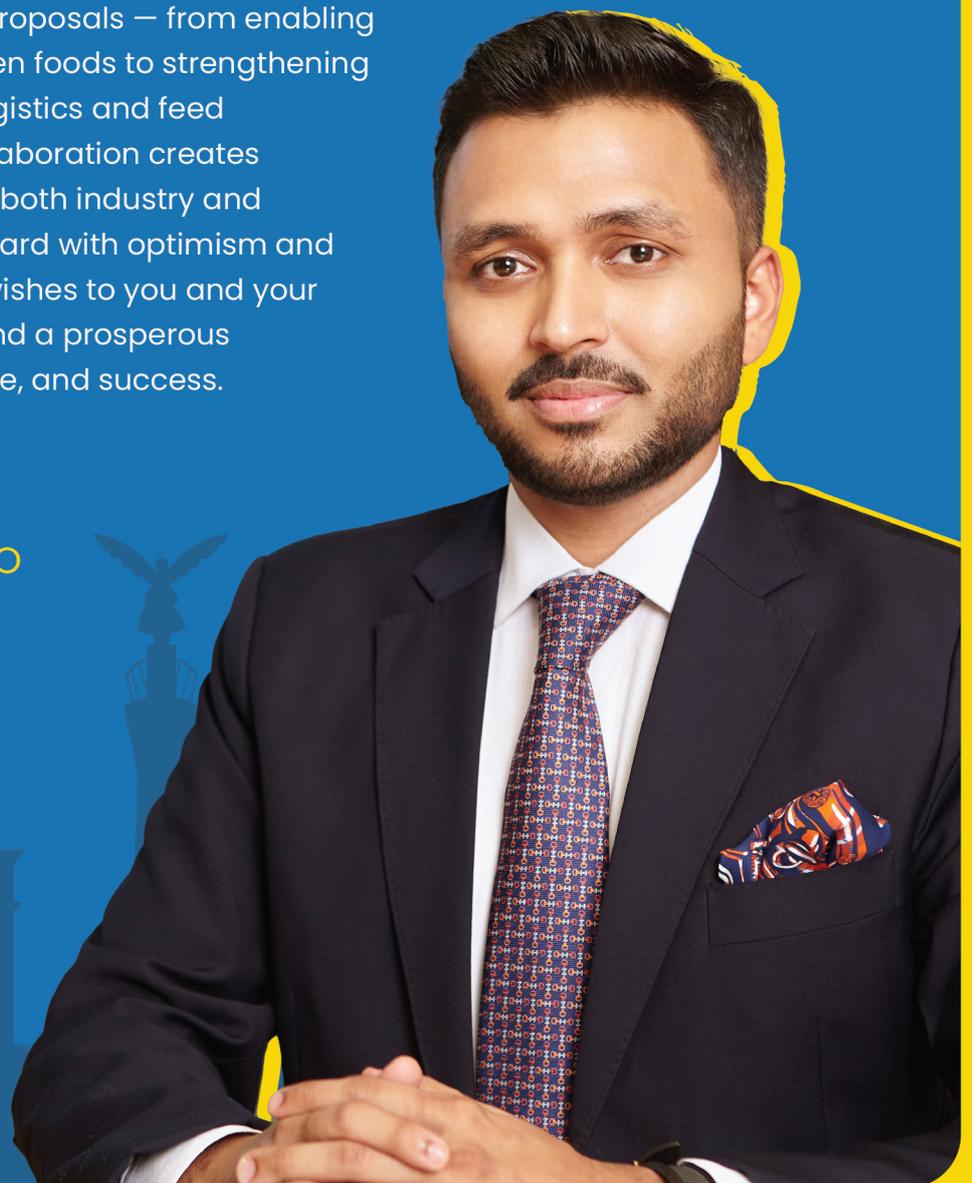
Looking ahead, I will be travelling to the UK and Germany to participate in the prestigious Anuga exhibition, where we aim to strengthen relationships and explore new avenues for international clients. Recently, I was also pleased to participate in the India–UAE Trade Summit, a highly productive forum for advancing cooperation in the food and beverage sector.

The exchange of ideas and proposals – from enabling MSME market access for frozen foods to strengthening partnerships in perishable logistics and feed reinforced our belief that collaboration creates meaningful opportunities for both industry and consumers. As we move forward with optimism and purpose, I extend my warm wishes to you and your families for a joyous Diwali and a prosperous Dussehra filled with light, hope, and success.

Regards,

Archit Goel

Executive Director & CFO



FESTIVE SPIRIT, GLOBAL GROWTH

This festive season, we are proud to share key milestones on our export journey. With advance planning for Christmas orders, we ensured smooth production, efficient packing, and timely shipments to meet every customer's needs. The UK remains one of our strongest markets, where we have expanded our base with new distributors and private label partners, making us the market leaders in breads and snacks through trust, quality, and consistency. Alongside strengthening the UK, we are also entering new international destinations, reflecting our commitment to global growth. Thanks to meticulous planning, teamwork, and a spirit of excellence, every export order was delivered on time. Wishing you and your families a joyful festive season ahead – here's to many more successful shipments and partnerships together!

Best Regards,
Joy Mendonca
General Manager – Exports



FROM NEW MARKETS TO PREMIUM PARTNERSHIPS

This quarter has been marked by strong strides in our retail presence and distribution network. We are delighted to share that Super Stockist operations have officially commenced in Madhya Pradesh, with Bhopal as the base, alongside the addition of three new distributors to strengthen market reach. In Nagpur, we have successfully launched operations with leading platforms Blinkit and Big Basket, opening new avenues of accessibility for our customers. On the hospitality front, Taj Bengal has come on board, further cementing our presence in the premium space. In addition, six new distributors have been added across the South territory, reinforcing our focus on expansion and deeper market penetration. These developments collectively mark another step forward in our journey to bring Goeld's trusted quality to more households and partners across India.

Best Regards,
Rana Sudhanshu
Head—Retail Sales

CELEBRATING WISDOM, PROSPERITY, AND PROGRESS

GANESH CHATURTHI CELEBRATION AT GOELD



This Ganesh Chaturthi, we welcomed Bappa with devotion, gratitude, and celebration across our teams. The festival of Lord Ganesh is more than a tradition; it is a reminder to embrace wisdom, prosperity, and new beginnings with faith and determination. At Goeld, we believe every occasion is an opportunity to start afresh, to remove obstacles, and to move ahead with renewed purpose. As we continue to grow and innovate, we seek Bappa's blessings to guide us on the path of success while staying rooted in purity and integrity.



CELEBRATING SKILL, CRAFT, AND COLLECTIVE PROGRESS

VISHWAKARMA PUJA AT GOELD

On Vishwakarma Puja, we paid homage to the divine architect, Lord Vishwakarma, who symbolizes creation, skill, and precision. For us at Goeld, this day holds special meaning as it honors the craftsmanship and dedication of every worker, engineer, and innovator who contributes to building our vision brick by brick. It is their skill, effort, and discipline that enable us to deliver uncompromising quality to our consumers. Vishwakarma Puja reinforces our belief that progress is a collective effort, and true success comes when every hand that builds is valued and celebrated.



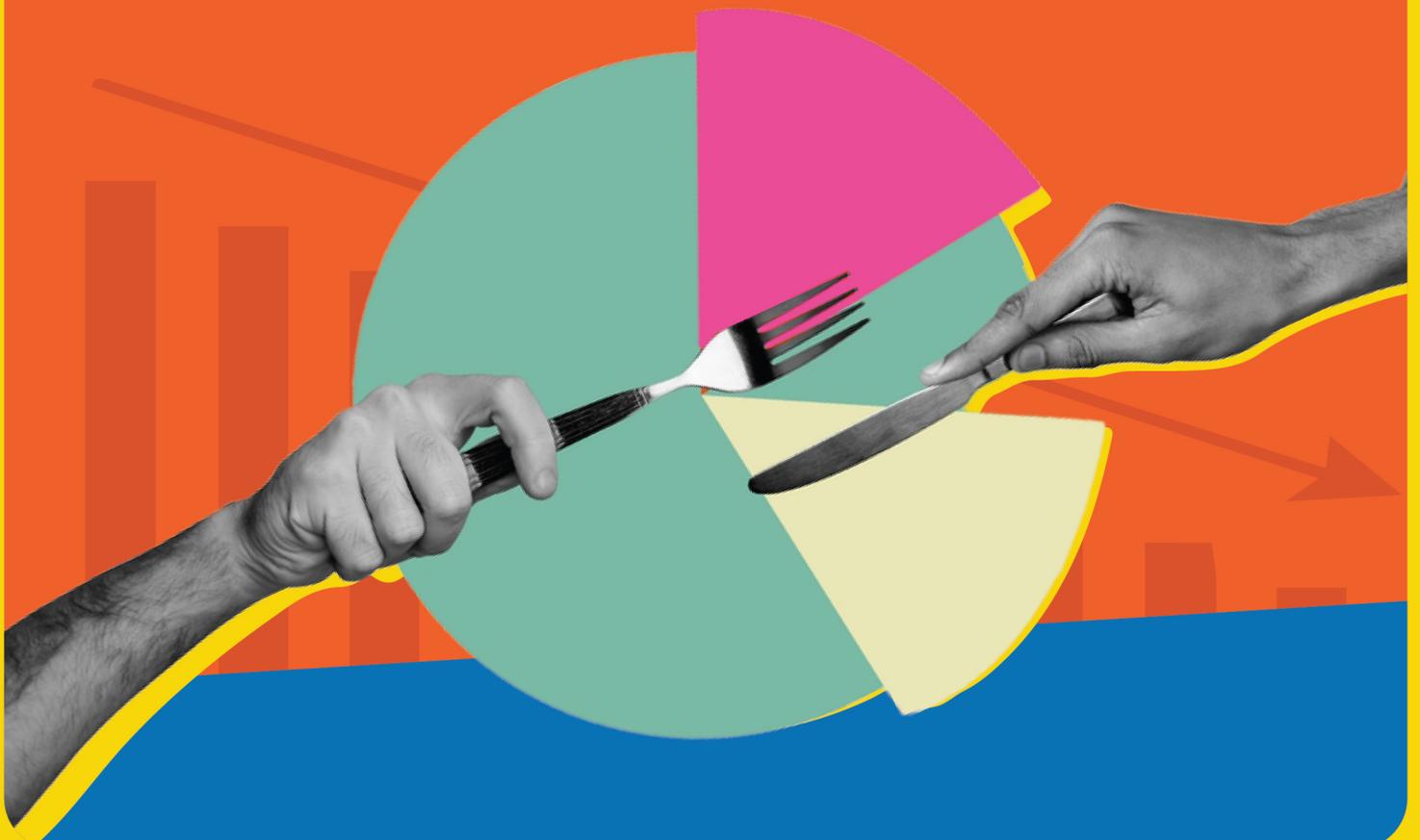
CHEAPER ESSENTIALS, SMOOTHER BUSINESS

SHARPER VALUE, STRONGER ECONOMY.



The rollout of GST 2.0 marks a significant milestone in India's economic reform journey. By simplifying structures, enhancing transparency, and reducing compliance burdens, this reform is poised to empower businesses and benefit consumers alike. For Goeld, GST 2.0 means greater efficiency in operations, smoother processes across our value chain, and the ability to extend sharper value to households without ever compromising on quality.

As an organization committed to trust and transparency, we fully support the government's vision of making essentials more affordable while strengthening India's growth story. We believe GST 2.0 will not only streamline business practices but also inspire confidence in consumers, paving the way for a more inclusive and sustainable economy.



FRENCH FRIES

NOW STARTING JUST @ RS. 45

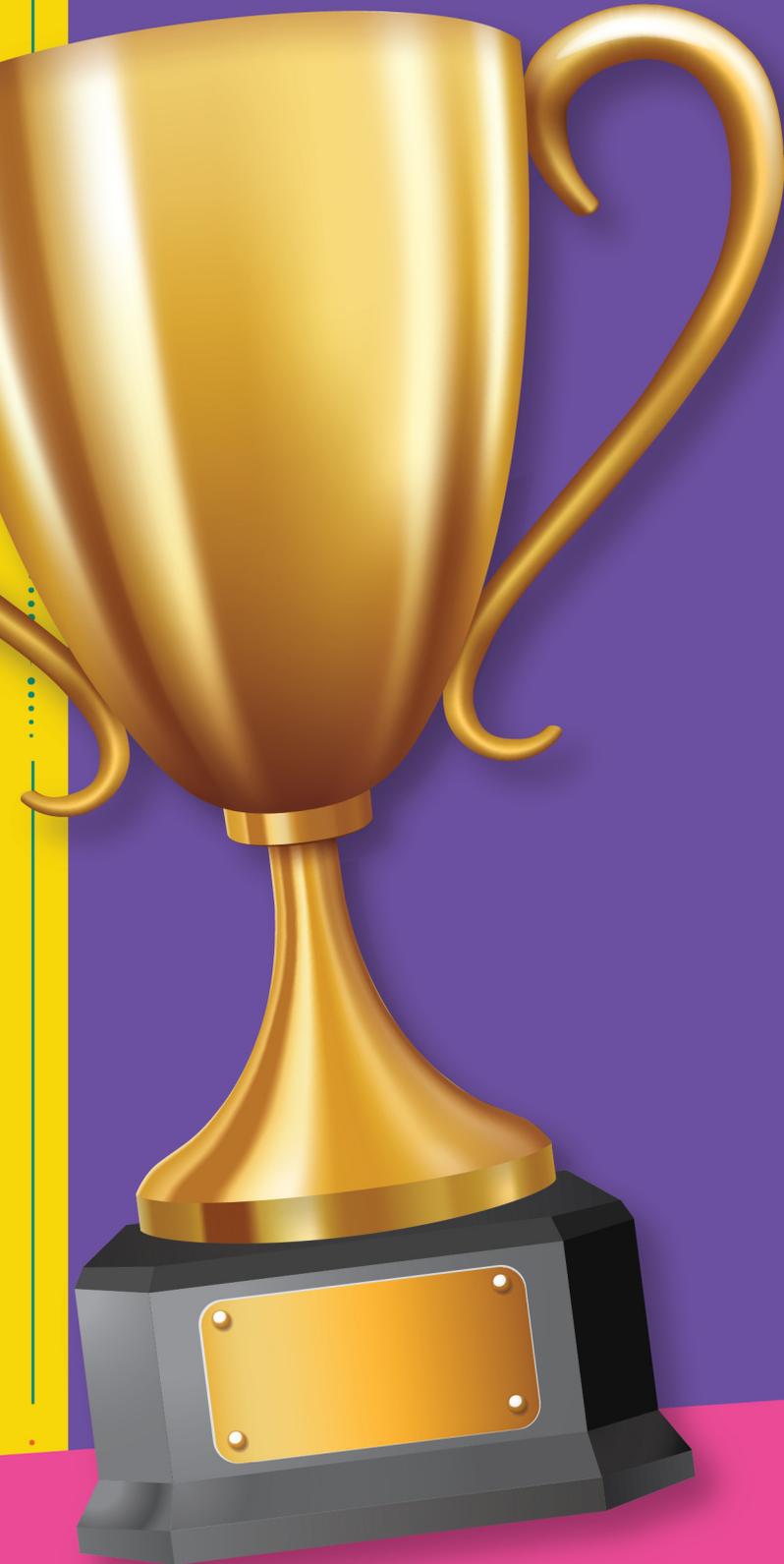
We are excited to announce a disruptive step in our product portfolio – the launch of Goeld’s premium 400g pack of French Fries at just ₹45 in the retail market. For years, French Fries have been treated as a costly indulgence for families. By leveraging scale, strong procurement practices, and disciplined execution, we are resetting the benchmark on price, accessibility, and dependability.

This is not a short-term promotion but a long-term commitment to offering honest value without compromising on taste, consistency, or safety. With this launch, we aim to make a family favorite more accessible to households across the country, while enabling our retail partners to grow with dependable volume and trustworthy quality.



THE SECRET INGREDIENT

OUR TOP PERFORMERS



**BRIJESH
HARINARAYAN P.**

ASE-MUMBAI

89%

MOHIT BLYTH

SR. SO-KOLKATA

88%

RAHUL

ASE-WEST DELHI

68%

**DEEPAK KUMAR
ARYA**

ZSM-DELHI

68%

SHARATH KUMAR

ASE-BANGALORE

66%



SWAD
KA
SUNEHRA
RANG

FROZEN FOODS

FOR TRADE ENQUIRIES:

Mr. Sagar Goyal ✉ sagar.goyal@goelgroup.co.in | ☎ +91 98264 21638
Mr. Anurag Diwan ✉ sales.goeld@goelgroup.co.in | ☎ +91 62626 27200