

NEWSLETTER

OCTOBER 2025

GOELD™

THE GOELD  
RUSH



# EVOLVING WITH EVERY SEASON

FUELING INNOVATION, EFFICIENCY, AND EXCELLENCE AT EVERY STEP.

As the season shifts and the rains linger longer than expected, our spirit at GOELD remains unwavering. Change brings both challenges and opportunities — and this month, we've embraced both with resilience, teamwork, and optimism. The past weeks have reminded us that when we adapt together, we continue to thrive, no matter the circumstances.

Our global journey continues to gain remarkable momentum. From ANUGA in Germany to the UK Buyer-Seller Meets, our presence overseas has opened new doors for collaboration, expansion, and meaningful partnerships. These engagements not only strengthen our foothold in international markets but also reinforce GOELD's reputation as a trusted, high-quality vegetarian frozen food brand admired for authenticity and innovation.

Back home, we reached a significant milestone onboarding 200+ distributors across India. This achievement is a proud reflection of our collective effort and the confidence the market places in us. Every department from production and logistics to sales and marketing has played a crucial role in this success. With automation and process enhancements further streamlining our operations, we are now better equipped to deliver efficiency, consistency, and excellence at scale.

As we step into the festive and year-end season, let's carry this spirit forward — celebrating how far we've come while continuing to innovate and grow. Together, we'll keep building the GOELD story — one defined by passion, purpose, and progress.

Regards,

**Archit Goel**

**Executive Director & CFO**



# LIGHTING THE WAY WITH PURPOSE

## Celebrating Success, Festivity & Growth!

October has been a vibrant and productive month at GOELD as we gear up for the festive season. With Diwali around the corner, our teams have worked tirelessly to meet growing festive demand and ensure smooth deliveries across domestic and international markets.

We're proud to share that October marked one of our busiest export months, with on-time shipments to the UK, Europe, and the Middle East. Our participation in Buyer-Seller Meets in the UK and Germany further strengthened global relationships and opened exciting new business opportunities.

Following a successful showcase at Anuga 2025 in Germany, we continue to expand our presence across Europe and North America, building partnerships with new distributors and private labels. Meanwhile, our R&D and culinary teams are finalizing innovative product lines that blend authentic Indian flavors with international appeal.

Amidst all the action, our plants and offices have been buzzing with festive décor and celebrations, reflecting the energy and togetherness that define GOELD. As we enter the year-end season, we remain committed to delivering excellence and thank all our partners and customers for their continued trust and support.

Best Regards,

**Pure Veg. Pure Joy.**

General Manager – Exports

## NEW MILESTONES, STRONGER NETWORKS

### BUILDING TRUST AND PRESENCE ACROSS INSTITUTIONS AND NEW MARKETS.

October brought new milestones and stronger connections for GOELD. We're proud to have begun serving the IIT Chennai cafeteria, expanding our reach to prestigious institutions. Our Northeast network also grew with new distributors added in Aizawl, supported by our regional super stockist — a key step toward deeper market penetration. Additionally, the team successfully onboarded Gurukul, a premium school in Ghaziabad, strengthening our institutional presence. Each achievement reflects the teamwork, dedication, and growth mindset that continue to drive GOELD forward.

Best Regards,

**Rana Sudhanshu**

Head—Retail Sales

# HAPPY DIWALI!

## THE GOELD-EN DIWALI CELEBRATION



This Diwali, our offices and plants came alive with lights, laughter, and the warmth of togetherness. From vibrant decorations to team celebrations, the festive spirit truly reflected what GOELD stands for – unity, joy, and shared success.

As we continue to grow and reach new milestones, moments like these remind us that our greatest strength lies in our people. Here's to the GOELD family for bringing light, energy, and positivity into everything we do. Wishing everyone a prosperous year ahead filled with happiness, health, and endless festive sparkle!



# THE SECRET INGREDIENT

OUR TOP PERFORMERS



**RAHUL**

ASE-WEST DELHI

**85%**

**BRIJESH  
HARINARAYAN P.**

ASE-MUMBAI

**72%**

**MUKTHIYAR  
PASHA**

ASE-BANGALORE

**65%**

**SHARATH KUMAR**

ASE-BANGALORE

**64%**