

NEWSLETTER

NOVEMBER 2025

GOELD™

THE GOELD
RUSH



MOMENTUM IN THE MAKING

TRUSTED THROUGH EVERY SEASON

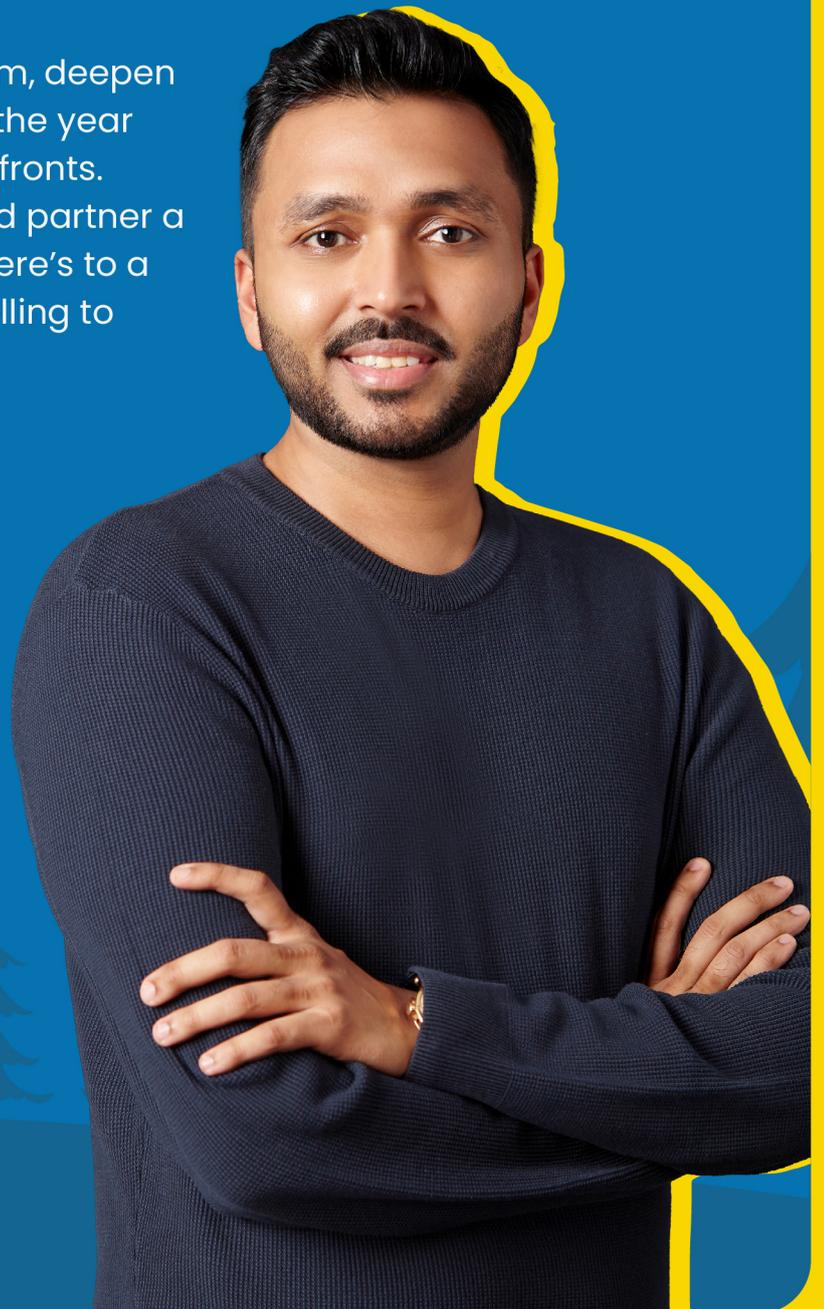
Winter is here, ushering in one of the most crucial and opportunity-rich periods for Goeld. As we step into the peak season, the energy across teams, partners, and markets is unmistakably strong. Export remains our central focus, with demand climbing and new inquiries adding further momentum. From smooth operations to timely dispatches, every function is working in sync to ensure we capture the full potential of this high-demand window. The season has started on a positive note, and with everything moving in the right direction, this is the time to stay sharp, stay consistent, and stay committed.

Together, let's build on this rhythm, deepen our market presence, and close the year with impactful growth across all fronts. Wishing every team member and partner a power-packed month ahead—here's to a successful season and happy selling to everyone!

Regards,

Archit Goel

Executive Director & CFO



THE CORE THAT KEPT US MOVING

November saw steady performance across E-Commerce and Q-Commerce, with strong traction from quick-commerce partners driven by impulse and convenience-led purchases. Several zones also showed clear recovery after a challenging October, supported by improved fill rates, tighter distributor alignment, and better product availability. Our core frozen snacks and breads continued to anchor the portfolio, while key initiatives like Q-Commerce weekend combo promotions and focused distributor engagement further strengthened momentum. As we move into December, let's build on this progress and work together toward an even stronger finish for GOELD.

Best Regards,

Rana Sudhanshu

Head—Retail Sales

GLOBAL DEMAND UPDATE

As the festive season approaches, Goeld Frozen Foods has been working at full pace, ensuring timely export shipments and strong November demand across the UK, Europe, the Middle East, and North America. Stable freight conditions and improved container availability helped us maintain over 95% on-time dispatch. New distributor discussions in Canada, the UK, the Gulf region, and Germany signal promising expansion for 2026, while our new ready-to-eat and value-added SKUs continue to receive strong interest. With steady momentum, solid partner engagement, and a sharper export roadmap, we are well positioned for continued global growth.

Best Regards,

Joy Mendonca

General Manager - Exports



STRONGER TOGETHER. SAFER TOGETHER.

A FOCUSED TRAINING THAT SHARPENED
PREVENTION, DETECTION, AND EMERGENCY RESPONSE.

At Goeld, safety is an integral part of our working culture, and our recent Fire Safety Training further strengthened this commitment. The session guided our team through the essentials of fire prevention, correct use of extinguishers, early hazard detection, and calm, coordinated evacuation in case of an emergency.

With enthusiastic participation from every department, the training not only improved technical readiness but also reinforced a sense of shared responsibility toward maintaining a safe workplace. By staying prepared and aware, we ensure that our people remain protected and our promise of quality stays unwavering.



THE SECRET INGREDIENT

OUR TOP PERFORMERS

RAHUL

ASE-NORTH

84%

RISHU SHUKLA

SR.SO-NORTH

73%

BRIJESH PANDEY

SR.SO-WEST

59%





SWAD
KA
SUNEHRA
RANG

FROZEN FOODS

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