

**NEWSLETTER JULY 2024**

# **THE GOELD RUSH**

**GOELDEN MONTH  
OF GLORY AND  
EXPANSION**



# IGNITING SUCCESS: A MONTH OF REMARKABLE PROGRESS AND ACCOMPLISHMENT

**Dear Readers,**

July has been nothing short of spectacular for us at Goeld Frozen Foods. Together, we are establishing history and setting records that will be remembered for years. The momentum we've built is undeniable, and the achievements we've reached are a testament to our collective hard work and dedication.

I am thrilled to announce that this month, we have onboarded several new distributors, fortifying the strength and reach of our business. Our export operations are thriving, with 15 containers shipped out this month alone, showcasing the global demand for our products.

We have reached our highest production rate, and I am confident we will break another record next month. Incredibly, we have crossed the significant milestone of producing over 300 metric tons of our premium products. This is a massive achievement and a clear indication of our growth trajectory.

A special shoutout goes to our exceptional production and factory teams. Your relentless efforts, precision, and dedication are the backbone of our success. You have truly outdone yourselves, and we are immensely grateful for that.

As we look forward to the coming months, let's keep this momentum going. Together, we are not just making history; we are defining the future of the frozen food industry.

Stay focused, stay ambitious, and let's continue to make Goeld a name synonymous with excellence.

Best Regards,

**Archit Goel**  
**Director & CFO**



# A STRATEGIC BLUEPRINT FOR GLOBAL SUCCESS

**Dear Readers,**

Are you ready to bite out of the global market with us? Our expansion into international markets is more than just a strategy—it's a testament to our relentless pursuit of growth and excellence.

**Key Strategies for Expansion:**



**Market Research and Analysis :** We dive deep into understanding high-demand regions and local consumer preferences, allowing us to tailor our offerings to diverse tastes and regulatory needs.



**Building Strategic Partnerships :** Collaborating with local distributors, retailers, and food service providers helps us navigate new markets effectively, leveraging local expertise and established networks for better market penetration.



**Quality and Compliance :** We build trust and foster long-term relationships with our international clients by maintaining rigorous standards and adhering to global food safety regulations.



**Adaptation and Innovation :** We continuously adapt our product lines to align with global food trends and dietary preferences, keeping our offerings fresh and appealing to a broad audience.



**Effective Marketing and Branding :** Our global marketing strategies highlight our unique value propositions through localized campaigns that resonate with target audiences, enhancing brand recognition and consumer loyalty.



**Sustainability and Ethical Practices :** Our commitment to sustainability and ethical sourcing strengthens our brand's reputation, appealing to environmentally-conscious consumers worldwide.

By executing these strategies, Goeld Foods is expanding its footprint across international markets and setting a standard for excellence and innovation in the global food industry. Together, we are carving a path to success and setting new benchmarks. Let's keep the momentum going!

Best Regards,  
**Sagar Goyal**  
AGM – Sales

# CONQUERING SHELVES AND HEARTS: FROM BLINKIT TO WALMART

**Dear Stakeholders and Esteemed Readers,**

What an exhilarating month it's been! I'm thrilled to share some incredible milestones and developments propelling us forward at Goeld Frozen Foods.

First, our Green Peas have made a remarkable leap on the Blinkit platform, moving from single-digit to double-digit shares! This achievement underscores our customers' growing trust and love for our quality products.

Another exciting news story is that Goeld products are now available at Walmart across 10 stores! This expansion is a testament to our relentless efforts to bring premium frozen foods to more consumers.

We've also launched our delicious Sweetcorn, available across the market and on the Blinkit platform. The response has been overwhelmingly positive, and we couldn't be happier to add another delightful product to our lineup.

Our focus remains steadfast on increasing our market share in the domestic retail market. Thank you for being a part of our journey. Together, we're reaching new heights and creating a future filled with endless possibilities.

Best Regards,

**Rana Sudhanshu**  
**Head – Retail Sales**



# UNLOCKING QUALITY & INNOVATION: THE GOELDEN SUCCESS RECIPE

**Dear Readers,**

I am proud to announce that our HoReCa channel has seen phenomenal growth, surging by an impressive 44% compared to last year. This remarkable achievement is a testament to our unwavering commitment to quality and innovation.

In July 2024, we reached a historic peak in our B2B sales, hitting an all-time high of 101 tonnes. This monumental volume reflects the trust and partnership we've built with you, our esteemed customers.

To further elevate our portfolio, we have launched the 6mm French Fries segment. This addition not only diversifies our offerings but also ensures that we continue to meet the evolving needs of our clients with the highest quality products.

Together, we are breaking records and setting new standards. Let's continue this journey of growth and success. Here's to many more milestones and shared triumphs!

Best Regards,

**Vishal Shrivastav**  
**National Head B2B & HORECA**



# THE GOELDEN WELLNESS CAMP: A FOUNDATION FOR A HEALTHIER FUTURE

## Dear Stakeholders and Esteemed Readers,

Health is Wealth, and at Goeld Frozen Foods, we believe in investing in our greatest asset – our people!

July was a vibrant month at Goeld Frozen Foods as we hosted a comprehensive Health Checkup Camp at our plant, reinforcing our commitment to employee well-being. Our team benefited from detailed medical examinations, expert consultations, and personalized health advice from esteemed healthcare professionals, covering everything from blood tests to nutrition guidance.

The enthusiasm was infectious as employees actively participated, appreciating the company's dedication to fostering a supportive and health-conscious work environment. At Goeld, we believe that a healthy team is a happy, productive one, and we're committed to nurturing wellness and positivity for our entire Goeld family.



# DELIVERING BEYOND TARGETS

**Kailash Anerao**

ASE - West

**130%**

**Sharath**

ASE - South

**117%**

**Brijesh Harinarayan Pandey**

Sr.SO - West

**102%**

**Kamlesh Ghanshyam Mishra**

Sr.SO - West

**138%**

**Abhishek Mishra**

SO - West

**225%**

**Pankaj Kumar Pandey**

Sr.SO - Central

**133%**

**Rohit Chandiramani**

SO - West

**140%**

**Tukaram Shripat More**

SO - West

**128%**





**SWAD  
KA  
SUNEHRA  
RANG**

**FROZEN FOODS**

## **FOR TRADE ENQUIRIES:**

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