



SWAD
KA
SUNEHRA
RANG
FROZEN FOODS

NEWSLETTER

NOVEMBER 2024

**THE GOELD
RUSH**

**FROZEN WONDERS FOR
EVERY CELEBRATION**



THE SEASON OF SNACKS AND SUCCESS BEGINS AT GOELD!

Dear Stakeholders and Esteemed Readers,

The chill in the air marks the beginning of our favorite season—Winter! A time when families gather, warmth is shared, and, of course, snack cravings skyrocket. At Goeld, we're thrilled to bring smiles to countless homes with our delightful range of frozen treats.

This November, we took a big leap forward with the opening of our Nagpur warehouse—a strategic move that's already streamlining logistics and cutting costs. It's a win-win for us and our customers.

Another milestone worth celebrating is operating our factory at a record 78%+ capacity. This achievement, the highest in Goeld's history, fills me with immense pride and gratitude for the dedication of our team. Also, we now have 150+ distributors across India, helping us bring Goeld's goodness to every corner of the country.

As we embrace the festive vibes of winter, let's keep pushing boundaries and creating magic with every product we craft. Together, we'll make this season even more delicious!

Best Regards,

Archit Goel
Director & CFO



A GLOBAL HOLIDAY, POWERED BY GOELD'S FROZEN MAGIC!

Dear Stakeholders and Esteemed Readers,

As the air gets crisp and festive cheer fills the world, the team at Goeld Frozen Foods is buzzing with activity. October was a whirlwind for us, ensuring export orders reached global markets in time for the Christmas and New Year rush. It's an exhilarating time of year, and seeing our products light up holiday tables across the globe makes all the effort worthwhile.

Now, with shipments dispatched, we're turning our focus to what's next. November is all about reflecting, strategizing, and innovating for the year ahead. From analyzing how our products performed across markets to working on new flavors and eco-friendly packaging, our goal is simple—stay ahead of the curve and delight consumers everywhere.

We're also strengthening partnerships, optimizing supply chains, and diving into market trends to make 2025 even bigger and better. The holiday hustle may be winding down, but the journey to growth never stops.

Let's keep the momentum going, together!

Best Regards,

Sagar Goyal

AGM – Sales



GOELD NOVEMBER HIGHLIGHTS: MILESTONES, EXPANSION & FESTIVE CHEERS!

Dear Stakeholders and Esteemed Readers,

Every milestone achieved is a stepping stone to the next! And this month, we've not just stepped but leapt forward together.

I'm thrilled to share that Goeld has reached an incredible new milestone—we've increased our core contribution significantly! This achievement reflects the hard work, dedication, and passion each one of you brings to the table. Kudos to the entire team for making it happen.

E-commerce continues to be our game-changer, and I'm excited to announce that we're expanding on Zepto, with our delicious offerings soon available in Pune, Chennai, and Hyderabad by December 2024! This move brings us closer to more customers, ensuring they can enjoy Goeld's quality frozen foods at their convenience.

With the festive season in full swing, we're sharpening our focus on the Snacks Category—gearing up to make it the star of the season. Let's keep the momentum going and deliver delightful experiences to every household we serve.

Let's celebrate these wins and gear up for even bigger ones. Together, we're unstoppable!

Best Regards,

Rana Sudhanshu

Head – Retail Sales



GOELD HITS NEW HIGHS IN HORECA AND BEYOND!

Dear Stakeholders and Esteemed Readers,

I'm thrilled to share some incredible milestones that mark a new chapter for us. For the first time ever, our HoReCa channel achieved its highest monthly sales, with a phenomenal 105% growth compared to last year. This isn't just a number; it's a reflection of your trust in Goeld and our team's relentless commitment to excellence.

Our B2B sales also hit an all-time high, proving that our products are becoming the preferred choice for businesses across India. This success is a testament to our unwavering focus on quality and innovation.

Adding to the excitement, we showcased our range at the prestigious Hotel, Restaurant & Catering Business Exhibition in Mumbai. The feedback? Simply amazing! Visitors loved the taste, variety, and premium packaging of our products, setting us apart in a competitive market.

Thank you for being part of this journey. Together, we're redefining frozen foods!

Best Regards,

Vishal Shrivastav

National Head – B2B & HORECA



NOVEMBER NEWSFLASH: GOELD SHINES AT HORECA 2024!

What an incredible journey at HoReCa 2024 Exhibition! Over three vibrant days, Goeld Frozen Foods proudly showcased our innovative frozen solutions at India's biggest hospitality expo. The response? Simply overwhelming!

From cloud kitchen operators scaling up their operations to hotel procurement managers exploring central kitchen concepts, the buzz around our booth was electric. Visitors were amazed by our production processes and our ability to craft frozen solutions tailored to the industry's needs.

The highlights? Connecting with industry leaders, sharing operational insights, and forging partnerships that promise an exciting future.

As the food service industry evolves at lightning speed, Goeld is proud to stand at the forefront of this transformation, delivering innovation with every bite.

Thank you for being part of our journey. Stay tuned, because with Goeld, the future of food is always fresh!



INSPIRING THE NEXT GENERATION OF FOOD INNOVATORS

In November, Goeld Frozen Foods had the pleasure of hosting students from Maharaja Agrasen International College (MAIC) for an immersive experience into the art of frozen food innovation!

Our facilities buzzed with youthful curiosity as the students explored our 100% vegetarian kitchens and witnessed live demonstrations of our rigorous quality control processes. The highlight? A deep dive into food technology and the role of innovation in shaping the industry's future.

The interactive Q&A session was a revelation, with students asking insightful questions about automation, sustainability, and modern food processing techniques. Their engagement reaffirmed our belief in the bright future of this industry.

The day wrapped up with delightful refreshments and heartfelt appreciation from the students. For us, it was inspiring to share knowledge with the innovators of tomorrow.

At Goeld, we remain committed to fostering learning and sparking inspiration. After all, the future of food innovation begins with curious minds!



HITTING EVERY MILESTONE



DEEPAK KUMAR ARYA
ZONAL SALES MANAGER (ZSM)

124%

RETAIL

SHARATH
SR. SALES OFFICER (SR. SO)

102%

RETAIL

BRIJESH PANDEY
SR. SALES OFFICER (SR. SO)

97%

RETAIL

AKHIL KUMAR
AREA SALES EXECUTIVE (ASE)

174%

HoReCa

NAVNEET KUMAR SINGH
AREA SALES MANAGER (ASM)

126%

HoReCa



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