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FROZEN FOODS

NEWSLETTER

JANUARY 2025

THE GOELD
RUSH

NEW YEAR, NEW FRONTIERS



NEW YEAR, NEW HEIGHTS:

REPUBLIC DAY CELEBRATION AT GOELD

Dear Stakeholders and Esteemed Readers,

As we bid farewell to an incredible 2024 and step into 2025, I can't help but feel a wave of excitement for what lies ahead! The past months have been nothing short of remarkable for Goeld.

Our export business is booming, and we're proud to be taking Indian frozen foods to global markets like never before. Speaking of growth, I'm delighted to announce our new partnership with Zepto, a game-changer that will bring our premium products closer to your doorstep faster than ever.

January also marks our presence at Indus Food, where we showcased our commitment to quality, innovation, and deliciousness. And that's not all—this year, we're expanding our portfolio with the export of green peas and French fries, bringing the taste of Goeld to even more tables worldwide.

Thank you for being part of our journey. Here's to a year of growth, partnerships, and shared success.

Regards,

Archit Goel
Director & CFO



GOELD'S GLOBAL EXPANISON

A THRILLING START TO 2025

The past months have been nothing short of extraordinary! Indusfood 2025 was a resounding success, welcoming new customers from across the globe. Our expansion continues as Goeld products will now be available PAN Australia, with business growing fourfold from January, thanks to new retail and HORECA partnerships. We've also strengthened our presence in the UK by collaborating with more distributors.

The world is embracing Goeld, and we couldn't have done it without you. Here's to more milestones ahead!

Best Regards,

Joy Mendonca

General Manager - Exports

GOELD'S EXCITING MOVES

MAHA KUMBH, NEW LAUNCHES & MORE!

What a thrilling ride these past months have been! We kicked off a game-changing partnership with CHAI POINT at Maha Kumbh, fueling the crowds with our best-selling Samosas. Adding to the momentum, we teamed up with Thacksons Food, bringing premium snacking to religious gatherings.

In retail, our latest sensation – Aloo Onion Kulcha – hit Blinkit, while Punjabi Samosa's entry into Zepto Café marks a new milestone. Plus, with our Super Stockist model in North & West India, we're scaling new heights! Here's to bigger wins ahead!

Best Regards,

Rana Sudhanshu

Head—Retail Sales

BRINGING INDIA'S FINEST FLAVORS TO THE WORLD

GOELD AT INDUSFOOD 2025!

The future of food is frozen, flavorful, and fantastic! And GOELD Frozen Foods is leading the charge!

Last month, we proudly participated in Indusfood 2025, the premier global F&B event organized by the Trade Promotion Council of India.

From January 8-10, 2025, at India Expo Mart, Greater Noida, we showcased 60+ preservative-free frozen innovations, including 100% vegetarian delicacies and ready-to-eat authentic Indian meals. Our booth at Hall 11, Booth K26, became a hub for food enthusiasts, global buyers, and industry leaders, as we shared our vision of making healthy, delicious Indian food accessible worldwide.

We were honored by the gracious presence of Bajrang Sir, which added to our excitement and motivation at Indusfood 2025. His encouragement and insights reinforced our commitment to delivering excellence in the frozen food industry.

The event was a melting pot of the latest trends, technologies, and collaborations, and we were thrilled to connect with buyers from 70+ countries. It was an incredible platform to demonstrate how traditional Indian flavors can meet global convenience without compromising on health or taste.

Thank you to everyone who visited us and made Indusfood 2025 a resounding success. Here's to a future filled with innovation, flavor, and fantastic food!



A DIVINE FEAST AWAITS YOU AT MAHA KUMBH 2025

GOELD AT MAHA KUMBH

Every 12 years, millions gather at the Maha Kumbh to seek spiritual enlightenment. This time, GOELD is here to make the experience even more fulfilling—not just for the soul but for the taste buds too!

We're proud to partner with Chai Point and Thacksons at Sector 2 of Maha Kumbh, ensuring that every pilgrim enjoys pure, 100% vegetarian, preservative-free comfort food. As the exclusive ingredient partner, GOELD is helping serve piping hot samosas, parathas, spring rolls, and more—all made with the highest quality and ready-to-cook convenience.

With round-the-clock service, impeccable hygiene, and massive volumes, we're making sure that every meal is a moment of warmth and satisfaction. Because at GOELD, we believe that good food nourishes both body and spirit—and at the Maha Kumbh, that belief finds its purest meaning.



CELEBRATING THE SPIRIT OF UNITY AT GOELD!

REPUBLIC DAY CELEBRATION AT GOELD



On 26th Jan, the GOELD family came together to honor the 76th Republic Day with immense pride and patriotism. As we stood under the unfurling tricolor, led by our esteemed head chef, Mr. Pradeep Singh Katoch, we reflected on India's inspiring journey from independence to becoming a global powerhouse.

Our office was adorned in vibrant tricolor hues, setting the perfect tone for the celebration. The aroma of specially curated snacks and traditional sweets filled the air as team members bonded over stories, laughter, and a shared love for our nation. Every corner of our facility resonated with unity and pride.

At GOELD, we strive for excellence not just in our products but also in the values we uphold. This Republic Day, we didn't just celebrate a national event—we celebrated being part of India's remarkable journey.

Here's to progress, unity, and a future as bright as our nation! Jai Hind!



EMBRACING THE FUTURE

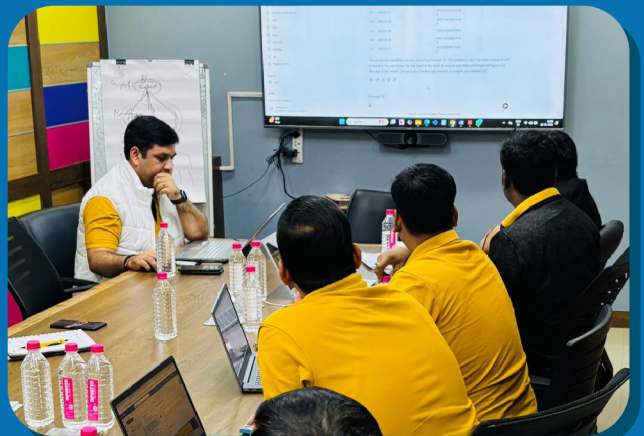
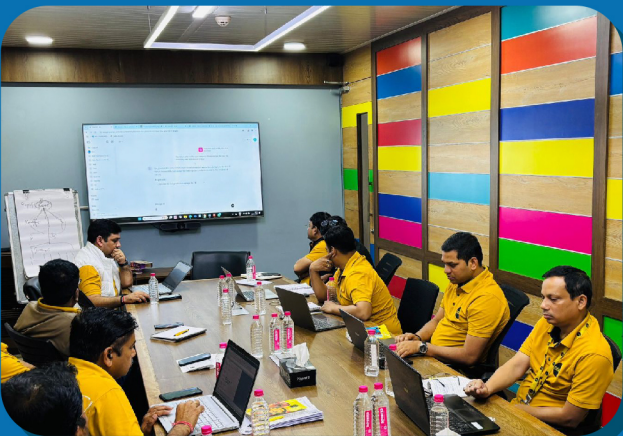
AI & AUTOMATION AT GOELD

At GOELD, we don't just create frozen foods—we craft perfection. And perfection demands continuous learning. That's why we took a bold step forward with an exclusive AI & automation workshop, reinforcing our commitment to innovation.

Led by our very own Mr. Utsav Parashar (AGM—Supply Chain, Operations), the session unveiled how AI is transforming our 6,000-ton production facility. From precision-driven quality checks on every paratha and spring roll to smart automation in our -18°C cold chain, technology is redefining efficiency. Machine learning is optimizing production, and predictive analytics is revolutionizing inventory management—ensuring that our consumers get nothing but the best.

At GOELD, every bite should reflect excellence. With AI by our side, we're making that vision a reality—one perfectly frozen delight at a time.

It was another step towards our vision of making GOELD a household name in quality frozen foods.



PROTECTING HEALTH, EMPOWERING LIVES

GOELD'S HPV VACCINATION DRIVE



At GOELD, we believe that true progress begins with good health. On December 14, 2024, we took a powerful step in our commitment to well-being by organizing an HPV vaccination drive as part of our Corporate Social Responsibility (CSR) initiative.

Cervical cancer is one of the most preventable diseases, and the HPV vaccine offers up to 98% protection against it. In collaboration with BALCO Medical Centre (A Unit of Vedanta Medical Research Foundation), we extended this life-saving opportunity to our female employees and their blood relatives aged 9 to 26 years.

With around 60 participants receiving the vaccine, this initiative reaffirmed our dedication to fostering a healthier tomorrow.

At GOELD, we don't just create world-class frozen foods—we nurture a culture of care. Together, let's continue to take meaningful steps towards a healthier future, one initiative at a time!



A BRIGHTER FUTURE WITH EVERY BITE!



At GOELD, we've always believed that great food should do more than just nourish people—it should also protect the planet. That's why I'm thrilled to share an exciting milestone with you: our frozen food plant is now 100% powered by solar energy!

That's right—every GOELD product you love is now made using clean, green energy. This shift to solar power is a big step forward in our commitment to sustainability, and here's what it means for you and the planet:

- **100% Green:** We're reducing our carbon footprint and showing greater care for the environment.
- **100% Efficient:** Sustainable energy that doesn't compromise on the quality you trust.
- **100% Clean:** No pollution, just pure, solar-powered goodness.
- **100% Sustainable:** A meaningful step toward a brighter, greener future.

This isn't just an upgrade—it's a responsibility we're proud to take on. Your trust inspires us to keep innovating and creating food that's not only delicious but also kind to the planet. Together, we're making every meal a step toward a more sustainable tomorrow.

Here's to good food and a greener future!



HITTING EVERY MILESTONE



DEEPAK KUMAR ARYA
ZONAL SALES MANAGER (ZSM)

113%

DELHI

AVNISH KUMAR TIWARI
SR. SALES OFFICER (SR. SO)

113%

MUMBAI

KAILASH ANERAO
AREA SALES EXECUTIVE (ASE)

111%

PUNE

SHARATH
AREA SALES EXECUTIVE (ASE)

103%

BANGALORE

BRIJESH PANDEY
SR. SALES OFFICER (SR. SO)

126%

MUMBAI



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FROZEN FOODS

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