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FROZEN FOODS

NEWSLETTER

FEBRUARY 2025

THE GOELD  
RUSH

FEBRUARY FORWARD  
BOLD STEPS, BRIGHT HORIZONS



# INNOVATION IN MOTION

## TECH ADVANCEMENTS AT OUR FACTORY!

**Dear Stakeholders and Esteemed Readers,**

We are excited to share a major milestone in our journey toward innovation and excellence. This month, our focus is on technological advancements that will revolutionize our factory operations.

Starting April, we will be among the most advanced factories in the country, integrating cutting-edge automation, enhanced production systems, and smart technology to elevate efficiency, precision, and quality. These upgrades will not only strengthen our operational capabilities but also reinforce our commitment to delivering the best products to our consumers.

This transformation is a testament to our vision of continuous growth and leadership in the industry. We look forward to this new chapter and appreciate your ongoing support as we shape a smarter and more efficient future.

Regards,

**Archit Goel**  
Director & CFO



# GOELD GOES GLOBAL

## SCALING NEW HEIGHTS

Our international presence is growing stronger. This month, shipments to Australia, the UK, and the USA are a priority. Gulfood 2025 in Dubai gave us the opportunity to strengthen ties with global distributors, while we now prepare for the IFE London exhibition to expand further into the European market.

In Australia, our marketing campaigns are gaining momentum, and we are actively working on growth strategies for Goeld in the EU and the Middle East. With each step, we make Goeld a golden name in the global frozen food industry.

Best Regards,

**Joy Mendonca**

General Manager – Exports

## GOELD ON THE MOVE

### RETAIL EXPANSION

February has been a milestone month for Goeld as we expand across key markets. Our Super Stockist model is now active in North & West India, strengthening our distribution network. The College Canteen Acquisition Project has placed Goeld in Delhi University (Mata Sundri College, Bal Bhawan, Khalsa College) and Jaipur (Amity University, SKIT, MNIT), bringing our quality frozen food to more students.

A major highlight is our acquisition of Potful Biryani, adding 27 outlets in Bangalore, Chennai, and Hyderabad, furthering our presence in the food service industry. Additionally, our Blinkit expansion in Raipur & Durg ensures faster and more convenient access to our premium frozen products. With these strategic moves, Goeld continues its journey toward becoming a household name in frozen foods.

Best Regards,

**Rana Sudhanshu**

Head—Retail Sales

# A REFRESHING ESCAPE

## GOELD TEAM AT KODAR ECO CAMP



At Goeld, we believe that a strong team is the foundation of success. To take a break from our daily hustle, we embarked on an exciting **getaway to Kodar Eco Camp**, a serene retreat surrounded by nature's beauty. This trip was all about **relaxation, adventure, and team bonding**, making it an unforgettable experience for everyone.

From the moment we arrived, the fresh mountain air and tranquil lake set the perfect tone for the weekend. We pitched our tents, enjoyed an evening filled with laughter, and gathered around for an open-air screening of Kantara, creating memories under the starlit sky.

Sunday morning began with an energizing **jungle walk**, followed by a **boating session on the peaceful lake**. The trip gave us a much-needed break from routine, allowing us to reconnect with nature and strengthen our team spirit.

Refreshed and recharged, we return with **newfound energy, stronger bonds, and unforgettable memories**—ready to take on new challenges together!



# FOOD FOR THOUGHT

## FINANCIAL MANAGEMENT TRAINING

To strengthen financial acumen and enhance decision-making skills, a **Financial Management Training Session** was conducted, led by **Mr P.L. Hazra, Chief General Manager (SBPIL Tilda Division)**.

The session covered key financial principles, budgeting strategies, and effective cost-management techniques. Through insightful discussions and real-world case studies, participants gained a deeper understanding of financial planning, risk assessment, and resource allocation.

This initiative aimed to equip our team with the knowledge and tools to make **informed financial decisions, drive efficiency, and contribute to the organization's financial growth**. Such training sessions are a vital step in fostering a financially aware and strategic workforce.



# THE SECRET INGREDIENT

OUR TOP PERFORMERS



**MANOJ  
THAKUR**

SO - MUMBAI

**202%**

**DEEPAK  
KUMAR ARYA**

ZSM - DELHI

**132%**

**BADAL  
KHAN**

ASE - GUWAHATI

**108%**



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## FOR TRADE ENQUIRIES:

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