



SWAD
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SUNEHRA
RANG
FROZEN FOODS

NEWSLETTER

MARCH 2025



THE GOELD RUSH



MARCHING AHEAD WITH
GROWTH & EXPANSION



LEADING WITH PURPOSE

Dear Stakeholders and Esteemed Readers,

As we step into the new financial year, I feel a renewed sense of optimism and energy for what lies ahead. Early indicators suggest that the year is shaping up to be stronger, and favorable tariff conditions may open up new avenues of opportunity for our growth.

What's especially heartening is the growing trust in the Goeld brand. More customers across the Globe are not only trying our products—they're choosing to stay with us. This increasing acceptance is a reflection of the quality and consistency we strive for every day, and it is a direct result of the relentless effort and belief each of you puts in.

At Goeld, we are not just building a brand—we are shaping a movement in the frozen foods space. The milestones we aim to achieve this year are ambitious, but I have full confidence in our ability to reach and exceed them together.

I want to take this opportunity to sincerely thank each one of you for your hard work, passion, and commitment. It's your dedication that continues to drive Goeld forward.

Let's make this year our best yet.

Regards,

Archit Goel
Director & CFO



GOELD EXPANDS ITS GLOBAL FOOTPRINT.

It gives me immense pleasure to share some exciting updates from our recent journey at GOELD. Our participation in the IFE exhibition was a resounding success, allowing us to reconnect with our European partners and build new bridges with potential distributors. These interactions have not only strengthened our presence in Europe but also opened fresh avenues for growth.

We are thrilled to announce that GOELD frozen food products are now available across the United Kingdom, in both ethnic and mainstream markets. Our marketing campaigns in Australia are also in full swing, ensuring our presence is felt in every state. Meanwhile, our efforts to expand in North America and Japan are gaining momentum, reinforcing our vision to make GOELD a truly global brand.

Thank you for your continued support and belief in our journey. Let's keep growing, together.

Best Regards,

Joy Mendonca

General Manager - Exports

SPREADING THE GOELD-EN DELIGHT

March has been an exciting month for us at Goeld. I was thrilled to see the overwhelming response we received at the 5-day Aahar Exhibition—interacting with people from across the country and seeing their interest in our products was truly energizing. We've made some important moves this month, especially expanding our Super Stockist model to Chennai, which I believe will strengthen our reach in the Ecom and HoReCa segments—both of which remain a key focus for me and the team. I'm also proud to share that we've activated a new distribution network in Western UP, and we've launched on Blinkit in Raipur, Durg, and Bhilai. These are important steps forward in our journey, and I'm excited for what lies ahead.

Best Regards,

Rana Sudhanshu

Head—Retail Sales

GOELD FROZEN FOODS SHINES BRIGHT AT AAHAR 2025!

We're delighted to share Goeld Frozen Foods' phenomenal presence at AAHAR 2025, India's largest food and hospitality event.

Over five dynamic days, our vibrant stall attracted hundreds of visitors, industry leaders, and culinary professionals, all eager to explore our 100% vegetarian, preservative-free frozen offerings. From live tastings to engaging conversations, the experience was both energizing and insightful.

Unmatched Industry Engagement: Connected with top distributors, chefs, and professionals from across the country.

Sensory Delight: Our live tasting counters were a crowd favorite, receiving overwhelming praise for flavor and quality.

Commitment to Quality & Innovation: Reinforced our mission to deliver wholesome, preservative-free frozen foods.

Future-Forward Partnerships: Forged meaningful collaborations that promise exciting growth ahead



FROZEN FOOD



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INDIAN BREADS | SWAD

LONDON EXPERIENCES THE GOELD-EN STANDARD

GOELD AT IFE LONDON 2025

Goeld Frozen Foods made a stellar mark at IFE London 2025, the UK's premier food and drink trade event, held from March 17–19. We proudly presented our 100% vegetarian, preservative-free frozen range to a diverse international audience—and the response was phenomenal!

- Remarkable footfall with visitors from across the globe
- Rave reviews for authentic Indian and global flavours
- Strong B2B engagement with key international industry leaders
- Strengthened our global footprint for further international expansion

From chef-curated convenience to rich traditional taste—Goeld's frozen innovations truly turned heads at IFE. A heartfelt thank you to everyone who visited, connected, and celebrated this journey with us.



GOELD EXPLORES THE FUTURE OF WORK WITH AI

The Goeld Frozen Foods team recently attended a dynamic Master Class on AI: Transforming the Future of Work at Kalinga University, Raipur. Organized by the Career & Corporate Resource Centre and led by Ms. Rajashree Rajadhyax, Co-Founder & CTO of Cere Labs, the session provided deep insights into how AI is revolutionizing industries and workplaces.

Key Highlights:

- Impact of AI on innovation and industry
- Real-world AI applications in business
- Implementation challenges and best practices
- Interactive hands-on sessions
- Future of work and evolving skillsets

The session empowered our team with practical knowledge to embrace AI in our journey ahead. At Goeld, we're excited to integrate smarter solutions to enhance efficiency and excellence.



CANDID. COLOURFUL. CONNECTED.

HOLI CELEBRATION AT GOELD



This Holi, Goeld Frozen Foods came alive with vibrant hues, festive spirit, and joyful togetherness. Our team celebrated the festival of colors with enthusiasm, laughter, and a whole lot of frozen fun!

Here's a peek into our celebration:

Team Bonding & Games: From laughter-filled activities to friendly challenges, we built stronger connections the colorful way.

Vibrant Colors & Festive Cheer: Splashes of gulal and smiles all around spread positivity and happiness.

Capturing Memories: Candid moments, group photos, and colorful faces—all captured to remember this joyful day.

At Goeld, we believe in celebrating every occasion with warmth, unity, and lots of flavor. This Holi was no different—a perfect blend of tradition, fun, and the magic of being together.



POSH TRAINING

BUILDING A SAFE AND RESPECTFUL WORKPLACE.

At GOELD Frozen Foods, we are deeply committed to creating a safe, inclusive, and respectful workplace for all. In line with this commitment, we recently conducted a POSH (Prevention of Sexual Harassment) training session at our office, facilitated by esteemed faculty members from the CTCD Department of Kalinga University.

The session was insightful and interactive, equipping our team with a clear understanding of the POSH Act, practical takeaways from a dynamic Q&A round, and a reinforced awareness of employee rights and responsibilities. We are grateful to the faculty of Kalinga University for their impactful guidance and look forward to more such empowering engagements for our team.



THE SECRET INGREDIENT

OUR TOP PERFORMERS

KIRTY SHARMA

SO-NORTH

127%

BADAL KHAN

ASE-EAST

115%

BRIJESH PANDEY

SR.SO-WEST

100%

DEEPAK KUMAR ARYA

ZSM-NORTH

88%

MANOJ KATOCH

ASE-NORTH

72%





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