



SWAD
KA
SUNEHRA
RANG

FROZEN FOODS



Welcome to our **Goelden World** of Culinary Delights!

GOELD – AN OVERVIEW



ABOUT US

- Based in the Central Indian Province of Chhattisgarh, GOELD Frozen Food is a 100% Vegetarian frozen food manufacturing company since 2020.
- Manufacturers of premium quality 100% vegetarian Ready-to-eat frozen Snacks/Party Foods/Appetizers, Flat Breads, Curries and Ready Meals.
- State-of-the-art facility that is compliant to global food safety standards such as BRC (A+), Sedex (4 Pillar), USFDA & Halal, FSSAI, ISO 14000 & ISO 45000.

THE GOELD EXPERIENCE



CLEAN LABEL: All Goeld branded products are made from natural ingredients sourced from company-owned and quality-monitored farms with No Additives or Preservatives or Colors.

PROFESSIONAL TEAM: A team of Experts in R&D and food processing who work tirelessly to deliver an unmatched quality of products using the most advanced cooking techniques and processing equipment.

INNOVATION: At Goeld, Innovation is a continuous process even after a product is launched. Every quarter we add new products to strengthen our portfolio that undergoes rigorous consumer trials to deliver only the best.

INTEGRATED AND SUSTAINABLE SOURCING: Goeld owns close to 300+ acres of farms which are used for the cultivation and growing of the most natural ingredients.

THE GOEL GROUP OF COMPANIES



The **GOEL Group** is a name synonymous with excellence, innovation and a strong commitment to nation-building. Founded in 1961 by the late Shri Hari Ram Ji Goel in Raipur, Chhattisgarh, the company has come a long way and today stands as one of the most respected business houses in Central India. The Group has achieved remarkable success across various sectors, including **Steel, Alloys, Power, Education, Media and Agriculture**, contributing significantly to the overall growth of the state.

Driven by a passion to excel and empower the nation, the GOEL Group has always been at the forefront of change, embracing new technologies, and exploring new frontiers. But the company's success has not been limited to just financial growth. It firmly believes in giving back to society and has undertaken various CSR initiatives to contribute to the community's overall welfare. Through its various initiatives, the GOEL Group has actively worked towards creating a better future for everyone, especially the underprivileged. The company has always been committed to building sustainable communities, promoting education, and supporting healthcare and environmental causes.

**BRANDS UNDER
THE GOEL GROUP
UMBRELLA**





To live and fructify our collective dream of being a leader brand in the subcontinent and subsequently be a formidable force in food retail worldwide. By 2030, every Indian household should stock at least one product of brand GOELD.



To enrich the lives of our consumers by serving high quality everyday food products that are preservative free, affordable, delicious and nutritious by deploying world-class production technologies from farm to fork.

LEADERSHIP



For four decades, **Shri Narendra Goel** has been at the forefront of various businesses under The Goel Group. After graduating in commerce, he actively involved himself in the family business, beginning with Operation & Maintenance of Saw Mills and Import & Export of Timber, among other operations. Over the years, he has led the Group's businesses of mining, iron & steel, power, media and education in the capacities of Director and Managing Director with his strong analytical and professional prowess.



A career that started as Financial Manager of many businesses, **Shri Anand Goel** moved on to take on the role of Director at Hera Cements while simultaneously managing Goel Group's timber business. Presently, he holds the responsibilities of Managing Director at Shri Bajrang Alliance Limited and that of Director at Shri Bajrang Agro Processing Ltd., S.B. Multimedia Pvt. Ltd., Shri Bajrang Power and Ispat Ltd., Bonus Dealcom Pvt. Ltd., IA Energy Pvt. Ltd. and Popular Mercantile Pvt. Ltd.



After completing his education from Kingston University, London, **Mr. Archit Goel** joined the Goel group of companies at their flagship company, Shri Bajrang Alliance Ltd. Simultaneously taking care of operations and project activities at the steel division at a larger scale. His strengths lie in conducting operational & financial system reviews, productivity & sales. A tech-savvy and movie-buff enthusiastic young leader now operates as the whole-time director & CFO of Shri Bajrang Alliance Ltd and is the face of the brand in its journey at the FMCG sector.



The New Gold Standard

FACTORY EXCELLENCE

Location

RAIPUR

Production Capacity

6500 TONS/YR

Site Approved By
BRC 'A+', USFDA, FSSAI,
SEDEX (4 Pillar)

MANUFACTURING FACILITY



KEY HIGHLIGHTS

- Installed capacity of 6000 tons per annum
- FSSC 22000-centric QA program
- Rigorous food safety & sanitation initiatives
- Modernized Quality control department & QA verification system
- Expert teams of R&D & food processing professionals
- Highly advanced processing techniques & equipment
- Automated machines from world leaders in UK, Germany, Sweden & Japan
- World-class Blast & IQF/Spiral freezers
- Cold storage with 500-ton capacity below -18 degree celsius



STATE-OF-THE-ART MACHINERY & EQUIPMENT

GO:LD™



SPIRAL IQF FREEZER



SPIRAL DOUGH KNEEDER



DOUGH MACHINE



SPRING ROLL STICHING



METAL & WEIGHT CHECKER



AUTOMATED FORMING & BREAD COATING

OUR ACCREDITATIONS



GOELD embodies the highest standard in the world of food & allied industries. For us, it is the best or nothing. The word parity is not in our dictionary. Product superiority and a commitment to push our limits to raise the bar of excellence across global markets is absolutely non-negotiable for us. We are willing to stand up to stringent global scrutiny to meet our objective.



Lic. No. 22817013000204



FSSC 22000



22000 : 2018



Food Safety

CERTIFICATED



Registration No: 10483744590



INTEGRATED BUSINESS MODEL



BREADED / NON-BREADED LINE



A wide range of breaded or non breaded products to tickle your taste buds.

- JALEPENNO CHEESE SHOTS
- VEGETABLE BURGER PATTY
- VEGETABLE NUGGETS
- HASH BROWNS / ALOO TIKKI
- FRITTERS

- POPPERS
- BITES

SOYA
SHAMI
KEBAB

CHEESE
CORN BITES

QUINOA
PATTY

MAC &
CHEESE
POPS



EXTRUSION LINE



We offer a wide range of encrusted/extruded products with varied sizes and shapes to cater to the customized requirements of our customers.

DILLIWALI DAL ALOO TIKKI



MOONG DAL KACHORI



DEPOSITOR LINE

GO:LD™

The Indian snacking range is incomplete without the famous Onion bhaji's and Pakoras in it, hence the depositor line has been designed specially for such products.

VEG
SEEKH
KEBAB



ONION
BHAJI



VEGETABLE
PAKORA



HAND-FOLDED LINE

GO:LD™

A special range of hand-folded products prepared by specially trained and skilled personnel to serve our customers only the best quality tested products.

PUNJABI
SAMOSA



VEGETABLE
SPRING ROLL



CHEESY PANEER
SAMOSA



PREMIUM & CUSTOM-MADE PRODUCTS



GOELD offers a variety of innovative Custom-created products as per the customers' needs to help them gain a competitive edge in the market.

- **VEGETABLE GYOZAS**
- **WONTONS / MONEY BAGS**
- **VEGETABLE STICKS/FINGERS**
- **TACOS**
- **QUESADILLAS**
- **VEG WRAPS**
- **PANEER WRAPS**
- **NAANZA (PIZZA ON NAAN)**
- **EMPANADAS**



**SPINACH
CHEESE
POCKETS**



**VEG
MOMOS**

CUSTOMER PORTFOLIO - QSR INSTITUTIONS



CUSTOMER PORTFOLIO - MODERN TRADE



CUSTOMNER PORTFOLIO E - COMMERCE





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SHRI BAJRANG ALLIANCE LIMITED

Corporate Office: 808-A, C Wing, One BKC, BKC, Mumbai – 400 051, India

Head Office: Kh. No. 150, Urla Guma Road, Village Borjhara, Raipur – 493 221, Chattisgarh, India

Email: export.goeld@goelgroup.co.in / info.sbafoods@goelgroup.co.in

www.goeld.com