



**VEEBA**® | **FOOD SERVICE**

**We add  
flavour to your  
business!**

We delight  
consumers with  
an unmatched  
food experience  
by delivering  
superior quality,  
service and value.

# About us

## VRB Consumer Products Pvt. Ltd.

(formerly Veeba Food Services Pvt. Ltd.)

Gaining an enviable reputation in the Indian food industry since 2013, Veeba is an FSSC 22000 and ISO 22000:2005 company promoted by Viraj Bahl. Veeba is today recognised for its high quality range of products made using innovative recipes and fresh raw materials in an internationally certified production facility to meet the best global standards of food excellence, making Veeba the one stop solution for the most prominent names in the QSR space, restaurants, bakeries, fast food and coffee chains all over the country that seek nothing but the best quality sauces, dips, emulsions, syrups and dessert toppings.

Veeba has over 5,00,000 square feet of world class manufacturing space located in the heart of the Golden Quadrilateral at Neemrana and Keshwana, in Rajasthan. Hence Veeba's connectivity with all major metropolitan centres of India is seamless and further strengthened by a solid national distribution network. So whether you are a major food chain in Delhi, Mumbai, Kolkata, Chennai or Bangalore, or a stand-alone outlet in any part of India, you have access to every world class product that Veeba manufactures, at your doorstep.

## Quality

The foundation of our food and nutrition company.

We ensure the highest quality by:

- Producing the safest, highest quality and tastiest food
- Ensuring compliance with all relevant food safety programmes and legislations.
- Embedding HACCP principles at all stages of manufacturing and development.

## Why us

### RESEARCH & DEVELOPMENT

**Product Improvements:** There is no such thing as a great pizza, burger or a sub without a consistent, top quality sauce. We will customise our sauces to make your product the best it can be.

**Price Point:** Years of R & D leadership combined with technological excellence and product innovation enables us to offer you the best product at the best price, with no compromise on product quality.

**Formulation:** Our core strength of innovative formulations is built over 150 years of food processing experience held collectively by our top management.

**New Product Development (NPD):** Our forte is to efficiently convert your requirements into the products you need to satisfy your target audience.

**Global Exposure :** With our pulse on changing consumer trends, we can ideate with your team to introduce new products into the brand's global portfolio by replication, or even adaptation to the Indian milieu, laws, palate and cultural preferences such as eggless or vegetarian variants.

## **MANUFACTURING**

**Equipment & Plant:** Cutting edge technology, stringent quality control and well demarcated areas for hot and cold lines. Veeba has two state of the art Plants located in Neemrana & Keshawana, Rajasthan industrial area. Both Plants are very strategically located, on India's business highway NH-48 connecting Mumbai and Delhi. Plants are in 50km radius of ICD BAWAL, one of biggest in land container depot to connect with port for import and export of various products. Facts of plant is as follows:

### **NEEMRANA PLANT**

- This Plant became operational in 2013 and is spread across 105486 sq. ft in Neemrana Industrial area.
- It can produce upto 2000 tons per month, utilising only 50% of its production capacity.
- The plant is equipped to produce culinary sauces, flavoured syrups, chocolate and fruit toppings.
- There are 240 labourers and 40 members of the management staff to take care of daily operations.
- It is certified with the most stringent food safety and quality certification - FSSC 222000.
- It is also Halal certified.
- It has the capacity to produce, store & dispatch more than 120 SKUs and supply to clients pan India.

### **KESHWANA PLANT**

- This is a greenfield plant and spread across 479155 sq.ft in Keshwana industrial area.
- It has state of the art facilities to produce culinary sauces and health food drinks for insitutional and retail customers.
- It is certified with the most stringent certification of food safety and quality - FSSC 222000.
- Halal certification is under process.
- It has the capacity to produce more than 85 SKUs and has a network of connectivity to depots pan India, for supply purposes.
- At present, the Plant has the capacity to produce 2700 tons of culinary sauces and 150 tons of health food drinks. The culinary sauces plant has the infrastructure ready, to double its capacity.
- There are 240 labourers and 52 members of the management staff to take care of daily operations.

**Team:** A coming together of some of the best and most experienced food industry professionals in the country.

**Versatility:** Wide range of products, varying from syrups and toppings to fillings, dips, emulsions and sauces with packaging that suits your stores and operations.

**Material Flow:** Uniflow systems without any chance of contamination.

# I ♥ VEEBA®





**You bring the dish.  
We add the creamy goodness.**

## MAYONNAISE

Eggless Mayonnaise	10g Sachet
Eggless Mayonnaise Premium	1kg EVOH Bag
Eggless Mayonnaise Chef's Choice	1kg EVOH Bag
Eggless Mayonnaise Professional	1kg EVOH Bag
Culinaire Eggless Mayonnaise	1kg EVOH Bag
Classic Mayonnaise	1kg EVOH Bag
Eggless Mayonnaise - Tasty Pixel	1kg EVOH Bag
Peri Peri Mayonnaise	1kg EVOH Bag
Burger Mayonnaise	1kg EVOH Bag
Professional Burger Mayonnaise	1kg EVOH Bag
Mint Mayonnaise	1kg EVOH Bag
Oregano Mayonnaise	1kg EVOH Bag
Tandoori Mayonnaise	1kg EVOH Bag
Eggless Mayonnaise	25g Glass Bottle
Creamy Eggless Mayonnaise	1kg EVOH Bag
Culinaire Eggless Mayonnaise	1kg EVOH Bag
Garlic Mayonnaise Chef's Choice	1kg EVOH Bag



**You bring on the smiles.  
We spread the happiness.**

## **SPREADS**

Tandoori Spread	1kg EVOH Bag
Carrot and Cucumber Sandwich Spread	1kg EVOH Bag
Chipotle Style Dip	1kg EVOH Bag
Classic Chipotle Southwest Dressing	1kg EVOH Bag
Chilli Cheese Blend	1kg EVOH Bag
Cheesy Spread & Dip	1kg EVOH Bag
Gouda Flavoured Dressing	1kg EVOH Bag
Tartare Dip	1kg EVOH Bag
Smoky Tandoori Sauce	1kg EVOH Bag



**You create.  
We add the golden touch.**

### **MUSTARDS**

Mustard Sauce Sachet	8g Sachet
Tangy Mustard Sauce	1kg EVOH Bag
English Mustard	1kg EVOH Bag
American Mustard	1kg EVOH Bag
Honey Mustard Dressing	1kg EVOH Bag
American Mustard Sauce	25g Glass Bottle

### **Blisters & Dip Cups**

Honey	15g
Strawberry	15g
Mixed Fruit	15g
Orange Marmalade	15g
Mixed Pickle	15g
Salsa Dip	40g
Cheese & Jalapeno Dip	20g





**You make the salads.  
We make them well-dressed.**

## **SALAD DRESSINGS & EMULSIONS**

Caesar Dressing	1kg EVOH Bag
Cheese & Jalapeno Dip	1kg EVOH Bag
Harissa Chilli Cumin Dressing	1kg EVOH Bag
Honey Mustard Dressing	1kg EVOH Bag
Ranch Dressing	1kg EVOH Bag
Classic Ranch Dressing	1kg EVOH Bag
Thousand Island Dressing	1kg EVOH Bag
Spicy Thousand Island Dressing	1kg EVOH Bag
Vinaigrette Salad Sauce	1kg EVOH Bag
White Cheese Dressing	1kg EVOH Bag
Sweet Onion Sauce	1kg EVOH Bag
Shawarma Garlic Dressing	1.1kg EVOH Bag
Mexican Style Dressing	1kg EVOH Bag
Gouda Flavoured Dressing	1kg EVOH Bag
Thai Style Sweet Chilli Sauce	1kg Glass Bottle
Garlic & Butter Flavoured Dressing	1kg Glass Bottle
Cheese Dressing Chef's Choice	1kg EVOH Bag



## You make the snacks. We add the spark.

### KETCHUPS & DIPS

Tomato Ketchup Sachet	8g Sachet
Tomato Ketchup Sachet NONG	8g Sachet
Prime Tomato Ketchup Sachet	8g Sachet
Snack Dressing Sachet - Tasty Pixel	8g Sachet
Imli Sauce	8g Sachet
Green Chilli Sauce	8g Sachet
Chilli Sauce	8g Sachet
Tomato Ketchup Chef's Choice	1kg EVOH Bag
Tomato Ketchup Professional	1.2kg HDPE Bottle
Tomato Ketchup Professional	1kg EVOH Bag
Tomato Ketchup - No Onion No Garlic	1kg EVOH Bag
Snack Dressing Chef's Choice	1.2kg HDPE Bottle
Snack Dressing Chef's Choice	1.2kg EVOH Pouch
Tomato Dressing	1.2kg HDPE Bottle
BBQ Sauce	1kg EVOH Bag
Chilli Sauce	1kg EVOH Bag
BBQ Sauce	1.2kg Bottle
Culinaire Tomato Blend	1.2kg Pouch
Truly Tomato Ketchup	360g Bottle
Tomato Ketchup Chef's Special	2kg Squeezy



Garlic Chilli Spread	1kg EVOH Bag
Relish	1kg EVOH Bag
Salsa	1kg EVOH Bag
Salsa Dip Cup	50g
Schezwan Sauce	1kg EVOH Bag
Schezwan Dip & Stir-fry Sauce	1kg EVOH Bag
Sriracha Sauce	1kg EVOH Bag
Sweet Chilli Sauce	1kg EVOH Bag
Teriyaki Stir-fry Sauce	1kg EVOH Bag
Tomato Chilli Sauce	1kg EVOH Bag
Tomato Imlı Sauce	1.3kg HDPE Bottle
Peri Peri Sauce	1kg EVOH Bag
Prime Hot Wings Sauce	1kg EVOH Bag
Thai Style Sweet Chilli Sauce	1kg Glass Bottle
Tomato Ketchup Table Top	360g HDPE Bottle
Truly Tomato Ketchup	25g Glass Bottle
Tomato Puree	1kg EVOH Bag
Sweet Chilli Sauce	1.3kg Bottle
Prime Salsa	1kg Pouch



# You make pizza & pasta. We pour in the pep.

## PIZZA/PASTA SAUCES

Classic Pizza Sauce	1kg EVOH Bag
Pasta and Pizza Sauce	1kg EVOH Bag
Pasta and Pizza Sauce NONG	1kg EVOH Bag
Pasta and Pizza Sauce Chef's Choice	1kg EVOH Bag
Pizza Topping	1kg EVOH Bag
White Cheese Dressing	1kg EVOH Bag
White Cheese Dressing Chef's Choice	1kg EVOH Bag
White Pasta Dressing	1kg EVOH Bag
Creamy Cheesy Blend	1kg EVOH Bag
Cheese Blend & Dip	1kg EVOH Pouch
Cheese Spread & Dip	1kg EVOH Pouch
Culinary Tomato Blend	1kg EVOH Pouch
Smokey Pizza Sauce	1kg EVOH Pouch
Filler Cheese	1kg EVOH Pouch
Professional White Cheese Dressing	1kg EVOH Pouch
Cheese Jalapeno Dip	1kg EVOH Pouch

## SEASONINGS

Cheese Jalapeno Dip	20g Sachet
Chilli Flakes Seasoning	0.8g Sachet
Chilli Flakes Seasoning	500g Pouch
Oregano Seasoning	0.8g Sachet
Oregano Seasoning	500g Pouch
Pizza Spice Mix Seasoning	1kg Pouch
Cheesy Spread & Dip	20g Sachet



**You make the dish.  
We make them authentic.**

## **GRAVIES & PUREE**

Kadhai Gravy	1kg EVOH Bag
Makhani Gravy	1kg EVOH Bag
Rozanna Masala	1kg Retort Pack
Tomato Puree	1kg Retort Pack
Salan Gravy	1kg EVOH Pouch
Biryani Gravy	1kg EVOH Pouch
Yellow Gravy Base	1kg EVOH Pouch
White Gravy Base	1kg EVOH Pouch
Brown Gravy Base	1kg EVOH Pouch
Onion Tomato Gravy	1kg EVOH Pouch
Tomato Makhani Gravy Base	1kg EVOH Pouch
Rogan Josh Gravy	1kg EVOH Pouch



## You make the drinks. We add the twist.

### BAR SYRUPS

Blueberry Flavoured Syrup	750ml Glass Bottle
Blue Curacao Flavoured Syrup	750ml Glass Bottle
Bubblegum Flavoured Syrup	750ml Glass Bottle
Chilli Guava Flavoured Syrup	750ml Glass Bottle
Green Apple Flavoured Syrup	750ml Glass Bottle
Grenadine Flavoured Syrup	750ml Glass Bottle
Hazelnut Flavoured Syrup	750ml Glass Bottle
Ice Tea Syrup	750ml Glass Bottle
Irish Crème Flavoured Syrup	750ml Glass Bottle
Kala Khatta Flavoured Syrup	750ml Glass Bottle
Malt Flavoured Syrup	750ml Glass Bottle
Mojito Mint Flavoured Syrup	750ml Glass Bottle



Cucumber Syrup	775ml Glass Bottle
Caramel Syrup	775ml Glass Bottle
Saffron Syrup	775ml Glass Bottle
Passionfruit Syrup	775ml Glass Bottle
Peach Ice Tea Syrup	775ml Glass Bottle
Triple Sec Syrup	775ml Glass Bottle
Orange Flavoured Syrup	775ml Glass Bottle
Paan Mojito Flavoured Syrup	775ml Glass Bottle
Peach Flavoured Syrup	775ml Glass Bottle
Pina Colada Flavoured Syrup	775ml Glass Bottle
Spicy Lemonade Syrup	775ml Glass Bottle
Spicy Mango Syrup	775ml Glass Bottle
Vanilla Flavoured Syrup	775ml Glass Bottle
Watermelon Flavoured Syrup	775ml Glass Bottle
Lemongrass & Ginger Flavoured Syrup	775ml Glass Bottle
Rum Flavoured Syrup	775ml Glass Bottle

**FRAPPE MIXES**

Frappe Mix - Chocolate Flavour	1kg EVOH Pouch
Frappe Mix - Coffee Flavour	1kg EVOH Pouch
Frappe Mix - Vanilla Flavour	1kg EVOH Pouch
Frappe Mix - Neutral	1kg EVOH Pouch



**You make the desserts.  
We top them up with fun.**

### FRUIT & CHOCOLATE TOPPINGS

Butterscotch Flavoured Topping	1.3kg HDPE Bottle
Caramel Topping Synthetic Syrup	1.3kg HDPE Bottle
Chocolate Fudge	1kg EVOH
Professional Chocolate Topping	1.3kg HDPE Bottle
Mango Fruit Syrup	1.4kg HDPE Bottle
Strawberry Fruit Syrup	1.3kg HDPE Bottle
Chocolate Hazelnut Spread	1kg EVOH Bag
Cheesecake Flavoured topping	1.3kg HDPE Bottle
Paan Flavoured Topping	1.4kg HDPE Bottle
Chocolate Delight	1.4kg HDPE Bottle
Mango Chunky Sauce	1kg EVOH
Peanut Butter Creamy	925g
Peanut Butter Crunchy	925g
Sugar Syrup	1kg Pouch





## You make the treats. We fill them with fun.

### GANACHE, FILLINGS, & ICINGS

Chocolate Icing

White Icing

Caramel Filling

Chocolate Filling

Strawberry Filling

Custard Filling

Mango Filling

Choco Dip

Strawberry Fruit Filling

1kg EVOH Pouch

1kg EVOH Pouch

1kg EVOH Pouch

1kg EVOH Pouch

1kg EVOH Pouch

1kg EVOH Pouch

1kg EVOH Pouch

1kg EVOH Pouch

1kg EVOH Pouch



**You make the cakes.**

**We make them the sweet talk of the town.**

**CAKE PRE-MIXES**

Chef's Choice Eggless Cake Mix- Chocolate Flavour	5kg Pouch
Chef's Choice Eggless Sponge Cake Mix- Vanilla Flavour	5kg Pouch
Chef's Choice Eggless Tea Time Cake Mix- Vanilla Flavour	5kg Pouch
Eggless Red Velvet Cake Mix	1kg Pouch
Professional Eggless Cake Mix-Chocolate Flavour	5kg Pouch
Chocolate Hazelnut Spread	5kg Pouch
Chocolava	1kg Pouch
Brownie	1kg Pouch



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