



## CONVENIENCE FOODS DIVISION



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Expand your RTE and RTC concepts  
powered by innovative taste trends

“With the retail boom, change in modern lifestyle, and emergence of nuclear families, the Indian food industry is expected to grow exponentially. There is no impact of the slowdown on this sector. Convenience foods is catching on fast and becoming more relevant.”

– CEO of a leading Convenience Foods Brand

“VKL’s spice heritage, knowledge of the Indian palate and their learnings from their other divisions in the Snacks, QSR, Flavors and Food Services category, make them an ideal partner to continuously deliver innovative products that help us introduce new products in the market and to build market share in our own market...”

– Purchase manager of a leading Breakfast foods brand

“The convenience foods category has caught-on the fancy of the fast-moving generation in India and as a leading RTE and RTC player in the country, we were looking for an equally strong partner who could share our vision of providing the latest and best convenience food products to our consumers. And we found that in VKL. VKL’s strong relationship with its network of manufacturers of virtually everything that we need and their in-house capability in seasonings, flavors, pastes, sauces; makes it very convenient and practical to work with them and dramatically improves the ‘speed-to-market’ for our periodic new introductions.”

– Owner of a leading regional RTE and RTC brand

“We see Convenience food as a big growth driver for our business. VKL has helped us over the last one year to develop our thoughts in the category, and I am happy to say that we have launched 3 product lines this year, all powered by VKL. We expect to continue depending on their innovation skills and category understanding for our future launches.”

– Business Head of RTE/RTC foods and leading FMCG player



## Creating a ‘just like home cooked’ experience



At VKL, we have a unique seasonings ecosystem, best-in-class team, in-house flavor capability, trained chefs and spice heritage.

### How we do it

We understand the prevalent and upcoming food processing technology, the regional palate and ingredients better than any other seasoning company in the region. This enables us to create highly cost effective and yet innovative solutions to recreate food cooked at home. This in turn, enables our RTC and RTE customers to provide a ‘just like home cooked’ experience for the end customers at home without compromising on convenience, taste or health.



VKL Seasoning.  
Creating great food solutions since 1935

We supply to over 70% of India’s most reputed food and beverage companies and to customers in over 40 countries.

### VKL Today:



# Identifying taste-trends for Convenience Food



# Adding authenticity in every pack



Indians love snacking. Freshly made fried piping hot snacks are relished throughout the country and every season. With increase in the rate of working women and the squeezed time, relishing these snacks is getting difficult due to the preparation time and the complexity involved. This encourages people to move toward QSRs for dining, take away or home delivery. However, the cost of QSR menus and the delivery cost is on the rise. This, along with the fact that Indians love to cook and eat freshly prepared food, is giving Convenience Food category a strong foothold. After all, Convenience Food satisfies the desire of eating fresh authentic food with all the ease and comfort of home, with the satisfaction of quality and hygiene parameters.

## The segments we serve

We are present in every possible Indian and Western Convenience Food format.



## Partnering with us works to your advantage

With constant research and consumer insights, at VKL, we understand the consumer habits and create new products that are best suited for today's fast-paced generation which has an equally fast changing mood and taste. The main drivers of innovations at VKL are:

### Spice heritage

Our spice heritage as well as our in-house sourcing and processing capabilities offer you seasonings that taste authentic to the Indian palate.

### Understanding food consumption patterns

Convenience Food is an evolving segment in the Indian market. It will drive the next wave of growth in the food category. We do rigorous study and consumer research to understand what the consumer is eating, why and when and what kind of convenience solutions will work for them.

## Discovery of various cuisines and tastes

We are constantly evaluating new cuisines and tastes that can deliver a twist to make offerings more exciting. Our chefs can create flavors and tastes from African Jungles to Italian lanes, from Himalayan ranges to Malabar Coast.

## Synthesis of trends and taste of QSR, Snacks and Flavors

We are constantly at the cutting edge of new product development in the QSR, Snacks and Flavors space in India through our focused divisions. In our labs, we improvise on these ideas in order to make them available in RTE and RTC formats.

## Our four-pronged approach that delights our customers

### Innovation

- We understand the consumer's need
- We continuously explore the market for new flavors and preferences
- We keep a close watch on industry development as well as the latest trends
- Constant creation through various inspirations that span boundaries and palates

### Quality

- Constant innovation and belief in our values have helped us serve our customers with the best quality products
- VKL takes care in sourcing the best quality raw materials and ingredients
- We also practice best quality control procedures
- We are certified with FSSC 22000 (FSMS)

### Service

- At VKL, we ensure quick response for all requirements of our customers
- We work with customers right from product defining to the product launch and beyond
- We provide pre-sale as well as post-sale services as we believe in building healthy relationship with our esteemed clients

### Value

- We believe customer's priority is VKL's priority
- We create Value through excellence, transparent dealings and innovation
- We honor the commitment we give to our customers
- We believe and harness our capability and rich heritage of spices, this helps us serve our customers better

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# Harnessing multiple learnings to offer integrated solutions



# Solutions that span across the category of Convenience food



## VKL is not just a seasoning provider, but also a complete food solutions provider.

VKL works under a unique eco-system to derive innovative food solutions for emerging markets. The science and research part of the work helps us to understand the food much closely and efficiently. We understand each industry category and develop new products as per the consumer's requirement. Servicing different food categories has kept us ahead of competition in terms of new product development and concept creation, making us the Complete Food Solutions provider. We respond to the changing lifestyle and consumer habits; hence we explore the markets on continuous process to know the new taste preferences.



## Our Convenience Foods product categories

### Breakfast Category

This fastest growing category includes all kinds of Cereals like Oats, Rice Flakes, Broken Wheat, and other healthy cereals. Here, VKL can provide seasonings, fortified seasonings, etc. We also work with you to provide unique proposition for your consumers. With expert R&D, VKL works not only on flavors but also on feasibility of Bases, and the related science part of it.

### Frozen Snacks & Meat

Convenience has become a big driver for everybody. With food inflation at a high and eating out becoming expensive, frozen snacks and meat have started appealing to the Indian consumers. The unique proposition of fast-to-cook and ready-to-eat food have opened a huge opportunity. This includes ready-to-fry / cook / eat food like French Fries, Cutlets, Tikkis, Sausages, etc. We at VKL, bring you a variety of marinades, coating premixes, sprinklers and dust, which take your signature dish to a new level. We not only provide you the product but also work together on texture, flavor and appearance that would intensify the excitement.

### Sauces & Curry Pastes

A great cook is known, appreciated and remembered by his sauces. Sauces and Curry pastes make any dish a signature dish. They not only enhance the flavor of the dish but also adds a new dimension. These pastes are used to add flavor, appeal, moisture and texture to the dish. At VKL, we understand the importance of the sauce and thus, we provide you a unique customized flavor to make your sauce a signature product. We unite authenticity and simplicity for you.

### Pickles, Chutneys & Dips

Accompaniments and side dishes exemplify the beauty and add diversity to any dish. VKL helps you to tickle your consumers through a plethora of product offerings and ideas. With unique spice mixes for ready-to-eat pickles, we create different and exotic flavored chutney mixes which can be relished any time by simply mixing in oil or water. We bring together the taste and simplicity with various options to transform a humble mayonnaise or curd into an exotic bold flavored dip. We add more flavor to your diversified menu.

### Noodles & Pasta

Noodles & Pasta have become relatively native food for Indians and is served at every next home. International exposure, new taste and formats are getting well-accepted by the people. With spice expertise and culinary understanding, VKL creates a great composition of taste and uniqueness. We provide different solutions for all kinds of Noodle formats and create unique flavor and seasonings with a signature note.

### Beverage Mix

Make your beverage more tasty and flavorful. VKL offers unique spice and flavor blends that are ready to use for instant drink premixes or to make spicy buttermilk, masala chai, flavored coffee, etc.

### Soya Chunks

We help you make the versatile Soya Chunk add more value to your product portfolio. VKL works with to create recipes that enhance the flavor and add taste without altering the nutritional count. VKL provides seasonings and flavors in customized pack sizes that fit seamlessly into your product portfolio.

### Soups

Soups have become an integral part of everybody's life. Whether you want to have a light dinner, shed some weight or refresh yourself, the first thing that comes to your mind is a bowl of hot steaming soup. With our long industry experience and expert's creations we have basket of options in every possible soup format. We provide Soup premixes to make Soups as tasty as ever. VKL has worked out various options like Stove Top Soup premix and Instant Soup premix in all kind of flavors like Continental, Oriental, Chinese, Indian, etc.

### Rice Seasonings

Making flavored rice is no more cumbersome. After passing through expert hands of R&D, we make rice tasty and desirable by adding our specially crafted blend of spices and flavors that also deliver consistent quality. At VKL, we can mix this magical sprinkling with rice or serve it in a separate sachet to be added after cooking. With our versatile culinary understandings, we have created various seasonings and flavors inspired by different cuisines from International as well Indian flavors. Giving an exotic taste to the simple steamed rice.

