



VRB Consumer Products Private Limited
(Erstwhile Veeba Food Services Private Limited)

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VEEBA[®]

**PARTNERING
IN YOUR
SUCCESS!**



Redefining Unmatched Food Quality & Service Experience



Creative Visualisation. Serving Suggestion.



ABOUT US

VRB Consumer Products Private Limited
(Erstwhile Veeba Food Services Private Limited)

We are driven by our mission: to make quality, innovative and better-for-you offerings accessible and affordable to all.

A trusted food manufacturing company, with over a decade in business, VRB was founded by Mr. Viraj Bahl, and has garnered an enviable reputation in the Indian food industry. The company is distinguished as an FSSC 22000 and ISO 22000:2005 certified company. At VRB, we combine the experience and control of a large-scale manufacturing company and the dynamism and energy of a young enterprise to design unique value propositions. Currently, we manufacture and market food and beverage products across the globe, including sauces and condiments, syrups, cake mixes, and seasonings in a portfolio of 5 credible brands. VRB has emerged as a symbol of culinary excellence, celebrated for its diverse range of products meticulously crafted with innovative recipes and superior quality ingredients.

Operating from an internationally certified production facility, VRB adheres to the highest global standards of food excellence. Our dedication in maintaining our own manufacturing facility ensures unwavering consistency in delivering superior quality to our esteemed business partners. This unwavering commitment has firmly established us as the preferred choice for renowned international QSR chains, upscale restaurants, artisanal bakeries, bustling fast-food establishments, and popular coffee chains.

VRB remains steadfast in providing nothing
but the finest to our discerning clientele.


5,00,000+
sq. ft.
manufacturing


2000+
employees


700+
cities


300+
products

OUR BRANDS

VEEBA



BARISCO

**earth
made**



WHY PARTNER WITH US?

Great Taste, Innovation, and Quality are at the centre of everything we offer.

Our primary focus is on responsibly sourcing superior quality ingredients. We take immense pride in sharing that our product innovation and development are driven by a dedicated team of over 80 food technologists, supported by more than 30 in-house chefs, and guided by a core group of 6+ food scientists. This collective expertise ensures that every product we deliver is nothing short of culinary excellence.

- **Formulation Expertise:** Our innovative formulations, honed over 150 years of collective food processing experience, are a testament to our core strength, supported by the guidance of our top management.
- **New Product Development:** We excel in efficiently translating your requirements into delightful products that captivate your customer's palate, empowering your culinary offerings.
- **Product Customization:** We offer tailored sauces to perfectly complement your menu, ensuring that the dishes you serve are as distinctive and unique as your culinary vision.
- **Competitive Pricing:** Leveraging years of research and development leadership, coupled with technological prowess and relentless product innovation, we deliver exceptional products at competitive prices without compromising on quality.
- **Global Integration:** With a keen understanding of evolving consumer trends, we collaborate with your team to introduce new products seamlessly into your brand's global portfolio. Whether through replication or adaptation to the Indian menu, regulations, palate preferences, and cultural context—such as eggless and vegetarian variants—we ensure a harmonious fit for diverse markets.
- **Unparalleled Service Standards:** Our team of highly experienced food industry specialists work closely with all our partners to deliver products as per their requirements. We lay emphasis on maintaining operational efficiencies and speed of delivery.

OUR COMMITMENT TO QUALITY

VRB places paramount importance on upholding impeccable product quality, a commitment reflected in our expansive state-of-the-art manufacturing facility sprawling over 5,00,000+ square feet in Neemrana and Keshwana, Rajasthan. This facility stands as a beacon of our dedication to excellence, boasting cutting-edge technology and infrastructure designed to meet the most exacting production standards.

In our relentless pursuit of quality, we ensure:

- Rigorous compliance with all relevant food manufacturing regulations and safety programs.
- Embedding Hazard Analysis and Critical Control Points (HACCP) principles throughout every phase of manufacturing and product development.
- Designing, producing, and delivering the highest quality, the finest, and the safest food products.

OUR MANUFACTURING CAPABILITIES

VRB boasts two cutting-edge manufacturing plants strategically situated in Neemrana and Keshwana, Rajasthan. Positioned along India's vital business artery, NH48, these plants enjoy seamless connectivity between Mumbai and Delhi. Located within a 50-kilometer radius of the sprawling ICD Bawal, one of India's largest inland container depots, our facilities enable efficient domestic movement and import - export operations for a wide array of products.

DISCOVERING THE HEART OF OUR COMPANY

NEEMRANA PLANT

- Commencing operations in 2013, our Neemrana facility spans an impressive 1.10 lakh sq. ft. area within the Neemrana Industrial Area.
- With a production capacity of up to 2000 tons per month, the plant currently operates at 50% of its full potential.
- Equipped to manufacture culinary sauces, flavored syrups, as well as chocolate and fruit toppings, our Neemrana plant caters to diverse consumer preferences.
- Our workforce comprises 330 skilled labourers and 50 proficient management personnel, ensuring seamless daily operations.
- The Neemrana Plant proudly holds the most rigorous food safety and quality certifications, including FSSC 22000, underscoring our unwavering commitment to product excellence.
- Additionally, our facility is Halal certified, further attesting to our dedication to meeting diverse consumer needs and preferences.

KESHWANA PLANT

- Situated across 3.80 lakh sq. ft. area in the Keshwana Industrial Area, our greenfield plant represents a pinnacle of modern manufacturing.
- Equipped with state-of-the-art facilities, it specializes in producing culinary sauces tailored for both institutional and retail customers.
- Certified with the prestigious FSSC 22000 designation, this facility upholds the highest standards of food safety and quality assurance.
- Currently producing 4000 tons of culinary sauces, our plant is equipped for expansion, with plans to double its capacity.
- Supported by a dedicated workforce of 500 skilled labourers and 70 management professionals, daily operations are meticulously overseen to ensure excellence at every step.

The Trusted Partner of Global and Domestic Brands





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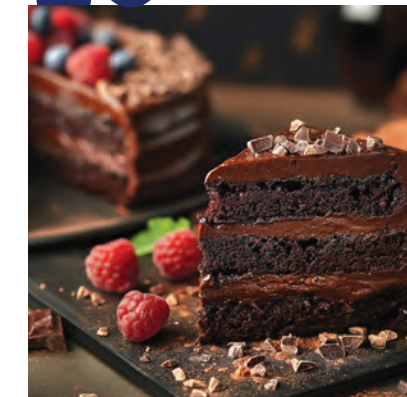


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KETCHUP & DIPS

You make the snacks.
We add the spark.

Creative Visualisation. Serving Suggestion. For more details refer to the pack.
Packs shown are representation for creative purpose only, actual packs may vary.



Prime Tomato Ketchup						8g
Tomato Ketchup	25g					8g
Tomato Ketchup Chef’s Special						2kg
Tomato Ketchup (No Onion No Garlic)	1kg					8g
Tomato Ketchup Chef’s Choice						1kg
Tomato Chilli Sauce						1kg
Tasty Pixel Professional Tomato Ketchup	1.2kg					1kg
Tasty Pixel Snack Dressing Chef’s Choice	1.2kg					1kg
Tasty Pixel Tomato Ketchup	1.2kg	1kg	900g	15g	8g	
Truly Tomato Ketchup						360g
Tomato Ketchup Classic Sachet						8g





MAYONNAISE

You bring the dish.
We add the creamy goodness.

Creative Visualisation. Serving Suggestion. For more details refer to the pack.
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Eggless Mayonnaise	25g	10g
Classic Mayonnaise with Egg		1kg
Culinaire Eggless Mayonnaise		1kg
Eggless Mayonnaise Chef's Choice		1kg
Eggless Mayonnaise Premium		1kg
Eggless Mayonnaise Professional		1kg
Veg Mayonnaise Rich-N-Creamy		1kg
Veg Mayonnaise Mild and Sweet		1kg
Tasty Pixel Eggless Mayonnaise		1kg





SAUCES

You create the platter.
We bring in the saucy delight.



Creative Visualisation. Serving Suggestion.



American Mustard Sauce	1kg	8g
Chilli Sauce	1kg	8g
Imli Sauce		8g
Whole Grain Mustard Sauce		25g
Basil Pesto Sauce		500g
Korean Style Barbeque Chilli Sauce		1kg
Garlic Chilli Spread		1kg
Kadhai Gravy		1kg
Makhani Gravy		1kg
Peri Peri Hot Sauce		1kg
Relish		1kg
Salsa	1kg	40g
Schezwan Dip & Stir Fry Sauce		1kg
Schezwan Sauce		1kg
Tasty Pixel Schezwan Chunkey		1kg
Sweet Chilli Hot Sauce		1kg
Sweet Onion Sauce		1kg
Tangy Mustard Sauce		1kg
Tokyo Style Teriyaki Sauce		1kg
Tasty Pixel Soya Drizzle		700g
Sriracha Chilli Hot Sauce		1kg
Tasty Pixel Green Chilli Sauce	650g	8g
Thai Style Sweet Chilli Sauce		980g
Tasty Pixel Red Chilli Sauce		650g
Tasty Pixel Vinegar		600g
Barbeque Sauce		1kg
Tomato Imli Sauce		1.3kg
Green Salsa		1kg
All-in-One Chinese Sauce		1kg
Momo Chutney		1kg





SPREADS & CREAMY DRESSINGS

You bring on the smiles.
We spread the happiness.

Creative Visualisation. Serving Suggestion.



Burger Mayonnaise	1kg
Creamy Caesar Dressing	1kg
Carrot & Cucumber Sandwich Spread	1kg
Cheese & Jalapeno Dip	1kg
Cheese Blend & Dip	1kg
Cheesy Spread & Dip	1kg
Chilli Cheese Blend	1kg
Chipotle Style Dip	1kg
Classic Ranch Dressing	1kg
Creamy Cheesy Blend	1kg
Veg Burger Mayonnaise	1kg
Veg Tandoori Mayonnaise	1kg
Chilli Habanero Mayonnaise	1kg
Spicy Tandoori Mayonnaise	1kg
American Style Burger Mayonnaise	1kg
Classic Hummus	500g





Creative Visualisation.
Serving Suggestion.



Filler Cheesy Dressing	500g
Garlic Mayonnaise Chef’s Choice	1kg
Gouda Flavoured Dressing	1kg
Harissa Chilli Cumin Dressing	1kg
Honey Mustard Dressing	1kg
Mexican Style Dressing	1kg
Mint Mayonnaise Dressing	1kg
Oregano Mayonnaise	1kg
Peri Peri Mayonnaise	1kg
Zesty Vinaigrette Dressing	1kg

Professional Burger Mayonnaise	1kg
Spicy Garlic Mayonnaise	1kg
Tasty Pixel Tandoori Mayonnaise	1kg
Tandoori Spread	1kg
Tartare Dip	1kg
Tasty Pixel Thousand Island Dressing	1kg
Cheese & Jalapeno Dressing	40g
White Cheese Dressing Chef’s Choice	1kg
Zesty Dressing	1kg
Thousand Island Dressing	1kg





GRAVIES & PUREE

You make the dish.
We make them authentic.

Onion Tomato Gravy Base	1kg
Rogan Josh Gravy Base	1kg
Rozana Masala	1kg
Tomato Makhani Gravy Base	1kg
Tomato Puree	1kg
White Gravy Base	1kg
Yellow Gravy Base	1kg



Cheese Based

Cheese Blend and Dip	1kg
Chilli Cheese Blend	1kg
Creamy Cheesy Blend	1kg
Gouda Flavoured Dressing	1kg
White Cheese Dressing	1kg
White Cheese Dressing Chef's Choice	1kg
Creamy Cheesy Blend Chef's Choice	1kg
Cheesy Pasta Sauce - Creamy Alfredo	1kg

Non-Cheese Based

Basil Pesto Sauce	500g
Chef's Choice Pasta & Pizza Sauce	1kg
Smokey Pizza Sauce	1kg
Culinaire Tomato Blend	1kg
Pizza Topping Creamy Tomato	1kg
Pasta & Pizza Sauce Herby Tomato (NONG)	1kg
Pasta & Pizza Sauce Herby Tomato	1kg

PASTA & PIZZA SAUCES

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

SEASONINGS & DRY MIXES

Chilli Flakes	500g	0.8g
Chilli Flakes Chef's Choice		0.6g
Crispy Breading Mix Seasoning		1kg
Hot & Spicy Marinade Seasoning		1kg
Oregano Seasoning	500g	0.8g
Oregano Seasoning Chef's Choice		0.7g
Peri Peri Seasoning		250g
Pizza Spice Mix Seasoning		1kg
Pizza Dough Mix		500g

Creative Visualisation. Serving Suggestion.
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Blue Curacao Flavoured Syrup	775ml
Blueberry Flavoured Syrup	775ml
Bubble Gum Flavoured Syrup	775ml
Caramel Syrup	775ml
Chilli Guava Flavoured Syrup	775ml
Cucumber Flavoured Syrup	775ml
Green Apple Flavoured Syrup	775ml
Grenadine Flavoured Syrup	775ml
Hazelnut Flavoured Syrup	775ml
Ice Tea Syrup	775ml
Irish Crème Flavoured Syrup	775ml
Kala Khatta Flavoured Syrup	775ml
Lemongrass & Ginger Flavoured Syrup	775ml
Malt Flavoured Syrup	775ml
Mojito Mint Flavoured Syrup	775ml
Orange Flavoured Syrup	775ml
Paan Mojito Flavoured Syrup	775ml
Passion Fruit Flavoured Syrup	775ml
Peach Flavoured Syrup	775ml
Peach Tea Flavoured Syrup	775ml
Pina Colada Flavoured Syrup	775ml
Saffron Crème Flavoured Syrup	775ml
Spicy Lemonade Syrup	775ml
Spicy Mango Syrup	775ml
Sugar Syrup	1kg
Triple Sec Flavoured Syrup	775ml
Vanilla Flavoured Syrup	775ml
Watermelon Flavoured Syrup	775ml



BARISCO BAR SYRUPS

You make the drinks.
We add the twist.

FRAPPE MIXES



Frappe Mix - Chocolate Flavour	1kg
Frappe Mix - Coffee Flavour	1kg
Frappe Mix - Neutral Flavour	1kg
Frappe Mix - Vanilla Flavour	1kg
Tasty Pixel Signature Cocoa Mix	1kg



BARISCO SKINNY DROP

Zero Added Sugar



Green Apple & Lime	250ml
Raspberry Lemonade	250ml
Elder Flower	250ml
Strawberry Chilli	250ml
Grapefruit & Hibiscus	250ml



Creative Visualisation. Serving Suggestion.





TASTY PIXEL
Great Taste In Every Bite

Creative Visualisation. Serving Suggestion.
For more details refer to the pack



Vegetarian Mayonnaise	450g
Schezwan Chunkey	250g
Soya Drizzle	200g
Red Chilli Sauce	185g
Green Chilli Sauce	185g
Vinegar (5%)	170g
Hakka Noodles	300g
Mango Jam	400g
Strawberry Jam	400g
Pineapple Jam	400g
Mixed Fruit Jam	400g
Orange Marmalade	400g
Tomato Ketchup	1kg 900g





FRUIT CRUSHES

You make the drinks.
We add the twist.



Tasty Pixel Citrusy Orange Bliss Crush	1Ltr.
Tasty Pixel Delightful Mango Crush	1Ltr.
Tasty Pixel Indulgent Butterscotch Flavoured Crush	1Ltr.
Tasty Pixel Luscious Strawberry Crush	1Ltr.
Tasty Pixel Refreshing Kiwi Splash Crush	1Ltr.
Tasty Pixel Sweet Litchi Punch Crush	1Ltr.
Tasty Pixel Tropical Pineapple Crush	1Ltr.
Tasty Pixel Bold Blueberry Crush	1Ltr.
Tasty Pixel Berri-Licious Blackcurrant Crush	1Ltr.
Tasty Pixel Delectable Guava Crush	1Ltr.





Dried Softy Ice Cream Mix - Vanilla

1kg

Dried Softy Ice Cream Mix - Chocolate

1kg

SOFTY PREMIXES

You make ice creams.
We infuse them
with cool delight.



SWEET TOPPINGS

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



Peanut Butter Creamy

925g

Peanut Butter Crunchy

925g

Chocolate Fudge

1kg

Tasty Pixel Butterscotch Flavoured Topping

1.3kg

Tasty Pixel Caramel Topping

1.3kg

Tasty Pixel Cheese Cake Flavoured Topping

1.3kg

Tasty Pixel Choco Bliss Syrup

1.3kg

Tasty Pixel Chocolate Delight

1.4kg

Tasty Pixel Mango Fruit Syrup

1.4kg

Tasty Pixel Paan Flavoured Topping

1.4kg

Tasty Pixel Professional Chocolate Topping

1.3kg

Tasty Pixel Strawberry Fruit Syrup

1.3kg



Creative Visualisation. Serving Suggestion.





CAKE MIXES

You make the cakes.
We make them the sweet talk of the town.

Creative Visualisation. Serving Suggestion.



CAKE MIXES

Tasty Pixel Brownie Mix

1kg

Tasty Pixel Choco Lava Cake Mix

1kg



Glass Jars

Eggless Mayonnaise	25g
Honey	25g
Mixed Fruit Preserve	25g
Orange Marmalade	25g
Strawberry Preserve	25g
Tomato Ketchup	25g
Whole Grain Mustard	25g

Blister Packs & Dip Cups

Cheese & Jalapeno Dressing	40g
Salsa	40g
Honey	15g
Mixed Fruit Jam	15g
Orange Marmalade	15g
Strawberry Spread	15g
Tasty Pixel Mixed Pickle	15g



SINGLE SERVE PACKS

You make the dish.
We add the difference.

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Sachets

American Mustard Sauce	8g
Eggless Mayonnaise	10g
Imli Sauce	8g
Prime Tomato Ketchup	8g
Tomato Ketchup	8g
Tomato Ketchup (No Onion No Garlic)	8g
Chilli Sauce	8g
Chilli Flakes	0.8g
Chilli Flakes Chef's Choice	0.6g
Oregano Seasoning	0.8g
Oregano Seasoning Chef's Choice	0.7g
Tasty Pixel Green Chilli Sauce	8g
Tasty Pixel Tomato Ketchup	15g 8g
Tomato Ketchup Classic Sachet	8g

