

SNACKS DIVISION



Raise the taste quotient of your snacks.



VKL Seasoning Pvt. Ltd.

Corporate Office:

XII/136 A
Kundannoor-Maradu Road,
Maradu P.O., Kochi - 682 304,
Kerala, India.

T: +91 484 3077777/78/79
F: +91 484 3077781
E: contact@vklspices.com
W: www.vklspices.com

Registered Office:

Plot No. A-401,
T.T.C. Industrial Area,
Thane Belapur Road, MIDC,
Mahape, Navi Mumbai - 400710,
Maharashtra, India.

T: +91 022 40764600/601
F: +91 022 40764605

For Sales Enquiry, call:

Mumbai Customer Care:
+91 8879750170

Cochin Customer Care:
+91 9744340707

Or email:
seasonings@vklspices.com
flavors@vklspices.com
fs@vklspices.com

“Over 80% of our chips and extruded product flavors have VKL seasonings in them. We have been able to compete with the best MNCs in the snack market because of the ideas that the VKL team gave us. Our chips taste the best because of VKL, and I always look forward to meeting them and getting more ideas.”

– Promoter of a leading Indian Snack Brand

“We source seasonings from over four suppliers because of our company policy, but VKL is the most dependable supplier. I have never been let down on supply schedules and last minute emergencies. Their Innovation team too, has the best turn-around time in the industry. My best wishes to VKL.”

– Sourcing Head of an International Snack Brand

“As India’s leading namkeen brand, we have seen that no other seasoning supplier can remotely match VKL’s capability in Indian ethnic namkeen seasonings. Their understanding of Indian palette, flavour capability, seasoning mouth-feel and product delivery are unmatched.”

– Owner of a leading Snack Brand

“The VKL team has the unique capability to cross-pollinate ideas from India and the West, and we’ve gained significantly by launching Indian and ethnic flavored products with western formats and bases. VKL works with us down to the shop floor level, and with our equipment suppliers to make sure the launches are on time. We are happy with VKL.”

– Owner of a Leading Indian Snacks/Namkeen Manufacturer



VKL provides seasonings and application technology to some of the largest potato wafers and extruded Snack brands such as Lays, Bingo, Balaji Wafers, Parle’s Wafers, Haldiram’s, Yellow Diamond Chulbule, Pogo Potato Chips, Uncle Chipps, Kurkure, Parle Full Toss, Taka-Tak, Chataka-Pataka and more.

Serving Indian palates with global ideas



The Indian Palate is unique and we create a range of snack food seasoning solutions designed that appeal to it. We accomplish this using western technology and local and global ingredients. We have been instrumental in building significant market share for our snack food customers.

How we do it

We track worldwide trends in the snacks category and synergize them with our understanding of the Indian markets. The in-house flavor capability helps us incorporate flavors into our seasonings that are virtually impossible to replicate via seasonings alone, and thus giving our clients a competitive advantage.

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



VKL Seasoning. Creating great food solutions since 1935.

VKL Today:



Adding value to every pack of snack



Identifying taste-trends for every segment



Partnering with us works to your advantage

Cross-segment innovation

We track consumer preferences in other segments like QSR, Convenience Foods and Flavors to create innovative profiles for snacks which appeal to Indian consumers.

Mapping

We do periodic mapping of our customer's product range to identify the gaps in relation to market trends and competitors.

Proactive

We do periodic proactive concept presentation as well as product testing and tasting. We have a special process to develop these proactive concepts.

Indianization

We keep a tab on the global market and quickly adapt the latest products as per the Indian palate.

Quick turn-around

Our local and global trend spotting, high technical capability and in-house flavor division enables us to deliver quick results.

Spice heritage

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

Best service

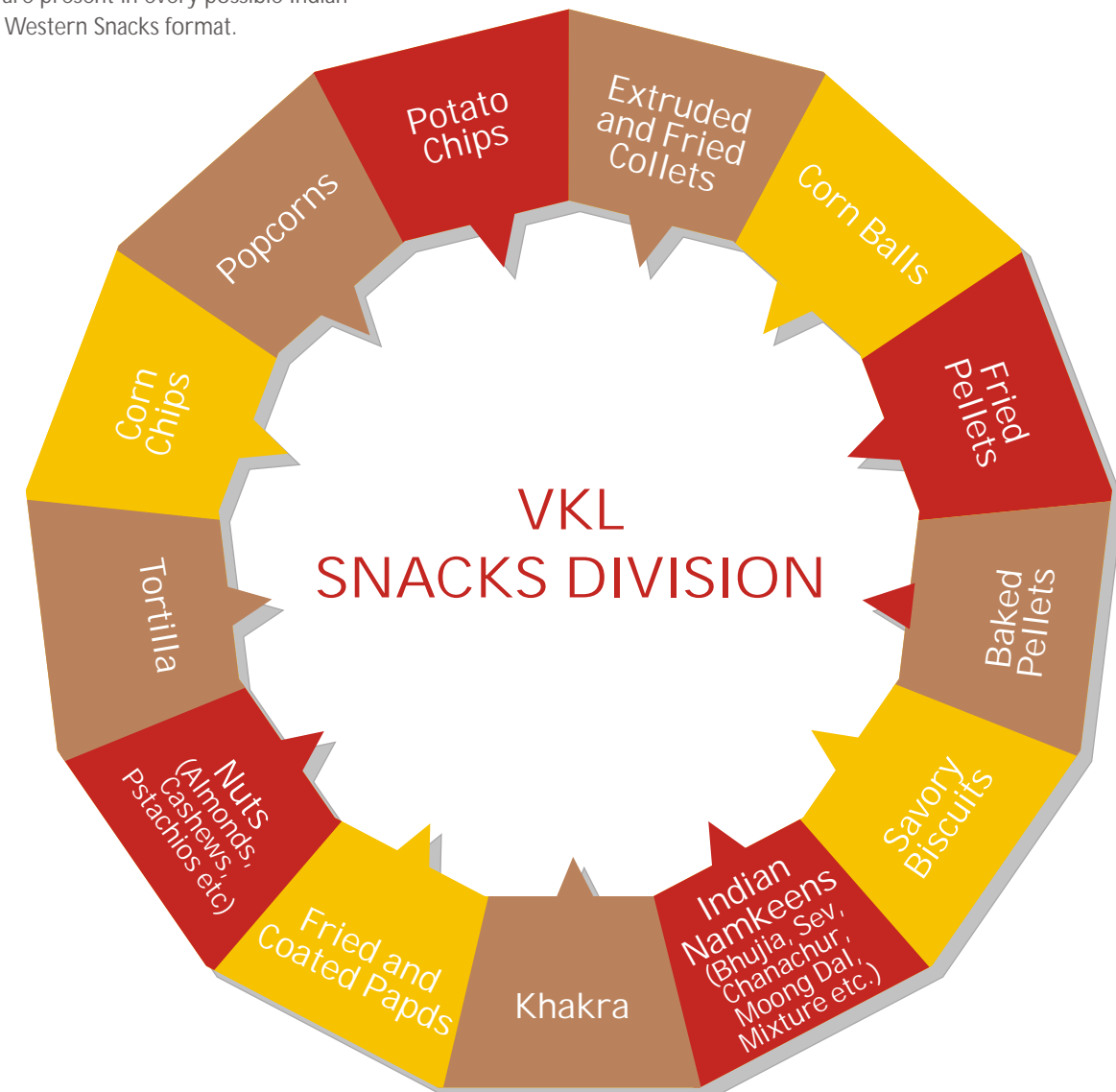
We have got a quicker turnaround time as compared to our competitors. Our customer service provides you with continual support right from the order receipt to delivering you consignment at the factory. We also provide post sales documentation and technical support at any given point of time.

At VKL, we understand the Indian palate and make unique concepts that are best suited to their taste. Our spice heritage and in-house flavor capability help us create seasonings which are impossible to duplicate. As one of the largest companies in ASPAC catering to QSR and Convenience Foods, we get to learn continuously from those segments. This helps us to be in forefront of technology and innovation and create new products in the snacks category.



Snacks segments we serve

We are present in every possible Indian and Western Snacks format.



Our four-pronged approach that delights our customers

Innovation

It is one of the key propositions of VKL. We create and innovate authentic tastes. We have an excellent creative expertise in the form of NPRD, one of the best team across industry. We are already known as the most innovative and creative seasoning company in India.

Quality

Quality is in our DNA. We maintain the highest quality standard across the industry. With an excellent QA team we are one of the most reputed companies on the quality front.

Service

We believe in 100% customer satisfaction. Our world class 24/7 services enable the customer to approach us at any level on requirement. We also maintain the shortest 'turnaround time' across the industry.

Value

We greatly value customer relationship. Our customers can access any level of NPRD management anytime. We fully collaborate with our customers and understand their needs so that we can work in synergy and alignment.

Seasoning and flavor solutions across formats



Creating a taste-bucket that spans boundaries



Our snacks product categories

The primary focus of the VKL Snacks team is to help our customers maintain their market leadership by providing them with seasonings that are unique, best-in-class, innovative and customized to the Indian taste-buds.



IN-DOUGH



SLURRY



DUST ON



COATINGS

Our extensive snacks flavor profile

We have the prowess to create or recreate any flavor from Indian and global taste bucket.

INDIAN FLAVORS

Chilli

Chatpata Masala

Regional

Tikka

Khatta-Mitha

INTERNATIONAL FLAVORS

Tomato

Cheese

Manchurian

Thai

Barbeque

Mughlai

Barbeque

Sour Cream and Onion

Italian

Chinese

Asian

African

Tropical

Vinegar

