

# VEGCROP

AGRO PRODUCTS PVT. LTD.

- Healthy
- Convenient
- Sustainable

## Frozen is the New Fresh

Healthy Convenience Food for Modern Living

### Our Brands

VEGCROP  
VegiNatural

PARATHA  
XPRESS

VEGCROP  
RASOI  
XPRESS  
*Great taste in minutes!*

VEGCROP  
Bites &  
Delights

VEGCROP  
Fruitze  
Icecrème



Preservative  
Free



IQF Technology  
Locks Freshness



Sustainably  
Sourced



Ready-to-Cook  
Convenience



Safe, Hygienic  
& Trusted

# VEGCROP

## ABOUT US

At VegCrop, we believe that good food begins with nature and care. What started as a simple idea to make fresh, healthy vegetables accessible to every home has grown into a promise of quality, trust, and convenience.

From farm to freezer,  
we preserve nature's goodness  
so you can enjoy it every day.



FARM  
FRESH



NATURAL  
GOODNESS



FROZEN  
WITH CARE



QUALITY  
YOU TRUST



### SOURCED RESPONSIBLY

We work closely with trusted farmers who share our passion for quality and sustainability.



### SUSTAINABLE & ETHICAL

We follow eco-friendly practices that care for the planet and future generations.



### MADE FOR YOU

Every product is made to bring health, happiness, and ease to your everyday life.



### OUR PROMISE

To deliver wholesome, convenient, and delicious vegetables you can rely on, always.

# VEGCROP OUR VISION

To become a globally trusted brand in healthy convenience food by making safe, nutritious, and sustainably produced food accessible to every household and food business.

We envision a future where:

-  Healthy food is easy
-  Convenience does not compromise nutrition
-  Food waste is reduced
-  Sustainable sourcing becomes mainstream
-  Frozen food becomes a preferred lifestyle choice



SAFE & TRUSTED



SUSTAINABLE BY NATURE



NUTRITIOUS & WHOLESOME



CONVENIENT BY CHOICE

BUILDING A HEALTHIER TOMORROW, TOGETHER.



## GLOBAL TRUST

We aim to earn trust across the world through quality and transparency.



## BETTER CHOICES

We make healthy convenience accessible for everyone.



## A BETTER FUTURE

We are committed to building a future that is healthier, smarter and more sustainable.



## GROWING TOGETHER

We grow with our farmers, partners, customers, and communities.



## GOODNESS THAT LASTS

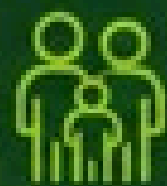
We preserve nature's goodness so you can enjoy it, anytime, anywhere.

# VEGCROP OUR MISSION

To simplify everyday cooking and food operations through:

-  Advanced frozen food technology
-  Sustainable sourcing
-  Consistent quality
-  Authentic taste
-  Smart kitchen solutions

We are committed to:



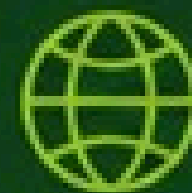
#### SUPPORTING MODERN LIFESTYLES

We create convenient solutions that save time and bring ease to everyday life.



#### EMPOWERING HORECA BUSINESSES

We help food businesses operate efficiently with consistent quality and dependable products.



#### DELIVERING GLOBAL QUALITY PRODUCTS

We adhere to international standards to deliver safe, high-quality food.



#### PRESERVING NUTRITION THROUGH IQF TECHNOLOGY

Our IQF process locks in freshness, taste, and nutrients — naturally.

Simplifying Food.  
*Enriching Life.*



SUSTAINABLE  
SOURCING



CONSISTENT  
QUALITY



ADVANCED  
TECHNOLOGY



SMART  
SOLUTIONS



AUTHENTIC  
TASTE



# VEGCROP

# THE PROBLEM WE SOLVE

In today's fast-paced world, home cooks and food businesses face the same challenges every day.



#### NO TIME TO PREPARE?

Busy schedules leave little time for chopping, cleaning, and preparation.



#### INCONSISTENT QUALITY?

Sourcing fresh ingredients daily leads to variations and unreliable quality.



#### HIGH FOOD WASTE?

Perishability and spoilage result in unnecessary waste and higher costs.



#### COMPROMISE ON NUTRITION & TASTE?

Convenience often comes at the cost of nutrition and authentic taste.



#### LIMITED FREEZER OPTIONS?

Lack of reliable, ready-to-use frozen solutions that fit modern lifestyle and business needs.

## WE MAKE IT *Simple.*

VegCrop delivers safe, nutritious, and delicious frozen food solutions that save time, ensure consistency, reduce waste, and support healthier lifestyles and successful food businesses.



**Healthy Food. Made Easy.**

For Homes. For Chefs. For a Better Tomorrow.



# VEGCROP

## OUR PHILOSOPHY

*Frozen is the New Fresh*

At VegCrop, we do not make food faster.  
We make freshness last longer.

Our products are:



Harvested at peak freshness



Processed with precision



Frozen rapidly using  
IQF technology



Delivered through  
cold-chain systems

FRESHNESS LOCKED IN.  
*Goodness Locked Forever.*



CAREFULLY  
SOURCED



THOROUGHLY  
WASHED & SANITIZED



PRECISELY  
CUT & SORTED



IQF FROZEN TO  
LOCK FRESHNESS



STORED & DELIVERED  
WITH CARE

This is not processed food.  
This is protected nutrition.



MAXIMUM  
NUTRITION

IQF locks in  
vitamins,  
minerals, and  
natural goodness.



ZERO  
COMPROMISE

No added  
preservatives.  
No shortcuts.  
Just purity.



ALWAYS  
CONVENIENT

Ready when  
you are.  
Hassle-free  
and reliable.



BETTER FOR  
EVERYONE

Better health.  
Better choices.  
Better planet.

## BRAND LOGO PHILOSOPHY



At Vegcrop, our logo reflects our deep-rooted belief in combining nature's goodness with exceptional taste. The leaf in our logo signifies purity, freshness, and our promise of wholesome products. The bold green represents trust, growth, and a healthier future for you and your family.

**One Brand. Many Delights. Always Vegcrop.**

# VEGCROP

# OUR PRODUCT ECOSYSTEM

— 🌱 Diverse brands. One promise – Healthy, Convenient & Delicious. 🌱 —

VEGCROP  
**VegiNatural**

Frozen vegetables and fruits made from carefully selected produce with no preservatives.

VEGCROP  
**PARATHA XPRESS**

Authentic Indian flatbreads including Malabar Paratha, Punjabi Paratha, Kulcha, and more.

VEGCROP  
**RASOI XPRESS**  
*Great taste in minutes!*

Ready-to-eat curries and chef-less kitchen solutions for homes and HORECA.

VEGCROP  
**Bites & Delights**

Frozen sweets and snacks delivering authentic Indian taste.

VEGCROP  
**Fruitze Icecrème**

Innovative fruit-based frozen desserts with natural ingredients.



**MADE WITH CARE**  
Sourced responsibly.  
Made with care.



**FROZEN FOR GOODNESS**  
IQF technology locks in  
freshness and nutrients.



**HEALTHY & CONVENIENT**  
Nutritious, delicious, and  
easy to prepare.



**COLD CHAIN ASSURED**  
Maintained at every step.  
Delivered with care.



**TRUSTED BY MANY**  
Loved by families.  
Preferred by businesses.

# OUR BUSINESS VERTICALS

One Vision. Many Channels. Better Food. Better Future.

## 1 EXPORTS

Taking the goodness of India to the world.



## 2 PRIVATE LABEL

Your brand.  
Our quality.  
Endless possibilities.



## 3 HORECA – CHEFLESS KITCHEN

Just heat & serve.  
Consistent taste.  
Happy customers.



## 4 RETAIL

Wholesome meals for every home.  
Ready in minutes.



## 5 QUICK COMMERCE

Healthy meals.  
Delivered fast.  
Right to your door.



## 6 CLOUD KITCHEN – RASOIXPRESS.COM

Empowering food businesses with chef-ready solutions.



Different Channels. Same Commitment.  
Better Food For Everyone. Everywhere.



NOURISHING  
FOOD



TRUSTED  
QUALITY



STRONG  
PARTNERSHIPS



GLOBAL  
PRESENCE

VEGCROP



# GLOBAL VISION

Built in **India**. Designed for the **World**.

We are creating a global ecosystem of healthy **convenience food**.



From farms to **families**,  
from kitchens to **businesses** —  
across **borders**, across **lifestyles**.



**SOURCED RESPONSIBLY**

Partnering with trusted farmers for quality ingredients.



**MADE WITH CARE**

Advanced technology meets authentic Indian recipes.



**QUALITY YOU TRUST**

Safe, nutritious & consistent in every pack.



**DELIVERED GLOBALLY**

Reaching homes and businesses in multiple countries.



**BETTER LIVING. EVERYWHERE**

Healthy meals. Happier lives. Stronger communities.

ONE VISION.  
ONE MISSION.  
**BETTER FOOD.  
BETTER FUTURE.**  
FOR EVERYONE.

**VEGCROP**  
**RASOI**  
**XPRESS**  
*Great taste in minutes!*

OUR BRAND BELIEF



*This Is  
More Than Food* 

THIS IS:



TIME  
SAVED



STRESS  
REDUCED



HEALTH  
PRESERVED



LIFE  
SIMPLIFIED

.. WE ARE NOT IN ..  
**THE FOOD BUSINESS.**

**WE ARE IN THE  
BETTER LIVING BUSINESS.**



MADE WITH CARE  
Thoughtfully sourced  
ingredients you can trust.



CHEF-CRAFTED  
Authentic recipes  
crafted by experts.



SAFE & RELIABLE  
Hygienically prepared  
for your family's safety.



READY IN MINUTES  
Just heat & serve.  
More time for what  
matters most.



BETTER LIVING  
Better meals.  
Better habits.  
Better life.

# VEGCROP

## RANGE OF FROZEN CUT VEGETABLES

Freshly picked. Expertly processed. Perfectly frozen.

At VegCrop, our frozen cut vegetables are sourced from the best farms, processed with care, and IQF frozen to lock in freshness, flavor, and nutrients—ready for you, all year round.



GREEN PEAS



MIX VEGETABLE



SPINACH CUBES



FROZEN CRUSHED GARLIC CUBES



GRATED COCONUT



FROZEN CRUSHED GINGER CUBES



IQF INDIAN PIGEON BEANS



GREEN GRAM CHOLIYA



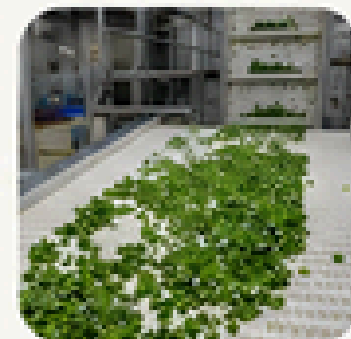
CAREFULLY SOURCED



THOROUGHLY WASHED & SANITIZED



PRECISELY CUT & SORTED



IQF FROZEN TO LOCK FRESHNESS



STORED & DELIVERED WITH CARE



LOCKS IN NUTRITION



FROZEN FOR GOODNESS



READY TO COOK CONVENIENCE



TRUSTED QUALITY YOU CAN RELY ON

# VEGCROP

## RANGE OF FROZEN FLATBREADS

Authentic Taste. Modern Convenience.

Paratha Xpress offers a versatile range of Indian flatbreads crafted for authentic taste, nutrition, safety, and convenience.



### CLASSIC MALABAR PARATHA

Soft, flaky layers with authentic taste, fully machine-made and untouched by human hands.



### PUNJABI ALOO PARATHA

Traditional spicy potato filling enriched with whole wheat and peanut protein.



### HOME STYLE WHOLE WHEAT PARATHA

Nutritious everyday paratha designed for balanced and wholesome meals.



### PLAIN BAKERY KULCHA

Soft, fluffy, and light texture, perfect with curries and gravies.



### ALOO BAKERY KULCHA

Delicious potato-filled kulcha with authentic bakery-style softness and rich taste.



#### AUTHENTIC INDIAN TASTE

Made with traditional recipes and premium ingredients.



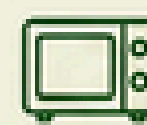
#### NUTRITIOUS & WHOLESOME

Good source of protein, fiber, and energy.



#### FROZEN FOR FRESHNESS

IQF technology locks in taste and nutrition.



#### READY IN MINUTES

Heat & eat convenience for busy lifestyles.



#### SAFE & RELIABLE

Hygienically processed with strict quality standards.

# VEGCROP RANGE OF SWEETS

*For Post-Meal Delights*

Deliciously Authentic. Perfectly Indulgent.

VegCrop Bites & Delights brings you a premium range of Indian sweets made with the finest ingredients, traditional recipes, and the goodness of dry fruits.

Perfect for every celebration or a sweet ending to any meal.

Made with  
Finest Ingredients

No Artificial Colors  
No Preservatives



100%  
VEGETARIAN



KEEP  
FROZEN



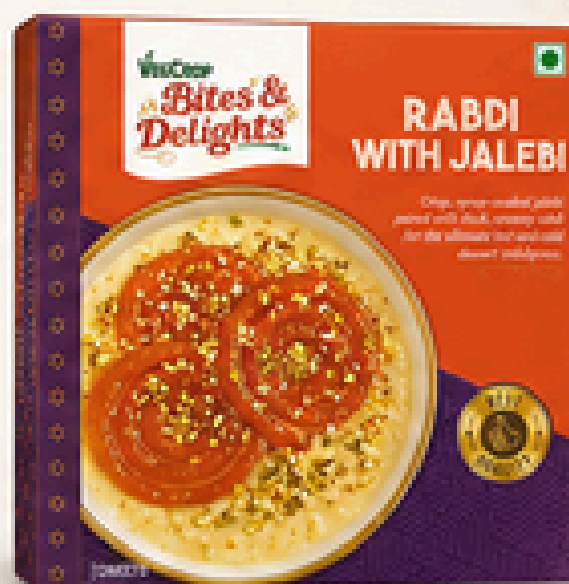
## KALA GULAB JAMUN

Soft, rich jamuns filled with dry fruits for a royal treat.



## GAJAR HALWA

Traditional carrot halwa made with ghee and premium dry fruits.



## RABDI WITH JALEBI

Crisp jalebis with creamy rabdi for a perfect combination of texture and taste.



## KESAR RASMALAI WITH RABDI

Soft rasmalai in saffron rabdi garnished with pistachios and saffron.



## KAJU KATLI

Classic cashew fudge with a rich, smooth texture and delicate sweetness.



**MADE WITH  
FINEST INGREDIENTS**

Carefully selected for authentic taste.



**RICH IN  
DRY FRUITS**

Loaded with the goodness of nuts and traditions.



**AUTHENTIC  
INDIAN RECIPES**

Made using time-honored traditional methods.



**FROZEN FOR  
FRESHNESS**

Locks in taste, texture & nutrition.



**SAFE &  
TRUSTED**

Hygienically processed and quality assured.

# VEGCROP

## RANGE OF READY, AUTHENTIC & HIGH-QUALITY READY MEALS

*Delicious North Indian Cuisine*

Homestyle Taste. Restaurant Quality. Ready in Minutes.



AUTHENTIC NORTH INDIAN CUISINES

JUST HEAT & SERVE IN

**7 MINUTES!**



### MUTTER PANEER

Cottage cheese & green peas  
in a rich, spiced onion tomato gravy.



### DUM ALOO

Baby potatoes in spiced  
onion tomato gravy.



### DAL FRY

Yellow lentils tempered  
with aromatic spices.



### DAL MAKHANI

Buttery lentil & red kidney beans in  
a creamy onion tomato gravy.



AUTHENTIC  
NORTH INDIAN  
RECIPES

Traditional taste  
you can trust.



READY IN  
MINUTES

Just heat & serve  
in 7 minutes.



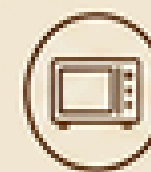
HIGH QUALITY  
INGREDIENTS

Carefully selected  
for great taste.



NO ARTIFICIAL  
COLORS OR  
PRESERVATIVES

Pure, clean  
and safe food.



MICROWAVE  
SAFE

Convenient &  
easy to prepare.



PERFECT FOR  
EVERYONE

Ideal for homes,  
offices & travel.

100%  
VEGETARIAN



# VEGCROP GOOD FOOD. REAL GOODNESS.

— No Cutting. No Chopping. —  
Just Heat & Serve in **7 Minutes.**

*More moments together.  
Less time in the kitchen. ♥*



**JUST HEAT  
& SERVE  
IN 7 MINUTES!**



### DAL MAKHANI

Buttery lentil & red kidney beans  
in a creamy onion tomato gravy.



### MUTTER PANEER

Cottage cheese & green peas  
in a rich, spiced onion tomato gravy.



### DUM ALOO

Baby potatoes in spiced  
onion tomato gravy.



### DAL FRY

Yellow lentils tempered  
with aromatic spices.



### PUNJABI KADHI

Creamy yogurt curry with pakoda  
& traditional spices.



**PURE & SAFE**  
Made with carefully



**AUTHENTIC TASTE**  
Traditional recipes crafted



**NUTRITIOUS MEALS**  
Balanced, wholesome



**EVERYDAY CONVENIENCE**  
No prep. No mess.



**MADE FOR FAMILIES**  
More time to bond,





# OUR INFRASTRUCTURE BUILT ON TRUST. POWERED BY QUALITY.

At VegCrop, our infrastructure is designed to preserve nature's goodness at every step. From advanced freezing technology to stringent quality checks – we ensure excellence you can trust.



ADVANCED  
FREEZING  
TECHNOLOGY



HYGIENIC &  
FOOD SAFE  
FACILITY



AUTOMATED  
PROCESSING  
SYSTEMS



STRINGENT  
QUALITY  
CHECKS



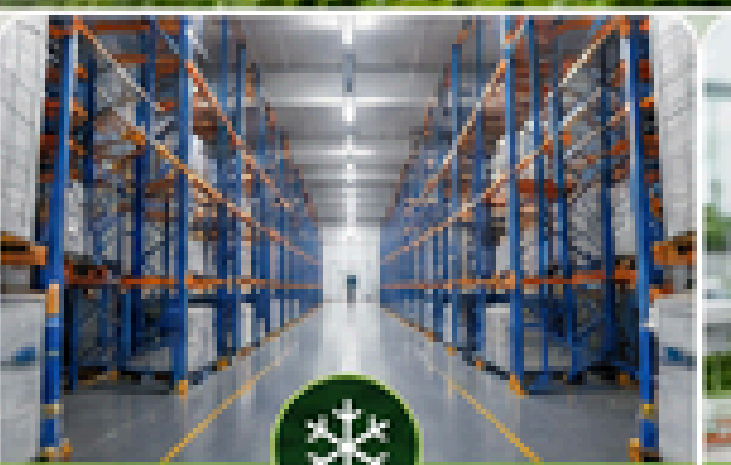
SUSTAINABLE  
& RESPONSIBLE  
PRACTICES



**STATE-OF-THE-ART FACILITY**  
Built with modern technology to ensure efficiency and safety.



**ADVANCED PROCESSING**  
Automated systems and precision to retain freshness and nutrition.



**COLD STORAGE EXCELLENCE**  
Maintaining optimum temperature to lock in freshness.



**RIGOROUS QUALITY CHECKS**  
Every batch is tested to meet the highest quality standards.



**SUSTAINABLE APPROACH**  
Environment-friendly practices for a better tomorrow.



**STRONG INFRASTRUCTURE. SUPERIOR QUALITY.** | Delivering freshness you can rely on, every time.

# VEGCROP

# SUSTAINABILITY FOR A BETTER TOMORROW

At VegCrop, sustainability is at the heart of everything we do. From farm to freezer, we are committed to protecting our planet, empowering communities, and delivering wholesome goodness—responsibly.



## RESPONSIBLE SOURCING

Partnering with farms that follow ethical and sustainable practices.



## REDUCING OUR FOOTPRINT

Energy-efficient operations and optimized logistics to reduce emissions.



## SUSTAINABLE PACKAGING

Thoughtful packaging solutions that are recyclable and environment-friendly.



## EMPOWERING COMMUNITIES

Creating opportunities and supporting the well-being of local communities.



## CARING FOR THE PLANET

Conserving natural resources for a greener, healthier future.




## VEGCROP

GOOD FOR YOU.  
GOOD FOR THE PLANET.

SUSTAINABLE  
CHOICES  
BETTER  
FUTURE



Small choices today.  
Lasting impact tomorrow. 



SUSTAINABLE  
SOURCING



GREENER  
OPERATIONS



RESPONSIBLE  
PACKAGING



STRONGER  
COMMUNITIES

Together,  
we grow a better future. 

**VEGCROP**  
**RASOI**  
**XPRESS**  
*Great taste in minutes!*

# ARE YOU FACING THESE 3 PROBLEMS?



JUST HEAT  
& SERVE

IN 7 MINUTES!

Every day, HORECA professionals deal with challenges that impact **taste, cost & customers.**

1



**CHEF SHORTAGE & HIGH SALARIES**



- Finding and retaining skilled chefs is getting harder.
- High salaries increase operational costs and affect profitability.

2



**FOOD WASTED, COSTING MORE PROFITS**

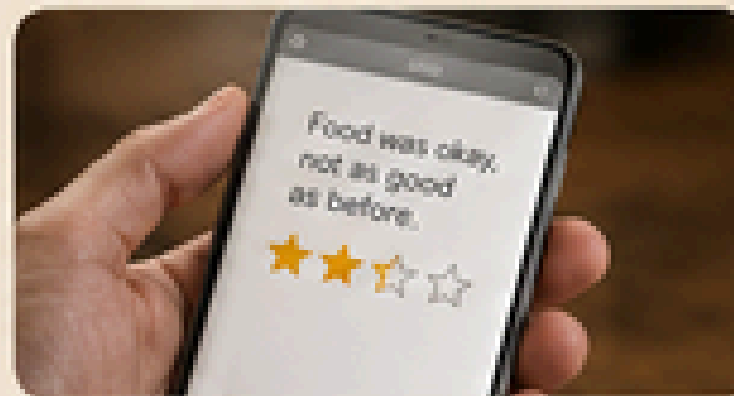


- Over-preparation and spoilage lead to massive food waste.
- Every plate wasted is money thrown away.

3



**INCONSISTENT TASTE & QUALITY, ANGRY REVIEWS**



- Inconsistent taste and quality disappoint customers.
- Negative reviews damage reputation and repeat business.

**ONE SMART SOLUTION. ENDLESS BENEFITS.**

**Rasoi Xpress** – Consistent Taste. Every Time.



**REDUCE CHEF DEPENDENCY**

Easy-to-cook meals, anyone can prepare.



**CUT FOOD WASTAGE**

Portion-controlled packs. No more over-preparation.



**CONSISTENT TASTE & QUALITY**

Restaurant-like taste, every single time.



**HAPPIER CUSTOMERS**

Better reviews. More repeat business.





# HERE IS THE ONE STOP SOLUTION!

Rasoi Xpress is your **all-in-one chef-less kitchen solution** designed for HORECA success.



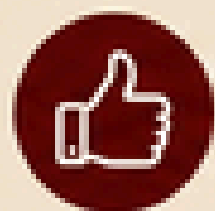
**NO CHEFS.  
NO CHAOS.  
JUST CONTROL.**

Standardized recipes ensure consistent taste across every outlet.



**SAME TASTE.  
EVERY PLATE.  
EVERY DAY.**

Authentic flavors that keep your customers coming back.



**ZERO WASTE.  
ZERO GUESSWORK.  
100% QUALITY.**

Portion-controlled packs reduce waste and maximize profitability.



**AUTHENTIC RECIPES**  
Traditional taste you can trust.



**CHEF-LESS SOLUTION**  
Anyone can cook. No trained chefs needed.



**CONSISTENT QUALITY**  
Same taste & quality every single time.



**COST EFFECTIVE**  
Lower costs. Higher profitability.



**HAPPIER CUSTOMERS**  
Better experience. Stronger loyalty.

# VEGCROP CHEFLESS KITCHEN



JUST HEAT  
& SERVE

IN 7 MINUTES!

+ RANGE OF PRODUCTS +

Delicious. Convenient. Consistent.  
Everything you need. **Ready in minutes.**



**AUTHENTIC TASTE**  
Traditional recipes  
crafted by experts.



**CHEFLESS SOLUTION**  
No chefs. No hassle.  
Just heat & serve.



**CONSISTENT QUALITY**  
Same great taste  
every single time.



**SAVES TIME**  
Ready in just  
7 minutes.



**COST EFFECTIVE**  
Portion-controlled packs.  
Less waste. More profit.



**PERFECT FOR  
HORECA**  
Restaurants, Cafes,  
Catering & More.



**ONE RANGE. ENDLESS POSSIBILITIES.**  
Simplify Your Kitchen. Satisfy Every Customer.

# VEGCROP

## PRIVATE LABEL OFFERINGS

### Your Brand. Our Quality. Endless Possibilities.

At VegCrop, we help businesses bring healthy, high-quality frozen vegetables and ingredients to their customers under their own brand. From farm-fresh sourcing to advanced freezing and packaging – we deliver excellence you can trust.

### WHY PARTNER WITH VEGCROP?

-  **Premium Quality**  
Carefully sourced, hygienically processed & frozen for freshness
-  **Wide Range**  
A diverse portfolio to suit every market need
-  **Custom Solutions**  
Tailored recipes, cuts, blends & packaging
-  **Reliable Supply**  
Consistent quality and on-time delivery
-  **Scalable Operations**  
Flexible production to grow with your brand

FROM FARM TO FREEZER, READY FOR YOUR BRAND



#### YOUR BRAND YOUR IDENTITY

Build stronger customer loyalty with your own trusted brand.



#### PREMIUM QUALITY ASSURED

International standards in every step for safe, nutritious & great-tasting products.



#### PACKAGING THAT REPRESENTS YOU

Custom packaging solutions that reflect your brand's unique identity.



#### GROW TOGETHER WITH VEGCROP

A long-term partner committed to your growth and success.



### LET'S BUILD SOMETHING GREAT TOGETHER!

Partner with VegCrop for private label solutions that deliver quality, value, and trust.

LET'S CONNECT





FARM  
FRESH



NATURAL  
GOODNESS




FROZEN  
WITH CARE



QUALITY  
YOU TRUST

# WE'D LOVE TO HEAR FROM YOU!

Have questions, feedback, or partnership inquiries? Our team is here to help you with fresh solutions and friendly support.

*Let's grow together!* 



**THANK YOU**  
for choosing  
fresh, healthy  
and better  
with VegCrop.  




We are here for you.

Fresh solutions. Friendly support.

*Always!* 