



## **Vegit adds convenience and pleasure of traditional cooking to ever famous Pav Bhaji – Ready in 15 minutes**

*~Launches Pav Bhaji Mix in Pune, expands its range of ready to cook snacks mixes, specially developed to be prepared with a twist to match the preference of food lovers~*

**Pune 29<sup>th</sup> January, 2013**

Vegit, an agro division of Merino group and a leading brand in ready to cook segment, has today announced expansion of its product portfolio in Pune market with the launch of *ever famous Vegit Pav Bhaji* for the Retail & HORECA (Hotel, Restaurant & Catering) segment. Priced at **Rs. 60** for Retail, Vegit will now be available with a range of 9 new snacks mixes along with its flagship product 'Aloo Mash' (Potato Flakes), thereby strengthening its presence in Indian market.

Keeping in line with the tradition of offering tasty, nutritive food that offers immense convenience, Vegit Pav Bhaji mix offers 100% classic Indian flavor and its preparation involves only 10% of time and effort on cooking, without missing the taste of traditional Pav bhaji. Vegit Pav Bhaji mix comes in an innovative refreshed, clutter free packaging, which brings convenience into your kitchen.

Vegit products are healthy and contain the much essential vitamins and nutrients. The USP of these products **"Hamara Mix, Aapka Twist"** being that they can be prepared as it is or with a **"Twist"** as the consumer is free to experiment and modify the dish as per their taste buds.

Speaking on the launch of Vegit Pav Bhaji Mix, **Mr. Madan Singi, Director, Vegit**, said, "At Vegit, we never compromise on quality and taste. We at Vegit are delighted to incorporate Pav Bhaji, a famous delicacy of Maharashtra, in our product portfolio. With this launch today, we believe that our customers will have a chance to taste Pav bhaji which is healthier, tastier and easy to cook from the rest available. Vegit Pav Bhaji is not only easy and quick to make but one can add "twist" to it and surprises the family members as well to churn out innovative versions / dishes".



**Celebrity Chef Nilesh Limaye**, Indian's leading culinary expert, who prepared innovative dishes **"Vegit Pav Bhaji Pasta La Khasta & Vegit Pav Bhaji Tandoori Paneer"** out of **"Vegit Pav Bhaji Mix"** elaborated, "Vegit Pav Bhaji mix is a convenience pack for all Gourmands & Gourmets. While doing my bit of recipes, I was spellbound to witness the twist in taste of the product by incorporating different ingredients in Vegit Pav Bhaji Mix. I am very impressed to understand that the turnaround time of any cuisine was minimum and yet tasty".

Vegit has a wide array of products starting from the flagship products Aloo Mash (Potato Flakes) to 9 mouthwatering instant Indian snacks viz Pav Bhaji, Burger Patty, Aloo Tikki, Aloo Bonda, Soya Rolls, Cheese Balls, Hara Bhara Kebabs, Shammi Kebabs and Veg cutlets.

Vegit Pav Bhaji Mix along with other products will be available at general & modern trade outlets, mom and pops shops, hyper and super markets across the city. Vegit today has a pan India presence with a robust network of over **5000 dealers and outlets**. Pune contributes 7-8% of the overall Vegit business and we are moving aggressively and planning to target more general and modern stores in the city.

### **About Vegit**

Vegit is the agro division of Merino Group, spread equally between making of Potato Flakes and sumptuous Snacks Mixes and is committed to providing an international standard products that has been domestically produced. The integration of complete agri operations from tissue culture to food processing has assured the consistent supply of best quality products and has established a sustainable market for itself both with the domestic and international buyers.

Vegit offers a range of snacks mixes which are all simple, fast, neat and ready to make and also exports the products and reaches out to the retail sector and also the industrial catering units, restaurants and hotels. Vegit is ISO 22000, FSSC 22000, OHSAS 18001:2007, ISO 14001:2004, ISO 9001:2008 & HACCP certified.

For more information visit Vegit at [www.veggit-merino.com](http://www.veggit-merino.com)

### **About Merino Group**

Founded in 1968, the Merino Group is today a US\$ 165 million group with diverse business interests which include Panel & Panel Products, Biotechnology (Agriculture & Food Processing) and Information Technology (IT). We are driven by our constant effort to maintain Economy, Excellence and Ethics in all our businesses. We export to 60 countries around the globe, and



employ 3000 people across three manufacturing sites, 19 offices in India and an office in the U.S. To know more about the Merino Group, visit our Group Website at [www.merinoindia.com](http://www.merinoindia.com)

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