

Ref: WFBL/BSE/PR/DEC-2023

Date: 11-12-2023

To,
BSE Limited
Corporate Relations Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400 001

Ref: Wardwizard Foods and Beverages Limited (Formerly known as Vegetable Products Limited)

Script Code: 539132

Sub: Press Release

Dear Sir/Madam,

We hereby enclose a Press Release for Wardwizard Foods & Beverages Limited (Formerly known as Vegetable Products Limited) that Wardwizard Foods and Beverages Limited's newest Entrant forms alliance with Tennis Premier League.

Kindly take the same on record.

Thanking you,

**For Wardwizard Foods and Beverages Limited
(Formerly known as Vegetable Products Limited)**

Sejal Varia
Chief Financial Officer

WOL Energy Drink: Wardwizard Foods and Beverages Limited's Newest Entrant Forms Alliance with Tennis Premier League

Vadodara, December 11, 2023: Wardwizard Foods and Beverages Limited proudly presents its latest creation, WOL Energy Drink, marking an exciting new chapter in its portfolio. This innovative addition has quickly solidified its position as the company's premium product, poised to create a significant impression through its strategic partnership with the esteemed Tennis Premier League, Season 5.

As Wardwizard Foods and Beverages Limited's newly launched product, WOL Energy Drink epitomizes excellence, catering to the dynamic audience of trendsetting young adults and the aspirational youth demographic. Its fusion of superior taste, unmatched quality, and irresistible allure perfectly aligns with the audience of sports enthusiasts attending the Tennis Premier League.

This collaboration underscores the brand's commitment to engage with its audience on a dynamic platform. With a strategic focus on Gujarat and Maharashtra in the first phase, the product has already made its debut in Vadodara, Gujarat, laying the groundwork for an ambitious expansion plan.

Expanding on this alliance, **Mrs. Sheetal Bhalerao, Chairperson and Managing Director of Wardwizard Foods and Beverages Ltd.**, said, *"We're overwhelmed to introduce WOL Energy Drink as our latest offering under Wardwizard Foods and Beverages Limited. This partnership with the Tennis Premier League is a testament to our dedication to delivering premium products that resonate with our target audience. Our collaboration with the Tennis Premier League serves as a significant milestone in our roadmap. Beyond this partnership, our vision for WOL Energy Drink extends into a future where we're committed to pioneering innovations and expanding our market presence across regions. We envision WOL Energy Drink not just as an energy-boosting beverage but as a lifestyle companion for our consumers, symbolizing vitality and a zestful living"*.

The union between WOL Energy Drink and the Tennis Premier League not only signifies a promising partnership but also presents an exciting opportunity for Wardwizard Foods and Beverages Limited to captivate and connect with the audience through the league's fervent sporting atmosphere.

About Wardwizard Foods and Beverages Limited.: Wardwizard Foods and Beverages Limited is a BSE-listed Company based in Por, Vadodara, Gujarat. With a diverse portfolio, the company offers an extensive range of products, including frozen foods, ready-to-eat foods, beverages, sauces, spices and condiments. With its diversified product offerings and strategic market presence, Wardwizard Foods and Beverages Limited is committed to delivering high-quality and innovative food solutions to meet the evolving demands of consumers.

For Investor queries

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For Media Query

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