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Nandu’s announces expansion into fish and seafood retail

Hyperlocal and omnichannel meat retail brand Nandu’s has announced its expansion into fish and seafood retail. The company has added fish and seafood to its category of offerings, across all its sales channels.

By **Manbeena Chawla** | April 5, 2021



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Bengaluru-based company projects a significant revenue contribution from the fish and seafood category in the coming months

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The variety of Fish and Seafood available in India is very diverse, yet there is a strong demand for it to be fresh.

“Undeniably, there is an immense market opportunity in the fish and seafood retail sector. Buying fish is an underserved retail experience in India. At Nandu’s, we are striving to change that and aim to deliver a delightful shopping experience for fish and seafood lovers. With our foray into this segment, Nandu’s vision is to become India’s favourite neighbourhood meat and fish brand, across online and offline retail channels. We are excited about this category and expect a significant revenue contribution from it,” noted Narendra Pasuparthy, Founder & CEO, Nandu’s.

As one of the pioneers of the poultry farming industry in India, Nandu’s has been at the forefront of innovation. Nandu’s, a hyperlocal omnichannel farm-to-fork brand, guarantees 100% traceability of its products from farm to fork.

The company has fully integrated back-end operations, wherein it owns the feed mills, breeding farms, hatcheries, broiler farms, processing centre, food factory, cold chain infrastructure and retail stores.

Commenting on the launch of the new product category, Vinay Gopinath, COO, Nandu’s said, “When Nandu’s started its operations in late 2016, the aim was to make fresh, healthy and high-quality meat and meat products accessible for all. Given the predominantly unorganised nature of the market, it was tough for Indian consumers to get access to healthy and hygienic fish and seafood. This coupled with repeated requests from our customers encouraged us to delight them by offering this category.”

“Having seen phenomenal growth, of close to 200%, in FY20-21, we are now open to private investments as we plan to launch operations in strategic markets, such as Hyderabad, Chennai,

Mumbai, Pune, Delhi, and Kerala, in the coming years. The pan-India target is 600 Nandu’s stores by 2025”, said Narendra Pasuparthy.

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