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Omnichannel meat brand Nandu’s enters Hyderabad

Nandu’s has announced its entry into the Hyderabad market, as part of its pan-India expansion strategy. With one store already operational at Addagutta Society, Kukatpally and a second one at KPHB Colony, Kukatpally, ready for launch in a week’s time, the

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15 more in the pipeline for the next FY, as part of its pan-India expansion strategy

Nandu’s has announced its entry into the Hyderabad market, as part of its pan-India expansion strategy. With one store already operational at Addagutta Society, Kukatpally and a second one at KPHB Colony, Kukatpally, ready for launch in a week’s time, the Bengaluru-based brand plans to set up five new stores by December 2021. Over the next year, 15 more Nandu’s stores are slated to be launched across Hyderabad.

Nandu’s aims to set up 300 stores across the country in the next four years with the intention of transforming the hyperlocal meat purchasing experience for discerning meat lovers in India.

As part of its expansion, Nandu’s plans to recruit a 150+ strong member team to deliver the brand experience successfully in Hyderabad’s key markets as it expands its store footprint across the city.

The omni-channel, fully-integrated, farm-to-fork meat brand will make its entire range of products – fresh chicken, mutton, fish and seafood, ready-to-cook / eat, ready-to-cook biryani kits, and heat-and-eat products – available in its stores across Hyderabad.

In keeping with the brand’s commitment to responsible operations, Nandu’s goal is to embrace 100% plastic-free, eco-friendly packaging by 2023.

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