NEWS | FOOD

Rebel Foods buys majority stake in chocolate brand Smoor

Mumbai-based Rebel Foods has invested an undisclosed amount in acquiring a majority stake in luxury chocolate brand Smoor. The investment is in line with the company’s plans to invest $150 million across food brands as it scales its portfolio of food serv

By **Manbeena Chawla** | April 7, 2022



rebel-foods-buys-majority-stake-in-chocolate-brand-smoor

> WordPress post #22218

SMOOR has reached $50 million valuation with this acquisition

Mumbai-based Rebel Foods has invested an undisclosed amount in acquiring a majority stake in luxury chocolate brand Smoor. The investment is in line with the company’s plans to invest $150 million across food brands as it scales its portfolio of food services brands in India. The investment values Smoor at over $50 million.

Smoor, set up in 2015, sells chocolates, signature cakes, gift hampers, desserts, and beverages. Its products are available across its stores, cafes, and kiosks, apart from the brand’s direct-to-consumer channel and online aggregator platforms.

According to Rebel Foods, Smoor will continue to build its omnichannel distribution strategy by expanding its physical customer experience centres across tier-1 cities in India and accelerating its online presence across digital platforms. The future expansion will also include strengthening its physical presence in 9 cities (Mumbai, Pune, Hyderabad, Chennai, Bangalore, New Delhi, Gurgaon, Noida, Faridabad) and a fast-growing omnichannel presence.

Read online: https://nuffoodsspectrum.in/news/14/18788/rebel-foods-buys-majority-stake-in-chocolate-brand-smoor.html
© 2026 NUFFOODS Spectrum. All rights reserved.