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The Organic World launches largest organic store in Bengaluru

India’s No. 1 largest organic and natural groceries retailer invited farmers from its organic farmer network to inaugurate its 16th and largest store

By **Shraddha Warde** | October 3, 2023



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> WordPress post #29113

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The Organic World, India’s largest organic and natural groceries retailer and the country’s No. 1 Responsible Retailer unveiled its latest store in Kadubeesanahalli, Bengaluru, earlier this month. The expansive, 2000 sq ft store is The Organic World's 16th and largest store so far.

In keeping with the company’s value proposition, the store houses an extensive range of 2000+ groceries, completely free of harmful chemicals, in alignment with the brand’s stringent ‘Not In Our Aisle’ - featuring chemicals and harmful ingredients that do not find a spot on its store shelves, despite their industry popularity. It bears testament to the brand's commitment to making healthier, chemical-free choices easily accessible to the community. The store design embraces sustainability, incorporating eco-friendly elements and featuring a dedicated recycling zone.

Known for delivering an authentic experience across the ‘farm to table’ value chain, The Organic World, a part of Nimida Group, invited farmers from its organic farm network, to inaugurate the store.

Gaurav Manchanda, Founder & Director, of the Nimida Group, the parent company of The Organic World, said, “We are excited to bring The Organic World’s ethos of better choices across the daily and monthly consumption basket to more and more communities across Bengaluru. Kadubeesanahalli is a popular residential area that is strategically located close to the IT hubs. With our latest store, we aim to cater to the growing sustainability-focused communities in Bellandur, Whitefield, Marathahalli, and the neighbouring areas, whose lifestyle choices resonate with our brand philosophy. Our aim is to empower more individuals to make informed and better choices to support a chemical-free lifestyle.

“In the near future, The Organic World plans to continue to expand its footprint across Karnataka and South India. We will invest in company-owned stores as well as explore the franchise model to reach a wider audience and make organic choices accessible to all,” added Manchanda.

At The Organic World, customers can shop for 2000+ products, including certified organic fruits and vegetables, chemical-free atta, dals, rice, and flour, hormone- and antibiotic-free dairy and eggs, cold-pressed oils, 100 per cent pure bilona ghee, toxin-free home cleaning essentials, paraben- and sulfate-free beauty and personal care products, chemical-free health and wellness products, and trans-fat-free snacks as well as curated childcare products.

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