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WellBe Foods expands presence in Hyderabad

The company sets an ambitious goal to reach 25,000 stores across South India by FY 2024-25

By **Shraddha Warde** | August 30, 2024



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WellBe Foods, a leading Bengaluru-based direct-to-consumer brand specialising in clean food choices, has expanded its presence in Hyderabad, marking a significant step in its regional growth strategy. As a part of this plan, the brand will be available in over 9000 general trade

(GT) stores throughout the city. With this move, WellBe will also become the first clean-label snacks brand with a ‘No Nasties’ promise to foray into the GT market in India

This milestone aligns with WellBe Foods' strategic initiative to reach 25,000 general trade stores throughout South India by the end of FY 2024-25. With the current launch, the company aims to clock 50 per cent growth year-on-year in the Hyderabad market. The company decided to expand its footprint in Hyderabad after its success with 300 stores across various channels including regional

Gaurav Manchanda, Founder and Managing Director of WellBe Foods, stated, “Hyderabad’s enthusiastic reception has been instrumental in driving our expansion strategy. Our initial success with regional chains and modern trade outlets has provided a solid foundation for our ambitious plans. We are committed to leveraging Hyderabad’s market dynamics to introduce our range of traditional snacks in a healthier avatar to an even broader audience. Our goal is to reinforce our presence in Hyderabad and set a new benchmark for general trade reach across South India – with our snacks with “No Nasties” and innovative packaging, we are looking to organise the unorganised.”

Read online: https://nuffoodsspectrum.in/news/14/21466/wellbe-foods-expands-presence-in-hyderabad.html
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