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Chinese Wok scales up presence in Karnataka

Launches brand campaign Chinese Bole Toh, Chinese Wok

By **Sanjiv Das** | October 10, 2025



Chinese Wok

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Chinese Wok, India's largest home-grown Desi Chinese QSR, is strengthening its presence in Karnataka, one of its fastest-growing markets, while rolling out its new nationwide campaign, Chinese Bole Toh, Chinese Wok. With over 40 outlets already across Bengaluru and Mysuru and another 8–10 planned this financial year, the state is emerging as a key pillar in the brand's growth story.

Speaking on the campaign, Aayush Madhusudan Agrawal, Founder & Director, Lenexis Foodworks, said, "Karnataka is not just a market for us, it's a growth engine. Bengaluru's vibrant food culture and Mysuru's rising appetite for Desi Chinese have made this state a true stronghold for Chinese Wok. Alongside this expansion, the brand has rolled out its new nationwide campaign, "Chinese Bole Toh, Chinese Wok," which turns everyday naming mix-ups into witty craving cues, reinforcing Chinese Wok as India's go-to destination for Desi Chinese."

The films will run across leading OTT platforms, social media, and high-impact broadcast moments, including the upcoming cricket season, ensuring the campaign reaches millions of viewers during the peak festive and cricket season.

Now operating 240+ outlets across 45+ cities, Chinese Wok is on track to expand to 500 outlets by 2027. With "Chinese Bole Toh, Chinese Wok," the brand is inviting consumers across India to laugh, share, and most importantly, satisfy their next craving with Chinese Wok.

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