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CK Israni Group launches UAE's Japanese confectionary brand MOISHI

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By **Sanjiv Das** | February 27, 2026



MOISHI

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CK Israni Group, one of India’s most diversified and forward-thinking conglomerates, has announced the expansion of its lifestyle segment with the landmark introduction of MOISHI, UAE’s cult-favourite Japanese confectionary brand, to the Indian market. With this move, the CK Israni Group is not simply introducing a new dessert brand, it is establishing and leading an entirely new category within India’s organised food and beverage market.

MOISHI is not just a dessert brand, it is a category leader in handcrafted mochi ice cream. Often viewed as a cultural phenomenon and a sensory experience that has taken Dubai and the UAE by storm, MOISHI has amassed a fanatical following across generations and luxury food lovers worldwide. Its India debut represents not just a brand launch, but the formal entry of premium mochi ice cream as an organised retail segment within the country’s evolving dessert landscape.

“India’s lifestyle and F&B sector is at an inflection point,” said Chandni Nath Israni, Co-Founder, CK Israni Group. “Over the past decade, we have seen a decisive shift in consumer behaviour. Urban audiences are more travelled, more informed and far more receptive to globally benchmarked formats. The market is no longer just experimenting with international concepts, it is ready to institutionalize them. MOISHI allows us to enter India with a proven category leader and build the premium mochi ice cream segment in a structured, scalable manner. This is not about following a trend. It is about recognising a ripe market opportunity and moving early with conviction.”

Read online: https://nuffoodsspectrum.in/news/14/23183/ck-israni-group-launches-uaes-japanese-confectionary-brand-moishi.html
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