

Ashvin Subramanyam, CEO International Business, Orkla India



# Orkla India announces the launch of its wholly-owned subsidiary in Dubai

The announcement aligns with Orkla India's recent announcement of reorganising itself into three business units — Eastern, MTR, and International Business

Orkla India has announced the expansion of its Middle East presence through the launch of its wholly-owned subsidiary, Orkla India — Middle East and Africa (Orkla IMEA). This new entity will be headquartered out of Dubai and is committed to delivering ethnic Indian and Indian-inspired culinary experiences to consumers in the region. Orkla IMEA carries the powerful heritage and strong brand recognition of MTR and Eastern, two renowned and loved brands in Indian cuisine. This launch announcement aligns with Orkla India's recent announcement of reorganising itself into three business units — Eastern, MTR, and International Business.

With a remarkable growth rate of 15 per cent in the Middle East, Orkla India has demonstrated exceptional performance in the region. Notably, the Middle East constitutes a significant portion, 70 per cent of Orkla India's total international business. With this launch, Orkla IMEA wants to build on its wide retail footprint spanning over 20,000 stores in the region to accelerate its growth further.



Ashvin Subramanyam, CEO, International Business, Orkla India.