



Kuwait Based LET'S POPCORN To Enter India, Open 200 Stores

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BY Nusra
Deputy Features Editor



LET'S POPCORN, a Gourmet Popcorn brand is entering India with Franchise India's International Arm FranGlobal.

LET's POPCORN which is already present in Qatar, Oman, KSA and other middle eastern company is planning to unplug about 200 stores in the next 3 years in India.

"We are delighted to enter Indian Food & Beverage Market. India has this spurting potential in terms of food and retail. Increasing disposable income and appetite for healthy snacking option, eating culture, and younger population are the key drivers for the market. This gives us a lot of confidence to enter Indian Gourmet Popcorn market," shared Fadi Faour, General Manager – LET'S POPCORN.

Headquartered in the state of Kuwait it is the first Gourmet Popcorn brand in Middle East, with 65+ exclusive flavours and highest quality ingredients. Each batch is a masterpiece of creation and filled with care. All flavours are air-popped (Oil- Free) which maintains the maximum nutritional value to tantalize the customer's taste buds in a cosy home like ambience.

Commenting on the association, Venus Barak, CEO, FranGlobal said, "We are ecstatic to welcome this exciting new venture-LET'S POPCORN-in India. The gourmet popcorn business is expected to grow at 36% CAGR. There's a pool of opportunities to delve into for elevating food and beverage businesses and staying on top with changing customer needs, today's consumer looks for relevance in a brand and are highly conscious buyers and Popcorn is considered to be the hottest and the healthiest snack.

Also, this is quite exciting for food lovers who also wish to stay in shape and can enjoy popcorns in a plethora of flavours.

"Our expansion target is to open around 200 Point of Sales in the coming 3 years." The gourmet popcorn segment is still niche due to less geographical penetration, hence offers an immense opportunity to tap this potential in this growing market," added Faour.

There is no denying that healthy snack business has grown double digit in India in last two years and Asia Pacific region has the second highest sales which is 895 million USD.