

Orkla India, owner of Eastern and MTR brands, expands to the Middle East with Dubai office

Orkla's wholly-owned subsidiary, Orkla IMEA, will have its headquarters in Dubai



Ashvin Subramanyam, CEO-International-Business, Orkla-India

Orkla India announced the expansion of its Middle East presence through the launch of its wholly-owned subsidiary, Orkla India - Middle East & Africa (Orkla IMEA).

This new entity, the firm said, will be headquartered in 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 beloved 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.

Ashvin Subramanyam, CEO of International Business at Orkla India, expressed, "Over the past five years, Orkla India has strategically invested Dh100 million in the GCC, strengthening distribution, marketing, and infrastructure. With a robust 15 per cent growth over the last year and through the launch of Orkla IMEA, we expect similar double-digit growth."

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Ashvin Subramanyam, CEO International Business, Orkla India