



Soulfull's Bidadi manufacturing facility is striving to grow. After being acquired by Tata Consumer Products in 2021, Soulfull, which formerly had 15,000 outlets, has grown to 4,00,000 locations nationwide.

"We are significantly increasing our investment in the Bidadi plant expansion outside of Bangalore."

As Prashant Parameswaran, MD & CEO, Tata Consumer Soulfull Pvt Ltd said, "the expansion is to guarantee that capacity is taken at the fullest level and at the same time automate so that we can scale up.

Soulfull, which initially launched products with breakfast cereals and recently forayed into masala oats, is witnessing an uptick in demand for its products.

"We can leverage the wide distribution network that Tata Consumer Products has, the ability to go deeper in science, and we have a trustworthy brand associated with Soulfull which means a lot especially when you go deeper in the pop strata," said Parameswaran.

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