

Nongshim Launches Shin Ramyun Kimchi Stir Fry in India, Bets Big on Korean Food Boom

26 May 2026 | News

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Riding the growing popularity of Korean culture and cuisine among Indian consumers, Nongshim Co., Ltd. has officially launched its latest premium noodle offering, Shin Ramyun Kimchi Stir Fry, in India. The product was unveiled at a launch event held at The Westin Gurgaon, marking a strategic expansion move for the South Korean instant noodle giant in one of the world's fastest-growing packaged food markets.

The new Shin Ramyun Kimchi Stir Fry combines the signature spicy flavour of Shin Ramyun with the tangy and savoury taste of stir-fried kimchi, targeting India's Gen Z and millennial consumers who are increasingly embracing bold international flavours and Korean food experiences.

The launch aligns with Nongshim's broader "Global Agility & Growth" business vision, under which the company is aggressively expanding its international footprint. With South Korea's domestic instant noodle market reaching maturity, Nongshim is focusing on high-growth overseas markets such as India to drive future revenues.

The company currently exports products to more than 100 countries, while its flagship Shin Ramyun brand is available in over 200 countries and regions worldwide. Nongshim recently reported an annual global turnover of approximately KRW 3.5 trillion (around \$2.5 billion) and has set a target of reaching KRW 7.3 trillion in annual revenues by 2030 through international growth initiatives.

India's instant noodle market, estimated at over \$2.1 billion, is witnessing a rapid shift in consumer preferences toward authentic global flavours, particularly among younger audiences influenced by K-pop, K-dramas, and digital food culture.

Recognising the growing role of instant delivery platforms in shaping food discovery and consumption, Nongshim and its Indian distribution partner Rama Vision Limited are prioritising quick commerce for the rollout. The new Kimchi Stir Fry variant is now available on Blinkit alongside Nongshim's broader ramen and snack portfolio.

Speaking at the launch, Jo Yong-chul said, "India is one of the most exciting markets for Nongshim globally, driven by growing consumer interest in Korean food and evolving consumption patterns. Through the launch of Shin Ramyun Kimchi Stir Fry and our availability on Blinkit, we aim to make authentic Korean flavours more accessible to Indian consumers while strengthening our long-term presence in the country."

He added that while China currently remains the company's largest market, India is expected to emerge as Nongshim's leading market in terms of growth within the next five years.

Commenting on evolving consumer trends, Arhant Jain said, "Indian consumers today are highly influenced by global food trends and digital culture, especially among younger audiences. Shin Ramyun Kimchi Stir Fry offers a distinctive Korean food experience that combines authenticity, flavour, and convenience."