

GBC India Anchors German Doner Kebab's India Market Entry with Hyderabad Launch

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GDK enters the market at a time when protein-focused dining is becoming increasingly relevant to Indian consumers



GBC India is introducing German Doner Kebab (GDK), one of the world's fastest-growing premium casual dining brands, to India, marking the beginning of a long-term expansion strategy across one of the world's most dynamic consumer markets. The brand will make its Indian debut with the opening of its flagship restaurant in Jubilee Hills, Hyderabad, in August 2026.

With more than 170 restaurants internationally and a rapidly growing global footprint, GDK has built a strong following among consumers who care about what they eat. Renowned for reinventing the traditional Doner Kebab through premium lean meats, fresh ingredients, handmade sauces, and elevated preparation standards, the brand has become synonymous with quality, flavour, and modern dining experiences across multiple markets.

India's rapidly expanding middle-class population, rising disposable incomes, and increasing exposure to global food cultures are reshaping consumer expectations. At the same time, awareness around nutrition, fitness, and protein consumption has grown significantly, particularly among younger consumers seeking meals that deliver both taste and quality. This shift has created a significant opportunity for premium food brands that align with evolving lifestyles and changing eating habits.

GDK enters the market at a time when protein-focused dining is becoming increasingly relevant to Indian consumers. By bringing the classic OG Doner Kebab back to its original relevance through premium lean meats and quality ingredients, the brand aims to offer a dining experience at the intersection of flavour, convenience, and modern nutritional awareness.

The launch also reflects GBC India's broader vision of introducing globally successful food concepts to the Indian market. Backed by more than 15 years of expertise in food supply chain operations, sourcing, and quality management, GBC has built a strong foundation for bringing international food brands to India while maintaining consistency, operational excellence, and world-class standards.