

Licious Launches India's First Packaged Chicken Jhol Momos

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Brings the hottest momo trend home with juicy, loaded Chicken momos and a spicy, tangy bomb jhol, recreating the restaurant favourite in minutes



Licious, India's most loved D2C meat and seafood brand, has expanded its value-added portfolio with the launch of India's first packaged Chicken Jhol Momos in a frozen format, bringing the much-loved Himalayan-style Jhol momo experience to homes in a super convenient format. The launch builds on the growing popularity of momos in India, with consumers seeking new flavours and formats within the category. Amongst these, Jhol momo in particular is a wildly popular trend.

The format has deep roots in Himalayan food culture and combines the meatiness of a momo with a soupy broth that is both comforting and spicy. The product has become wildly popular on restaurant menus and with home-chef influencers. Bringing this bold and comforting format home, Licious' Chicken Jhol Momos pair the brand's best-selling Loaded Chicken Momos with a tangy, nutty and spicy bomb jhol - creating the perfect balance of juicy filling and flavourful broth.

Designed for easy home preparation, Licious' six-piece Chicken Jhol Momos pack can be enjoyed steamed or pan-cooked. Simply steam the frozen momos for 4-6 minutes, or pan-cook them with a little oil for approximately 6 minutes. The accompanying jhol can be prepared in just 2 minutes by heating the contents of the jhol sachet with 1-2 tablespoons of water, then served hot alongside the momos for a restaurant-style experience at home, a comforting option for the cooler months ahead.

Commenting on the launch, Tavleen Bhatia, Business Head – Value Added Products, Licious, said, "Momo is more than just food; it is an emotion, a culture, and a shared love that brings people together. In just nine months since launching our momo portfolio, we have seen an incredible response from consumers, with our chicken momo now accounting for around 20 per cent of the online packaged meat momo market. We owe it to the momo paglus of India to keep pushing the boundaries and bringing them new, drool-worthy ways to enjoy a favourite they love. Jhol Momo is our latest expression of that. We've taken our much-loved chicken momo and dunked it in a tangy, nutty, and spicy broth, where every bite and every slurp takes you straight to momo heaven. We're incredibly excited to bring this experience home and proud to be the first in India to introduce this viral format."