

Kewpie to Establish New Sales Subsidiary in India

Building a Sales Structure in India,
the World's Most Populous Country

Tokyo, Japan (July 9, 2026)—Kewpie Corporation (“Kewpie”) will establish a local subsidiary to serve as a sales base for Kewpie Group products in India. The new company will focus on the sale of mayonnaise and dressings manufactured by Kewpie Group companies in the Asia-Pacific region. Through the establishment of this new company, Kewpie will develop its sales structure in India, a country with the world’s largest population and sustained economic growth. The new company is expected to begin operations in 2027.

The population of India is currently estimated to exceed 1.4 billion, and it is projected to continue increasing in the future. In recent years, per capita GDP has also been rising. Along with the expansion of the middle-income class, dietary habits are diversifying, and the market for mayonnaise and dressings is expanding. Kewpie established a liaison office in India in 2025 and has been conducting research on the country’s food market. Since demand for mayonnaise and dressings is expected to expand further in India, Kewpie has determined that there is potential to introduce Kewpie Group products to the market and has decided to establish a local subsidiary.

Kewpie aims to expand sales and raise brand awareness in India, while contributing to the development of Indian food culture through menu proposals tailored to the local palate.

COMPANY OUTLINE

Company Name	KEWPIE INDIA PVT. LTD. (Provisional)
Business	Import and sale of mayonnaise, dressings, etc.
Date of establishment	September 2026 (scheduled)
Location of head office	Haryana, Republic of India
Capital	INR 115 million*
Shareholding	Kewpie Group 100%

* Calculated based on the exchange rate as of the end of June 2026 (1 INR = 1.7 JPY). Approximately JPY 200 million.