NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Namaste India posts 15% annual growth, sets sights on 2026 expansion

13 January 2026 | News

Portfolio expansion and strategic initiatives to strengthen presence in Bihar and Northern India

Portfolio expansion and strategic initiatives to strengthen presence in Bihar and Northern India

RSPL Groupâ??s dairy brand Namaste India is entering 2026 with an accelerated growth agenda, backed by consistent double-digit performance, a diversified portfolio and an expanding footprint across Northern and Eastern India. Over the last 2â??3 years, the brand has delivered an average 15 per cent annual growth, driven by rising demand for fresh, high-quality dairy products and deeper penetration across urban and rural markets.

Namaste India offers a wide-ranging portfolio spanning fresh milk variants (Full Cream, Toned, Double Toned and Cow Milk), curd (Pouch, Cup, Mishti, and Sweet), chhach (Plain, Masala and Chatpati), lassi (Plain and Flavoured), butter, paneer, milkshakes, flavoured milk, ghee, UHT milk, dairy whitener, fresh cream and ice cream across multiple formats.

Within RSPLâ??s diversified consumer portfolio, Namaste India plays a critical role in addressing a key market gapâ??delivering affordable, high-quality dairy products at scale, while adhering to stringent quality and safety benchmarks. The brand currently operates across Uttar Pradesh, Haryana, Delhi NCR, Bihar, Punjab, Madhya Pradesh, Rajasthan, West Bengal, Jharkhand, Jammu & Kashmir and Assam, with a strong presence in key cities including Kanpur, Lucknow, Prayagraj, Varanasi, Delhi, Ghaziabad, Meerut, Noida and Rohtak, alongside extensive rural reach. As it looks ahead to 2026, Namaste India plans to scale operations, strengthen supply chains, enhance quality infrastructure and expand further across Bihar and the wider Northern and Eastern India beltâ??aligned with RSPLâ??s commitment to sustainable manufacturing, employment

generation and trusted consumer essentials.

Milk continues to be the brandâ??s hero category, with annual sales exceeding 200 million litres, reaching over 10 lakh households daily. This scale is supported by a robust distribution network of over 1,005 distributors and access to nearly 1.5 lakh retail outlets, ensuring wide availability across general trade, with growing traction in select modern trade and institutional channels. The brand has seen steady expansion across Northern India, with particularly strong momentum in Bihar and adjoining markets.

Commenting on the brandâ??s direction, a spokesperson for RSPL Group said, â??Namaste Indiaâ??s growth reflects strong consumer trust built on quality, consistency and value. As we look ahead, our focus is on strengthening our presence in Bihar and Northern India through deeper distribution, sharper execution and continued investment in quality-led capabilities. We remain confident in the brandâ??s momentum and its ability to scale sustainably while supporting local communities and farmers.â?•

Looking ahead, Namaste India is preparing to expand its portfolio with value-added and convenience-led dairy offerings, alongside region-focused innovations aligned with evolving consumer preferences. To support this growth, the company plans to expand its workforce by 20 per cent in the coming years, alongside a series of strategic initiatives slated for early 2026, including distribution expansion, partnerships and brand-led programmes - reinforcing its ambition to become a preferred dairy brand across Bihar, Northern India and beyond.