

UAE's Cult Mochi Brand MOISHI Makes India Entry with CK Israni Group

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CK Israni Group has announced the expansion of its Lifestyle segment with the introduction of MOISHI, a UAE-based Japanese confectionery label, into the Indian market. The move marks the formal entry of premium, handcrafted mochi ice cream into India's organised food and beverage retail space.

Positioned as a category leader in mochi ice cream, MOISHI has built a strong following in the UAE, particularly in Dubai, where it is regarded as both a dessert brand and a lifestyle experience. Its India launch represents what CK Israni Group describes as a category-defining moment, introducing premium, branded mochi ice cream at scale for the first time in the country.

The Group said the expansion aligns with shifting consumer trends in India, where urban audiences are increasingly exposed to global culinary formats and are more receptive to international brands. The company aims to build the premium mochi ice cream segment in a structured and scalable manner, leveraging its experience in nurturing lifestyle-focused ventures.

“India’s lifestyle and F&B sector is at an inflexion point,” said Chandni Nath Israni, Co-Founder of CK Israni Group. “Urban consumers are more travelled, more informed and more open to globally benchmarked formats. The market is ready not just to experiment with international concepts but to institutionalise them. With MOISHI, we are introducing a proven category leader and establishing the premium mochi ice cream segment in India with long-term vision.”

Mochi ice cream a Japanese-inspired dessert combining soft rice dough with ice cream filling, has remained largely unorganised and niche in India. CK Israni Group’s partnership with MOISHI aims to formalise and scale the offering, positioning it as a premium retail experience rather than a novelty product.

With this launch, the Group is seeking to capitalise on India’s evolving dessert culture and growing appetite for globally inspired, experience-led food brands, signalling a broader push to bring curated international lifestyle concepts to the domestic market.