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CocoCart Brings Italian Luxury Chocolate Brand Venchi to India

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CocoCart has announced the India launch of Venchi, the iconic Italian chocolate and gelato brand founded in Turin in 1878, marking a significant expansion of its premium gourmet and F&B portfolio in the country.

The launch represents a strategic milestone for CocoCart as it evolves from a premium chocolate curator into a broader global franchise-led platform focused on luxury food, beverage and gifting experiences in India.

Founded by Silviano Venchi in Turin, Italy, Venchi is globally recognised for its artisanal chocolate-making heritage, premium gelato and immersive retail experience. The brand is known for its wide range of chocolates and gelato offerings made using carefully selected ingredients and clean-label formulations free from gluten, palm oil, artificial flavours, colours and preservatives.

With Venchiâ??s entry into India, CocoCart aims to introduce Indian consumers to a premium chocolate and gelato experience that combines Italian craftsmanship with experiential retail. The company plans to initially target affluent and globally exposed consumers through the Mumbai airport ecosystem before expanding into downtown Mumbai and other major cities.

Karan Ahuja, Co-Founder of CocoCart, said the launch aligns with the companyâ??s long-term vision for Indiaâ??s premium gourmet market.

â??Bringing Venchi to India is a moment we have been building towards for a long time. For nearly 150 years, Venchi has stood for the kind of craftsmanship and quiet luxury the new Indian consumer instinctively gravitates towards,â? he said.

CocoCartâ??s boutiques vertical is being developed around four international F&B brands â?? Venchi, Neuhaus, CafÃ© Bateel and Le Pain Quotidien â?? spanning premium chocolates, luxury gifting, cafÃ©s and artisanal food experiences.

According to the companyâ??s briefing note, the vertical is backed by a planned capital expenditure commitment of â?¹56.8 crore, with a target of establishing 32 stores across four cities by the third year of operations and achieving a projected FY30 revenue target of Rs143.1 crore.

The launch comes amid rising demand for premium chocolates, artisanal desserts and luxury gifting experiences among urban Indian consumers. CocoCart believes the category is increasingly shifting from purely transactional retail toward experience-led consumption, discovery and indulgence-focused formats.

Venchiâ??s India offering will feature its signature chocolate and gelato portfolio, including more than 60 global chocolate varieties and seasonal creations that highlight the brandâ??s Italian heritage and contemporary retail approach.