

Chinese Wok achieves 50-City Milestone with Belagavi Debut

22 June 2026 | News

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Chinese Wok, the flagship Desi Chinese quick-service restaurant (QSR) brand from Lenexis Foodworks, has entered its 50th city in India with the launch of its first outlet in Belagavi, marking a significant milestone in the company's national expansion strategy.

The opening strengthens Chinese Wok's presence in South India, where the brand now operates 89 outlets, while taking its Karnataka network to 38 stores. The expansion reflects the company's cluster-led growth model, which focuses on building strong regional market density while maintaining operational efficiency and customer consistency.

Over the past decade, Chinese Wok has evolved from a single-city operation into one of India's largest organised players in the Desi Chinese QSR segment. The brand's entry into Belagavi highlights its continued focus on high-growth Tier-II and emerging urban markets, where rising disposable incomes, increasing demand for organised dining, and a growing young consumer base are reshaping food consumption patterns.

Belagavi, one of North Karnataka's fastest-growing commercial centres, is viewed as a strategic addition to the company's southern expansion roadmap. The city's expanding urban population and growing appetite for affordable, flavour-driven dining experiences make it an attractive market for organised QSR operators.

The new outlet has been launched in a high-street format designed to cater to both dine-in and takeaway consumers. The restaurant will offer Chinese Wok's portfolio of Desi Chinese favourites, including Hakka Noodles, Kurkure Momos, meal combos, and its value-focused menu offerings starting at ₹199, alongside newer products such as Cheese and Schezwan Fries.

South India remains one of the company's strongest growth regions, supported by a robust dining-out culture, high urbanisation levels, and increasing consumer preference for branded food service experiences. The region has become a key driver of Chinese Wok's national growth ambitions, with the company continuing to deepen its market penetration through a disciplined cluster-based expansion strategy.

The 50-city milestone underscores Chinese Wok's broader ambition to build India's most scalable and accessible Desi Chinese QSR platform. As competition intensifies across the country's fast-growing organised food service sector, the company is betting on affordability, localisation, and operational scale to strengthen its leadership position in the category.

With expansion accelerating across emerging cities, Chinese Wok's latest launch reflects the increasing formalisation of India's Desi Chinese market and the growing demand for organised QSR brands beyond metropolitan centres.