

Licious Launches Sizzl to Strengthen Its Heat-and-Eat Food Portfolio

30 October 2026 | News

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Licious, India's leading D2C meat and seafood brand, rebranded its heat-and-eat snacks and meals as Sizzl and unveiled the new identity at a creator-led launch event in Mumbai. The hottest launch of the year brought together over 300 celebrities and content creators, including Varun Dhawan, Uorfi Javed, Ibrahim Ali Khan, Rebel Kid, Agu Stanley, and Aleksandar Alex for an immersive experience celebrating the brand's range of convenient, flavour-led food offerings.

The launch put the Sizzl portfolio centre stage through a series of interactive food zones, each built around a distinct product category and brought to life with bold, experiential concepts. From a momo-eating challenge and momo-folding masterclass to a giant microwave transformed into a rave zone, where music and lights synced with the heating time of Sizzl's microwavable products. The Protein zone brought an 'urban akhada' to life with battle ropes, tyre flips and strength challenges, while the Kebab zone recreated a desi dhaba with smoky grills and a DIY kebab experience.

Varun Dhawan joined Licious' co-founders Abhay Hanjura and Vivek Gupta on stage to unveil Sizzl, while Ibrahim Ali Khan brought its spreads portfolio to life through a dedicated tasting experience, delighting everyone with signature spreads. Uorfi Javed added a playful interpretation of the food theme with an outfit made from kitchen utensils. Together with the participating creators, they helped turn the launch into an interactive showcase of Sizzl's portfolio of 80+ products. Food challenges, hands-on cooking experiences, fitness activities and immersive installations invited creators to explore the range firsthand, bringing the brand's focus on flavour, variety and convenience into an engaging, social setting.

Talking about the rebranding, Tavleen Bhatia, Business Head – Value Added Products, Licious, said, "At Licious, we have always believed India deserves better meat, and we extend that same philosophy to our heat-and-eat snacks & meals range - delicious, meaty snacks with no compromise. Today, people want to eat more meat, but they don't have time to cook from scratch every time, and they don't want to rely on unhealthy takeout often. That's where Sizzl was born: a range of freshly made snacks, starters, and sides made with the highest-quality meat, no palm oil, no artificial preservatives, and no soya fillers, ready in 2-8 minutes and delivered in 30-45 mins. This launch event has been the physical manifestation of this brand's personality, bringing people together to experience the joy of meat with unapologetic flavours, without compromise. There couldn't be a more fitting way to bring this baby to the world."