



Press release  
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## **Fazer signs MoU with Reliance Consumer Products Ltd to explore strategic partnership in Indian market**

**Fazer has signed a Memorandum of Understanding with Reliance Consumer Products Limited, a subsidiary of Reliance Industries Limited, to explore a strategic partnership in the fast-growing Indian market.**

Fazer and Reliance Consumer Products Limited (RCPL) have signed a Memorandum of Understanding to evaluate the possibility to establish a strategic partnership in the Indian chocolate market. This would entail the introduction and scaling of selected Fazer products produced in Finland to the Indian market. As part of this evaluation, the two companies are in parallel assessing the establishment of a long-term partnership in India to produce, market, and distribute branded premium chocolates using Fazer's recipes and quality standards nationwide.

The partnership would combine Fazer's iconic heritage brands, innovative product portfolio, and high-quality chocolates, with RCPL's substantial scale and access to over 1 million retail outlets and 18,000+ signature stores across India, as well as deep expertise in the Indian market. Together, the companies could have the potential to build a unique position in India's chocolate and confectionery market, which is expected to grow rapidly due to rising consumer incomes and organised retail penetration.

"This partnership would be a great opportunity for Fazer to offer our unique products to the fast-growing Indian market. With RCPL handling commercialisation and distribution in India we could establish a premium position in the chocolate market and a foundation for a broader scale nation-wide roll-out with a leading and highly capable local partner. Entering the sizeable Indian chocolate market through this strategic partnership, could have the potential to accelerate our international growth significantly, **Christoph Vitzthum**, Fazer's President and CEO comments.

"Partnering with Fazer is a strategic step towards introducing one of the world's finest chocolates to Indian consumers. This will also accelerate RCPL's growth in chocolates & confectionery market. By combining Fazer's globally trusted brands and manufacturing excellence with RCPL's local production capabilities, robust distribution network, and deep consumer insights, we are well positioned to bring world-class



products to Indian consumers and elevate the overall category experience.” **T. Krishnakumar**, Director, Reliance Consumer Products Ltd continues.

Fazer has a focused growth strategy with continuous expansion and significant international growth targets at its core. With operations in the Nordics and Baltics, Poland and China as well as with exports to more than 40 countries worldwide, Fazer already has an established global presence. Continuing its international growth journey, Fazer is actively pursuing opportunities to expand not only organically but also through M&A and remains committed to exploring all avenues that enable the company to strengthen its position in both existing and new markets.

### **Reliance Consumer Products Limited in brief**

RCPL is a fast-growing Indian FMCG company focused on building and scaling consumer brands, leveraging omnichannel go-to-market execution and distribution capabilities across India. RCPL has a strong track record of successfully entering and rapidly growing FMCG businesses in India, across multiple categories during the recent years. RCPL is part of Reliance Industries, India’s largest conglomerate active also in Oil & Gas, Media & Distribution, Digital & Telecom, as well as Retail businesses. The conglomerate was ranked 86<sup>th</sup> on the Fortune Global 500 list of the world’s biggest corporations in 2025.

#### **For further information please contact:**

Mikko Mäkelä, VP Group Strategy and M&A, Fazer Group, tel. +358 40 777 1352

Joséphine Mickwitz, Executive Vice President, Communications & Sustainability, Fazer Group, tel. +358 40 078 4889

Fazer’s Media desk tel. +358 40 668 2998 (weekdays 8:00 - 16:00 EET), [media@fazer.com](mailto:media@fazer.com)

#### **Fazer Group**

Fazer, The Food Experience Company, enables people to enjoy the best moments of their day. Our mission, Food with a purpose, builds on our strong more than 130-year heritage, consumer first approach and innovations to create the sustainable food solutions of the future. With our dedicated team of almost 5,000 professionals, we focus on fast-moving consumer goods and our direct-to-consumer business in Northern Europe, and beyond with exports to more than 40 countries. Fazer’s operations comply with its Code of Conduct that is based on the Group’s values and the UN Global Compact. In 2025, Fazer Group had net sales of 1,200 million euros.

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