

**CR**AISSANT  
VERSE

Welcome to the World of Croissants

India is eating  
Croissants  
like never before!



**Swiggy**

Food you ♥, on time.

x



Baked  
Creations



# CROISSANT VERSE

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## 1.5 Million+

Croissants ordered on Swiggy in  
the past 1 year in key metros



## 20% YoY

Growth in  
Croissant orders  
in key metro  
cities.





# Croissants in India aren't only for breakfast

85% of Croissant orders come after 11AM!

Consumed as mid day snacks with chai or even as late night dessert!





**India likes it with extra masala!**



**56% Croissant Orders are Savoury**

Thecha inspired  
Peanut Chilli  
Garlic Pinwheel  
Croissant



**60%+ savoury demand in Mumbai & Pune**



# Croissant Capitals Of India



In Bangalore, Chennai & Hyderabad, ITC Sunfeast Baked Creations emerges to be the most preferred with growing presence in Mumbai & Pune

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Croissants are beyond Crescent now!



## Pinwheels

(peanut-chilli-garlic,  
thecha-inspired flavours)

## Cropie

croissant + pie formats  
Paneer Bhurji | Chicken  
Béchamel | Chicken Tikka |  
Mutton Keema





# India wants it's Croissants with Protein

As healthier snacking goes mainstream, protein-rich croissants are finding takers. Swiggy Eat Right makes it easier to discover better-for-you bakery stackables, including protein variants from ITC Sunfeast Baked Creations

**Cropies with  
min ~15gms  
of Protein**

High Protein Paneer Bhurji  
Cropie & High Protein  
Chicken Bechamel Cropie



In partnership with Swiggy,  
ITC Sunfeast Baked Creations presents

# CR<sup>o</sup>ISSANT VERSE

Welcome to the World of Croissants

a curated space to explore the full  
world of croissants. Exclusively  
available on Swiggy!

