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Mr. Varun Chaudhary

MD - CG Corp Global, Wai Wai

BRAND
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WAI WAI

A Legacy of Taste, Tradition
and Innovation

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Wai Wai has evolved into a global culinary icon,
redefining the instant noodle industry*





**MR. VARUN
CHAUDHARY**
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Shweta Singh | The CEO Magazine

From its modest beginnings in Nepal, Wai Wai, the flagship brand of CG Corp Global, has become a global culinary icon. Since its inception in 1984, it has revolutionised the instant noodle industry, offering products that are not only ready-to-eat but also a versatile culinary choice. Today, Wai Wai reaches millions in over 50 countries, symbolising resilience, innovation, and the timeless appeal of authentic flavours.

Under the visionary leadership of Mr. Varun Chaudhary, Managing Director of CG Corp Global, Wai Wai has transformed into a symbol of innovation and sustainability. With a focus on blending traditional flavours with modern tastes, the brand continues to push boundaries, supported by a global manufacturing network spanning Nepal, India, Serbia, Kazakhstan, and Egypt. Mr. Chaudhary's dynamic approach, which includes sustainable practices and engaging marketing strategies, has driven Wai Wai's global success while staying true to its roots.

As part of the CG Corp Global conglomerate, Wai Wai benefits from a robust ecosystem that includes ventures across industries like hospitality, banking, and FMCG. The brand's commitment to sustainability, local engagement, and culinary versatility has solidified its place not just on dinner tables but in the hearts of its consumers worldwide.

THE PROFESSIONAL JOURNEY OF MR. VARUN CHAUDHARY

Mr. Varun Chaudhary, Managing Director of CG Corp Global, represents the third generation of the Chaudhary family, carrying forward a legacy of innovation and resilience. With an MBA and a deep understanding of global markets, Mr. Chaudhary has been instrumental in expanding the group's footprint and modernising its operations. His leadership in initiatives like eco-friendly packaging and digital engagement for Wai Wai has set industry benchmarks. Reflecting on his journey, Mr. Chaudhary shares,

“For me, leadership is about embracing innovation while staying rooted in core values. My goal has always been to elevate Wai Wai and CG Corp Global into global powerhouses without losing sight of sustainability and community impact.”

His entrepreneurial spirit surfaced early, starting his journey at just 18. Over 15 years, he has taken on diverse roles within CG Corp Global, including CG Mega Food Park, CG Agro Business, Retail, Cement, Infrastructure and EPC, CG Realty Global, and CG Developers India. Under his dynamic leadership, the brand has expanded its reach across India, focusing on innovation and leveraging digital platforms to engage younger audiences.

A pivotal moment in his tenure was securing Bollywood star Ayushmann Khurrana as the brand ambassador for Wai Wai India, a partnership that amplified the brand's appeal to younger audiences. “This collaboration,” Mr. Chaudhary notes, “helped us connect with a new generation of consumers.”

Beyond FMCG, Mr. Chaudhary has driven significant advancements in CG Cement and CG Agrotech. CG Agrotech's partnership with the Dubai Multi Commodities Centre highlights its role in promoting sustainable agriculture and exporting Himalayan products like tea, coffee, and honey. Similarly, CG Cement has forged strategic ties with India's Adani Group, with an aim to supply cement to Indian states, a move that bolsters regional development.

His ventures into markets like India and the UAE and establishing a cement unit in Nepal have generated substantial revenues. Known for emphasising team empowerment and visionary leadership, he elevates Nepal's global presence.

A firm believer in the philosophy that “nothing is impossible,” Mr. Chaudhary's energy, charisma, and determination have made him a youth icon across nations. As a committed philanthropist, he approaches business with a higher purpose, striving to make meaningful contributions to society while driving success for CG Corp Global.

THE INCEPTION AND EVOLUTION OF WAI WAI

Wai Wai was born out of a vision to offer quick, flavorful, and versatile food options to the modern consumer. The Chaudhary family recognised a gap in the market for instant noodles that could be enjoyed in multiple ways—raw, as a quick snack, or cooked into a meal. This unique approach set Wai Wai apart from its competitors and laid the foundation for its global success.

Reflecting on the brand's inception, Mr. Chaudhary shares, “We wanted to create a product that wasn't just convenient but also versatile enough to cater to different lifestyles and palates. This vision has been our driving force from the beginning.”

Over the years, Wai Wai has grown its product portfolio to meet the evolving tastes and needs of its consumers. From classic flavours like Chicken and Masala to premium variants like Dynamite Xtra Spicy and Akabare Chicken, Wai Wai continues to innovate while staying true to its commitment to quality.

The brand's range extends beyond noodles, offering value packs, ready-to-eat snacks, and seasoning sachets that provide added convenience. “Our goal is to ensure that everyone—from students to busy professionals and families—can find a Wai Wai product that fits their needs,” Mr. Chaudhary explains.

This dedication to catering to diverse audiences has made Wai Wai a trusted name in households around the world, combining taste, nutrition, and accessibility in every product.

WHAT SETS WAI WAI APART

Wai Wai's uniqueness stems from its versatility—it was the first noodle brand designed to be enjoyed straight out of the pack, cooked, or incorporated into recipes. This groundbreaking innovation set a new standard in the instant noodle industry and established Wai Wai as a trailblazer.

Mr. Chaudhary reflects, “Our vision has always been to create a product that adapts to the consumer's lifestyle. Whether it's a quick snack or part of a gourmet recipe, Wai Wai fits seamlessly into every mealtime.”

What further distinguishes Wai Wai is its robust distribution network, consumer-centric marketing strategies, and unwavering commitment to quality. The brand's global reach and deep cultural roots have made it a household name across diverse markets.

Wai Wai also actively addresses modern challenges like health-conscious demands and sustainability concerns with their fortified noodle variants and prioritised locally sourced ingredients. “Staying ahead means understanding and addressing the evolving needs of our consumers while remaining true to our core values,” says Mr. Chaudhary.

STAYING AHEAD OF THE CURVE

Wai Wai has responded to the rise of health-conscious consumers by introducing whole-grain and low-fat noodle options. In line with global trends toward eco-friendliness, Wai Wai has also implemented recyclable packaging and reduced carbon footprints in its manufacturing processes. “Sustainability is something we take very seriously,” says Mr. Chaudhary. “We're committed to minimising our environmental impact.” Additionally, Wai Wai has



embraced digital platforms to engage with younger demographics and stay connected with the evolving market.

TURNING SETBACKS INTO SUCCESS

Building a brand has its fair share of challenges, and Wai Wai was no different. During the COVID-19 pandemic, Wai Wai faced supply chain disruptions but managed to maintain its presence through strategic localisation of production, enhanced partnerships, and digital marketing campaigns. These steps helped the brand stay connected with consumers and continue operations smoothly. Despite these challenges, Wai Wai has emerged stronger over the years, continuously adapting and evolving. Mr. Chaudhary shares, “Success for Wai Wai is defined through market leadership, consumer trust, and sustainable growth.”

Their notable achievements include expansion into over 50 countries and the establishment of manufacturing plants in India, Nepal, Egypt, Kazakhstan, and Serbia. Mr. Chaudhary adds, “These milestones reflect our commitment to quality, innovation, and global growth.”

WHAT LIES AHEAD FOR WAI WAI

Technology plays a crucial role in Wai Wai's operations, enhancing everything from production automation to advanced packaging solutions. Digital marketing is also a key focus, with AI-driven analytics helping Wai Wai engage audiences more effectively and deliver targeted campaigns. Mr. Chaudhary explains,

“We continuously invest in technology to improve our processes and offer better products to our consumers. Automation in production ensures efficiency, while innovations like AR packaging provide unique, interactive experiences for our customers.”

Wai Wai's current focus is on expanding its footprint in Africa and Europe while also deepening its commitment to sustainability. The brand is actively exploring collaborations with global influencers and chefs to highlight its culinary versatility and appeal.

Looking ahead, Wai Wai aims to double its market share globally over the next five years. This ambitious plan includes launching new product lines, enhancing its digital presence, and strengthening its community impact through partnerships with non-profits and sustainability programs. “Innovation and sustainability are at the core of our future growth,” says Mr. Chaudhary. “We are committed to offering



exciting new products and making a positive impact on both our consumers and the communities we serve.”

SUSTAINABILITY AND SOCIAL RESPONSIBILITY

Wai Wai, through its parent company CG Corp Global and the Chaudhary Foundation, is deeply committed to sustainability and social responsibility. The brand actively supports several initiatives aimed at creating a positive environmental and social impact.

» Post-Disaster Response and Management

- Mobilised resources during the 2015 earthquake, providing essential supplies and constructing over 3,000 transitional shelters and 40 schools across 10 districts.

» Integrated Model Villages

- Developed villages with housing, community centres, health facilities, and schools for marginalised communities.

» UNNATI Program

- Focuses on upscaling national, natural, artistic, and traditional industries.

- Empower women through skill development in arts, crafts, and traditional practices, promoting sustainable livelihoods.

» Artificial Limb Fitment

- Established a permanent centre in Nawalpur district to provide artificial limbs, enhancing mobility and livelihood opportunities for individuals with disabilities.

- Benefited approximately 700 individuals in the past year through rehabilitation programs.

» Women's and Children's Health

- Addresses major health issues faced by women in Nepal through targeted initiatives.

- Promotes the belief that healthy women contribute to a prosperous world, focusing on family and community health.

Partnerships for Sustainable Development

Collaborated with the United Nations Development Programme to advance Sustainable Development Goals in Nepal, focusing on poverty reduction, gender equality, and infrastructure development.

“We are committed to making a lasting social impact, empowering communities, and improving lives through these initiatives.”

Mr. Varun Chaudhary

MD - CG Corp Global, Wai Wai

LEADERSHIP INSIGHTS

Mr. Chaudhary advises aspiring entrepreneurs to focus on innovation and adaptability. He emphasises the importance of understanding consumer needs, maintaining a long-term vision, and building a business that aligns with global sustainability goals.

“Success lies in creating value for your customers while staying true to your core values,” he says.

“Wai Wai exemplifies how a brand can transcend borders while staying true to its core values. From a local favourite in Nepal to a global phenomenon, our journey reflects the Chaudhary family's vision, resilience, and entrepreneurial spirit. With the continued support of CG Corp Global, Wai Wai will keep innovating, inspiring, and making a meaningful impact on the lives of our consumers and the communities we serve,” concludes Mr. Chaudhary.