

## PRESS RELEASE



### **Yummy Noodles Launched Hero Pack in Shillong with a Mission to Empower the Northeast's Young Creators & Entrepreneurs**

**Press Release | Shillong | August 6, 2025:** At a time when conversations about regional economic inclusion and youth unemployment dominate headlines, a home-grown brand is gradually rewriting the narrative. Excel Foods, the first Indian-owned ready-to-eat noodle manufacturer in Meghalaya, officially launched the Yummy Hero Pack at Shillong College on August 5, 2025. The launch was marked by a strong statement of purpose, to foster local talent, build local jobs, nurture creative entrepreneurship among youth, and reclaim market space with region-first leadership.



The launch event, themed “New Hero in Town,” was an immersive experience that brought together pop culture, cosplay, student creativity, and local enterprise in a vibrant showcase of Meghalaya’s youth potential.



During interactions with the press, Rithika Baruah, CMO of Excel Foods, outlined a clear and people-focused growth vision: “Yummy Noodles is not just made in Meghalaya, it’s made for the Northeast. Every flavor we launch is crafted through taste-testing with local youth. Even our workforce is drawn from local talent.”

She emphasized the brand’s two-pronged approach to employment generation, stating that over 80 to 100 professionals, including an in-house marketing team of 30, freelancers, and agencies, are now working with Excel Foods, most of them from the region.



Highlighting ecosystem building, she noted that events like this launch generate income and exposure for young creators, performers, designers, event managers, and vendors in the region itself, thereby fostering a positive entrepreneurial ecosystem. “We don’t want to hire people from outside the Northeast to work in Meghalaya. We want to create jobs here, build businesses here, and grow with our people,” she added. Akshay Bora (Brand Manager, Excel Foods) and Grandfunkel Sun (Marketing Manager, Meghalaya, Excel Foods) echoed similar views on the importance of nurturing local young talent and creating employment opportunities through branding.





In collaboration with the Arts & Culture Committee of Shillong College and Shillong Cosplay Community, the event opened with a theatrical cosplay skit by the Shillong Cosplay Community, who used recycled and handmade costumes to tell a humorous anime-inspired story of the Yummy Hero mascot. “Cosplay is where costume meets performance,” explained one performer, who also hosted the launch event. “It’s not just fun, it’s an emerging creative industry.”

At the heart of the event was the launch of the Yummy Hero Pack, Excel Foods’ youth-focused, ₹10 ready-to-eat noodle pack. The moment was marked with a ceremonial unveiling, followed by the premiere of the brand’s new TV commercial screened on stage.

The event also included an appearance by the Yummy Hero mascot and photo ops, as well as the introduction of a dance hook step challenge, which was opened for student participation.



Staying true to its message of nurturing youth creativity, the event featured a series of performances by Shillong College students. Highlights included open mic sessions and solo performances, featuring poetry, music, and humor. Each performer received a Yummy hamper in appreciation.



One of the most anticipated segments was the Yummy Noodles Eating Competition, conducted in three rounds, where students and teachers participated with great enthusiasm. The crowd cheered as competitors made their way through the flavourful ready-to-eat noodles. Winners were felicitated with hampers and applause.



In his address, Mr. Shanwell Khongwir, the Principal of Shillong College lauded the collaboration between the institution and the Shillong Cosplay Community for the launch event of Yummy Hero pack, stating, “Events like this not only enrich our cultural ecosystem but also give students the opportunity to learn by doing, whether that means organizing, performing, or participating. These are the real-world skills that build entrepreneurs.”

Vice Principals and faculty members of Shillong College also graced the occasion, encouraging everyone to think beyond academics and to seize creative platforms as career springboards.

“We are not here to merely promote noodles. We are here to create jobs, nurture creators, and make sure every youngster has a platform to become a hero,” said the CMO.