

Dufil Prima Foods Launches Exciting New Indomie Instant Noodles Line to Delight Nigerian Consumers

Indomie expands its legacy with exciting new offerings for a new generation of noodle lovers.

Lagos, Nigeria Jun 24, 2025 ([IssueWire.com](https://www.IssueWire.com)) - Dufil Prima Foods Plc, makers of Nigeria's most iconic instant noodles brand, Indomie, has officially launched a brand-new range of Indomie products, reinforcing its commitment to innovation, quality, and consumer satisfaction.

Under the visionary leadership of Mr. Deepak Singhal, Chief Executive Officer of Dufil Prima Foods, the new product range introduces bold, exciting flavors, enhanced nutritional value, and faster cooking times — all tailored to meet the dynamic tastes and lifestyles of Nigerian consumers.

“For decades, Indomie has been a trusted part of Nigerian households,” said Deepak Singhal. “With this new launch, we are reimagining the Indomie experience — creating a tastier, more nutritious, and more exciting noodle that matches the energy of today's Nigeria.”

This innovative product rollout reflects Dufil's continued investment in research, product development, and consumer engagement. The new range is designed for people across all age groups — from schoolchildren to busy professionals — offering meals that are both satisfying and convenient.

These new offerings represent Dufil Prima Foods' strategic push to further strengthen Indomie's leadership in the instant noodles market. The launch is also expected to stimulate economic growth by creating more jobs across the production, distribution, and retail sectors.

About Indomie

Indomie is a flagship brand of instant noodles from Dufil Prima Foods Plc, and a household name in Nigeria. Since its introduction into the Nigerian market, Indomie has grown to become the nation's favorite instant noodle brand, loved for its delicious taste, consistent quality, and versatility.

deeply woven into Nigeria's food culture. From quick lunches to midnight snacks, Indomie has become more than just a meal — it's a lifestyle. Indomie's commitment to excellence, innovation, and community engagement continues to set it apart as the industry leader in the FMCG sector.

Indomie's marketing and digital engagement efforts have also been refreshed. Consumers can now interact with the brand and stay informed about new products, promotions, and community campaigns through its vibrant online platforms

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