

4700BC and Netflix: A Landmark Collaboration That Redefined At-Home Entertainment in 2024



In September 2024, 4700BC, India's most inventive premium snacking brand, entered one of the most defining partnerships in its history — a collaboration with Netflix that transformed the act of watching content at home into a more immersive, flavour-driven experience. The launch brought together two culturally powerful names, both known for reshaping consumer behaviour in their own ways: Netflix, the global entertainment giant that changed how the world watches stories, and 4700BC, the pioneering brand that elevated popcorn from a simple snack into a gourmet indulgence. The collaboration resulted in two exclusive popcorn flavours — Sweet & Salty and Cheese & Caramel — and a nationwide campaign that blended cinema, personality, and pop culture with snacking in a way India had not seen before. At the heart of this partnership was a powerful insight: while Indians love mixing flavours at the cinema, they did not have an equivalent experience at home. The ability to

blend sweet with salty, cheese with caramel, mood with appetite — was something that simply did not exist in retail popcorn until 4700BC and Netflix came together. The result was a range designed around the idea of “Best Enjoyed Together,” celebrating the synergy between diverse flavours and diverse stories.

The launch campaign starred filmmaker and cultural icon Karan Johar, alongside television personalities Karan Wahi and Karanvir Bohra. The film opened with Netflix’s familiar “Who’s Watching?” interface, instantly grounding the experience in a universally recognisable moment. What followed was playful banter — a lighthearted debate on which flavour and which content selection fits the moment. In classic Karan Johar fashion, the dilemma was resolved not through compromise but through combination, as he dramatically brings sweet and salty together, echoing the simple truth behind the collaboration: some things are better when shared, when blended, when paired.



Describing the partnership, **Chirag Gupta, Founder of 4700BC**, said, “*Popcorn and entertainment have always been inseparable. Netflix made homes the new cinema, and we wanted to bring the excitement of cinema-style snacking into those homes. These flavours were created to make watching content feel richer, more fun, and more memorable.*”

Sreejit Nair, CEO of 4700BC, added, “*This collaboration was a rare moment where product and culture met perfectly. Netflix represents storytelling at its best. We represent flavour at its best. The partnership allowed us to elevate both experiences simultaneously.*”

The Sweet & Salty variant brought the global favourite kettle-cooked flavour profile to India with a finely tuned balance — not overly sweet, not overly salty, but a harmony that makes it impossible to stop at one handful. The Cheese & Caramel flavour, on the other hand, became an instant favourite, marrying 4700BC’s signature cheddar cheese with its artisanal Himalayan Salt Caramel. These were not simple flavoured popcorns; they were carefully constructed profiles designed to complement the sensory rhythms of entertainment — the pause, the anticipation, the laughter, the cliffhanger, the rewind.

Behind the scenes, months of product development and sensory trials went into building these flavours. The brand drew influence from global snacking behaviour, revisiting how flavours interact with emotions and how consumers choose snacks based on genre, mood, and time of day. The goal was not merely to create two limited-edition SKUs, but to build a snacking ritual that felt instinctive every time someone opened Netflix.



All products were made at 4700BC's world-class manufacturing facility — **BCR certified, US FDA approved, Halal certified**, and compliant with all major global **GMP standards**. Every batch followed stringent quality checks to maintain consistency across flavour, texture, aroma, and freshness. For a collaboration that would reach millions of households, every detail mattered.

The campaign also served as a milestone for the brand's growing cultural presence. 4700BC had already been shaping India's premium popcorn category for years, but 2024 marked the moment when the brand crossed into mainstream entertainment conversations. The Netflix partnership gave popcorn an elevated relevance — not as a snack on the side, but as an essential part of the viewing experience. Social media exploded with shareable moments, fans recreated the "three Karans" banter, and the flavours became staples across retailers, e-commerce, and q-commerce platforms.

By the end of 2024, the 4700BC x Netflix collaboration had become one of the most successful co-branded snacking partnerships in the country, generating both cultural

excitement and significant category growth. It redefined how consumers perceived popcorn — not merely as a treat but as an enhancement to storytelling. For 4700BC, it marked a new chapter in brand momentum, expanding the company's footprint across homes, screens, and conversations nationwide.

Looking back, the collaboration was more than a marketing moment. It was a shift in behaviour — a new ritual for a new era. As Chirag Gupta puts it, *“Exceptional stories deserve exceptional snacks.”* And with this partnership, India finally received both.