



## Emami Healthy & Tasty introduces ‘*snack-time*’ combo package to welcome the monsoons in Karnataka

**Kolkata, July , 2015:** In an endeavour to reach out to its consumers, Emami Agrotech Limited has launched a unique consumer scheme by joining hands with Nescafe to promote bonhomie and good times during this rainy season. The company’s latest promotion offers 3 packets of complimentary Nescafe sachets worth Rs.5 each with 1 litre of Emami Healthy & Tasty Refined Sunflower Oil. The innovative and exciting monsoon offer allows a consumer to enjoy the gloomy overcast skies with a hot cup of coffee and some lip smacking hot *pakodas*.

**Emami Healthy & Tasty Refined Sunflower Oil**, a popular brand in the mid-premium category available only in Karnataka among the South Indian states, for the first time offers this special combo package, eyeing both food and coffee lovers at one go.

*“The combo offer of oil and coffee is quite unique. Coffee is a preferred beverage in Karnataka and it is best enjoyed with snacks like vadas and pakoras. The combination of integrating two premium brands of oil and coffee is most interesting and we are confident that the consumers in Karnataka would love this offer and go for it”, said Mr. Sudhakar Desai, CEO, Emami Agrotech Ltd.*

The offer is available for a month starting from 1st July, 2015. The campaign would be supplemented by a formidable BTL approach with outdoor promotions such as on-ground activation in parks, wet sampling activities at popular venues and college events supplemented by extensive window displays, POPs, and danglers etc. The integrated communication plan also includes ATL initiatives through television and print media along with radio advertisements.

*Desai further added, “Emami Healthy & Tasty Refined Sunflower Oil commands a leading position in the sunflower oil category in Karnataka. The introduction of this offer is another step to consolidate our already dominant presence in the sunflower oil segment in Karnataka. We wish to make this oil a preferred choice across households here by providing superior quality at an affordable price. From here, we are looking into the feasibility of foraying in the rest of the South Indian markets following methodical strategies for better consumer connect. We are open to more such brand collaborations which offer great synergy with our edible oil business.”*

**Hot pick: Take home complimentary 3 packets of Nescafe worth Rs 5 with 1 litre of Emami Healthy & Tasty Refined Sunflower oil**

Emami Agrotech Limited (Formerly known as Emami Biotech Limited) is the Rs 4500 cr edible oil & bio-diesel arm of the Rs 10,000 cr Emami Group of Companies based in Kolkata, India. Under the Healthy and Tasty brand, it also manufactures & markets edible oil varieties like Mustard Oil, Rice Bran Oil, Palm Oil, Soyabean Oil and other blended oils. Currently the brand is available in the States of West Bengal and Karnataka. The Company also has a popular range of edible oil under the brand name of Himani Best Choice. In 2014, Emami Agrotech Limited expanded its edible oil portfolio to Vanaspati with the acquisition of Rasoi Vanaspati– a trusted brand for 50 years.

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**About Emami Agrotech Ltd (Formerly Emami Biotech Ltd):**

Set up in 2006, **Emami Agrotech Limited (Formerly Emami Biotech Ltd)** is the Rs 4500 cr edible oil & bio-diesel Company of the Rs 10,000 cr Emami Group of Companies based in Kolkata, India. **Emami Agrotech Ltd. (Formerly Emami Biotech Ltd), the only bio-diesel manufacturer in Eastern India, is the largest exporter of biodiesel to Europe from India.** It is also the largest edible oil refinery in the Eastern India & 3rd largest in the country. Launched in 2010, Emami Healthy & Tasty, one of the most premium and popular names in the industry of edible oil is manufactured and marketed by Emami Agrotech Ltd (Formerly Emami Biotech Ltd). The Company has a daily edible oil refining capacity of 3,600 tonnes per day across its two locations at Haldia in West Bengal and Krishnapatnam in Andhra Pradesh. Planning to set up a 2,000 tonnes per day refinery on West Coast.

**Emami Group** is a diversified business conglomerate with over 20,000 employees. The Group is also present in sectors such as **FMCG – Emami Limited**, the flagship company of the Group & one of the leading FMCG companies in the country; **Newsprint -Emami Paper Mills**; India's largest newsprint manufacturer; **Writing Instrument - CRI Tips**, world's 4th largest ball point tip manufacturer; **Realty - Emami Realty**, a leading real estate company; **Healthcare - AMRI Hospitals**, Eastern India's largest chain of hospitals; **Retail –Frank Ross and Starmark**, largest pharmacy chain & leisure stores in the East and **Contemporary Art - Emami Chisel Art.** The Group plans to set up a 4 MTPA **cement plant** in Chhattisgarh with two split grinding units in West Bengal and Odisha of 1.5 MTPA each at a total investment of around Rs.3000 cr. Please visit [www.emamibiotech.com](http://www.emamibiotech.com) for more information.

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