



EMAMI HEALTHY & TASTY EDIBLE OIL NATIONALLY LAUNCHED

- Expands its footprints to northern and western markets
- Ropes in Superstar Amitabh Bachchan as H&T's national brand ambassador
- To become a Rs.5000 cr brand in 3-5 years
- To spend Rs.150-200 cr on A&M in 3-5 years

Mumbai, April 6, 2017: Emami Group, the Rs. 12,000 cr diversified business house in India with a market cap of around Rs.50,000 cr, takes its edible oil brand “**Emami Healthy & Tasty**” on a national platform by expanding its footprints in the northern and western parts of the country. Emami Healthy & Tasty is one of the leading edible oil brands with a leadership presence in West Bengal.

Having consolidated its position in the existing market of West Bengal, **Emami Healthy & Tasty**, manufactured and marketed by **Emami Agrotech Ltd**, the edible oil arm of Emami Group is entering Maharashtra, Delhi & NCR regions, Uttar Pradesh, Haryana, Punjab, Bihar and Odisha with its premium range of mustard, soyabean, sunflower and rice bran oil.

Speaking on the occasion, **Mr. Aditya V Agarwal, Director, Emami Group** said, “We are very excited to introduce our edible oil brand – Emami Healthy & Tasty in the national market. H&T, since its launch in West Bengal, has become one of the fastest growing edible oil brands with a CAGR of around 50% for the last 3 years. The brand enjoys 16% market share in West Bengal currently and its Rice Bran oil variant enjoys category leadership with a 57% market share in the State. The national launch is expected to triple the brand’s volume growth in a year’s time.”

Mr Agarwal further added “We have lined up aggressive marketing plans involving both ATL and BTL activities, with a **total A&M investment of around Rs.150-200 cr** in the brand for it to become a **Rs.5000 cr brand in the next 3-5 years**. I also take this opportunity to announce **Mr Amitabh Bachchan’s** association with our brand ‘**Emami Healthy & Tasty**’ nationally, for a universal consumer connect.”

Mr. Manish Goenka, Director, Emami Group said, “We are very aggressive with the national launch of Healthy & Tasty and have set an ambitious growth target. We are confident of winning the consumer trust with both our quality products and innovative consumer led marketing communication. **In the 2nd phase of rollout, regions like Madhya Pradesh, Rajasthan, Jharkhand would be covered.**”

Mr Goenka further added : “Emami at present has two edible oil refining units in Haldia (West Bengal) and Krishnapatnam (Andhra Pradesh) and packaging units in Jaipur with more than 5000 tonnes per day / 16 lac tonnes per annum refining and packaging capacity. We plan to add new refining units in Jaipur and in West Coast of India to cater to the rising demand of western part of India.”

Mr. Sudhakar Desai, CEO, Emami Agrotech Ltd, said “We have put together a strong distribution network for establishing the national journey of Emami Health & Tasty with direct coverage in 4-5 lac outlets and product reach in almost 30 lac outlets in India.”



The national launch is going to be aggressively marketed by a 360-degree marketing campaign backed by a brand new television commercial starring Super Star Amitabh Bachchan and will be supplemented by a formidable BTL approach with in-shop activities, window displays, POP displays, and danglers etc. to connect nationally along with Print and Outdoor promotions.

Emami Healthy & Tasty is competitively priced in a price range from Rs 90/- per litre to Rs.120/- per litre across its variants. The H&T range will be available in SKU's of 5 ltr Jars, 1 ltr, 500ml and 200ml Bottles, and Pouches of 1 ltr and 500 ml. Along with the specific heart caring attributes, Emami Healthy & Tasty edible oil range is enriched with Vitamins A, D and E.

Emami Agrotech Ltd, the edible oil arm of Emami Group is one of the fastest growing companies, witnessing a growth of 33%, with a current turnover of over Rs.6000 cr

About Emami Agrotech

Emami Agrotech Limited is the edible oil arm of Emami Group of Companies with turnover of over Rs.6000 crs. Besides edible oil, the Company also has interest in other segments such as production and distribution of vanaspati, specialty fats and bio diesel. It is also engaged in organic farming and cultivation of commercially viable crops through contract farming.

Emami Agrotech owns state-of-the-art manufacturing facilities at Haldia, West Bengal and Krishnapatnam, Andhra Pradesh with a total manufacturing capacity of 5000 TPD/16 lac TPA. The Company offers direct employment to 1800 people and employs another 2000 indirectly. It also provides support to ancillary industries. In 2016 the Company has received the prestigious '**GLOBOIL STAR COMPANY 2016**' award for its outstanding performance in the Indian edible oil industry.

About Emami Group

Emami Group, is a diversified business conglomerate enjoying a market valuation of about Rs 50,000 cr. Generating employment for over 25,000 employees, the Group has significant presence with leadership positions in diversified industries such as **FMCG – Emami Ltd.**, the flagship company of the Group & one of the leading FMCG companies in the country engaged in manufacturing & marketing of personal care and healthcare products like Navratna, BoroPlus, Zandu Balm, Fair & Handsome and Kesh King; **Bio Diesel and Edible Oil - Emami Agrotech Ltd.** – Among the top 3 edible oil refineries in India with the country's largest single location unit in Haldia (West Bengal). It is also the only Bio-diesel manufacturer in Eastern India; **Paper - Emami Paper Mills**, India's largest newsprint manufacturer with recent diversification in paperboard manufacturing; **Writing Instrument -CRI Tips**, world's 3rd largest ball point tip manufacturer; **Realty – Emami Infrastructure**, a leading real estate company; **Healthcare -AMRI Hospitals**, Eastern India's largest chain of private hospitals; **Retail –Emami Frank Ross and Starmark**, largest pharmacy retail chain in the East & one of the largest leisure-cum-book store chains in India ; **Contemporary Art - Emami Chisel Art**, one of the largest art galleries in India and **Cement – Emami Cement**, the Group has set up a 5.5 MTPA integrated cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha at a total investment of around Rs. 4000 cr and The Group also plans to set up Cement Plants in Rajasthan and Andhra Pradesh. The Group has its presence in **Solar Power** sector, with around 70 MW projects in hand in Gujarat, Karnataka, Tamil Nadu and Uttarakhand. For more information, please visit

www.emamigroup.com

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