



Emami Healthy & Tasty presents “Har Nivala Immunity Wala”

The 1st Indian edible oil brand to add *Tadka* of
“Immunity” to its new variant

Launches Emami Healthy & Tasty Smart Balance Immunity Booster Oil

Kolkata, 2nd July, 2020: Emami Agrotech Ltd., producer of well-known edible oil brand Emami Healthy & Tasty brings yet another innovation in its latest variant of edible oil for the consumers. The new variant **Emami Healthy & Tasty Smart Balance Immunity Booster Oil**, offers unique value addition of ‘immunity’ in edible oil for the very first time in India.

With 5 scientifically proven immunity boosting nutrients Vitamin A, C, E, D & Omega 3, Emami Healthy & Tasty Smart Balance Immunity Booster Oil, is the 1st edible oil brand in India that promises to enhance one’s immunity from within helping to fight health hazards as a part of one’s regular meal.

The pandemic attack of COVID 19 virus has exposed the vulnerability of humankind like never before. Building up immunity in face of such public health concerns has gained immense relevance in a new normal world all over again. The new variant from the popular brand Emami Healthy & Tasty addresses this basic need of a consumer to build immunity from within.

EMAMI HEALTHY & TASTY SMART BALANCE IMMUNITY BOOSTER OIL

CORE BENEFITS

- Strengthens Immunity
- Helps Fight Cold Symptoms
- Lowers Risk of Heart Diseases
- Retains Natural Taste of Food

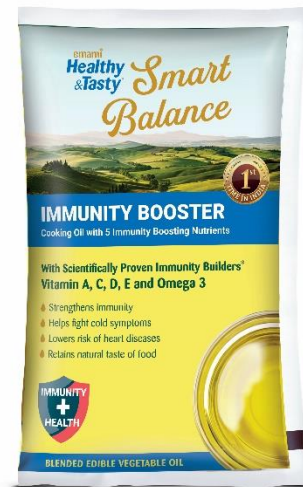
Speaking on the launch, **Mr. Aditya V. Agarwal, Director, Emami Group** said, “*There is a rising concern of family wellbeing in general in the post COVID 19 world. Consumers are in search of food products and supplements to enhance their family’s immunity. Amidst this, our Research & Development team has developed India’s 1st Immunity Booster Cooking Oil under the brand name of Emami Healthy & Tasty that promises to provide ‘Har Nivala, Immunity Wala’.*”

Emami has a legacy of deep consumer insight and offering product solutions for possible consumer need gaps and we believe that our target consumers would appreciate this product also which will help them to take care of their immunity derived from their daily & regular intake of food.”



Mr. Manish Goenka, Director, Emami Group commented, *“We do strongly believe that **Emami Healthy & Tasty Smart Balance Immunity Booster Oil** will delight our consumers with both its immunity boosting properties and taste. It is the first time that any edible oil in India is having 5 key immunity building nutrients together to make this variant a one-stop solution to good health. Moreover, addition of Vitamin C, well known for its immunity building properties, in an edible oil is also the very first in the country. Use of Emami Healthy & Tasty Smart Balance Immunity Booster Oil will ensure immunity in every bite one takes.”*

Emami Healthy & Tasty Smart Balance Immunity Booster Oil will be available nationally in 1 litre pouch pack priced at Rs 140.



Emami Healthy & Tasty is manufactured and marketed by Emami Agrotech Ltd, India’s second largest edible oil producer enjoying a turnover of over Rs.12500 crores. Emami Agrotech Ltd, also produces Himani Best Choice range of edible oils, Rasoi Vanaspati, Bake Magic Speciality Fats and Emami Healthy & Tasty Mantra Spices & Tastemakers. Renowned celebrities like Amitabh Bachchan, Salman Khan, Soumitra Chatterjee, Sabyasachi Chakraborty and others endorse the brands nationally and regionally.

About Emami Agrotech Ltd

Emami Agrotech Limited, an Emami Group Company is in the business of branded food manufacturing. With a vision to become the **“Most Trusted Indian Food Brand of India”**, the Company has been growing aggressively and is involved in production and sale of branded Edible Oils, Specialty Fats and Vanaspati. Today the Company is a cherished name in the edible oil industry with a turnover of over Rs 12500 crores. Beside edible oil and specialty fats, the Company has recently ventured into branded spices & tastemakers. The Company is also into production and sale of bio diesel and organic farming and cultivation of commercially viable crops through contract farming.

Emami Agrotech Ltd (EAL) has its state-of-the-art manufacturing facilities at Haldia, West Bengal; Krishnapatnam, Andhra Pradesh; Jaipur, Rajasthan with a total manufacturing capacity of around 9,000 tonnes per day. The Company is also setting up another production facility in Kandla, Gujarat. The Company produces Vegetable oil, Sunflower oil, Soybean oil, Rice Bran oil and Mustard oil. The production units also house well-equipped R&D Centres with advanced testing facilities to ensure the products are compliant with national and international quality standards.

Emami Agrotech manufactures well-known edible oil brands like Emami Healthy & Tasty and Himani Best Choice, Vanaspati brand Rasoi & Specialty Fat brand Bake Magic. Emami Healthy & Tasty cooking oil, one of the fastest growing edible oil brands in India, is one of the most sought after and trusted brands in the mid premium category. In 2019, the Company announced its foray into the spice category with the launch of “Emami Healthy & Tasty Mantra Masala”, a varied range of pure & blended powder spices and tastemakers.
