



Emami Healthy & Tasty Mantra Masala Presents

Tollywood Superstar Prosenjit Chatterjee in 4 different roles for the first time

Kolkata, January 27, 2021: Emami Healthy & Tasty Mantra Masala presents Tollywood Superstar **Prosenjit Chatterjee** in a combo of 4 different characters across generations in its brand new commercial which is set to on air this month.

Directed by National Award winning filmmaker **Aniruddha Roy Chowdhury** of *Pink*, *Anuranan*, *Antaheen* etc fame, the ad film simultaneously portrays Prosenjit as the father and his sons. Depicting a typically Bengali family that dotes on good food and celebrates gastronomy, the film opens with a day when the entire household is eagerly awaiting the delicious lunch spread being prepared. Food for them is magic as 3 of Prosenjit's character – father and two sons – are seen singing aloud while romancing with the thoughts of delicious Bengali preparations like *begun bhaja*, *chicken kosha*, *chingri malaikari* and *kochi panthar jhol* :

*Aagun legechhe...aagun
Jwolchhe pete khider aagun,
Porchhe jeno tele begun
Kochi panthar jholer gondho
Chicken kosha ki anondo
Shorshe posto, Chingri Malai
Chete pute khai*



The climax of the film lies in the fact that as the family assembles for their lunch, it is being served by none other than Prosenjit again! He is now in the role of a chef presenting a wide range of dishes prepared with Emami Healthy & Tasty Mantra Masala.

Speaking on the new film, **Mr. Debasish Bhattacharya, Senior VP- Marketing, Emami Agrotech Ltd** said, "Our Emami Healthy & Tasty Mantra Masala offers an exciting range of blended spices of Meat Masala, Chicken Masala, Shahi Garam Masala and Shorshe Posto, which are suited for making delicious Bengali delicacies. We wanted to present this wide range of spices through one commercial and for that we needed a face that can complement an



Emami brand's identity and the desired messaging of Mantra Masala's range of offerings. Who else other than Prosenjit Chatterjee can fit this requirement in Bengal? As a Bengali film icon, he has an illustrious career where he has worked in a wide range of films from varied genres depicting diverse on screen characters. We believe that his association will definitely improve our household penetration and make Mantra Masala a popular choice for the consumers."

Mr. Aniruddha Roy Chowdhury, Noted Filmmaker and the Director of this new commercial said, *"I have worked with Emami Healthy & Tasty brand earlier. The brand has a strong Bengal connect and celebrates bangaliana in its every communication. In this film also, viewers can find the Bengali nostalgia of joint family, love for good food, the joy of having delicious traditional Bengali cuisine over lunch with one's family etc."*



Speaking on his association, **Mr. Prosenjit Chatterjee, Tollywood Superstar and protagonist of the ad film** said, *"When I was offered with this ad film, it was a very exciting experience for me to play 4 different characters in one film across generations and roles. Emami Healthy & Tasty is a very popular and trusted brand and I am very happy to be a part of this unique project."*

Emami Agrotech Ltd, the edible oil & bio-diesel arm of Rs 20,000 cr **Emami Group**, forayed into the spices category with the launch of **"Emami Healthy & Tasty Mantra Masala"** a varied range of pure & blended powder spices and tastemakers in 2019. Apart from blended spices of Meat Masala, Chicken Masala, Shahi Garam Masala and Shorshe Posto Masala, Emami Healthy & Tasty Mantra

Masala also offers pure spices like Haldi, Chilli, Jeera and Dhania along with an Italian Tastemaker.
