



EMAMI ACQUIRES RASOI-A 50 YEAR OLD TRUSTED BRAND

Expands its existing edible oil portfolio to Vanaspati

Kolkata, September 25, 2014:

Emami Biotech Ltd., the edible oil and bio-diesel arm of the Rs. 8,000 cr Emami Group of Companies has entered into an agreement with Kolkata based Rasoi Limited, the edible oil arm of Rasoi Group to acquire 'RASOI', a brand with a rich legacy of 50 years that continues to be one of the most trusted brands of Vanaspati and edible oil in India. The Agreement was signed today, i.e. Thursday, September 25th 2014. The acquisition will be an addition to the Company's existing portfolio of leading edible oil brands such as 'Emami Healthy & Tasty' and 'Himani Best Choice'.

Commenting on the development, **Mr. Aditya V. Agarwal, Director, Emami Group** said *"Rasoi is a heritage brand that enjoys very strong brand equity. It is a leading Vanaspati brand in West Bengal and one of the leading producers of Vanaspati in India that enjoys a strong legacy of consumer trust. The brand offers synergy with our edible oil business which will offer great value. With the acquisition of the 'Rasoi' brand, we would be adding Vanaspati to our existing portfolio, enabling us to offer a wide range of choices to our consumers."*

Mr Manish Goenka, Director, Emami Group added *"Emami Biotech is poised to be a Rs.5000 cr company by end of this financial year. The acquisition of Rasoi brand is part of our inorganic growth plan and has been funded internally. This is line with our overall growth strategy to emerge as the one of the top three edible oil companies in India."*

With a sales turnover of around 150 cr, the production of Vanaspati attributes about 90% of Rasoi's portfolio, the rest being other varieties of cooking oil such as Mustard Oil, Soya Refined Oil and Palm Oil. India produces around 10-12 lakh tonnes per annum of Vanaspati, out of which premium branded Vanaspati segment is about 4 lakh tonnes per annum. Vanaspati is an affordable variety of cooking medium which is used in households, restaurants, sweet shops as an economical alternative to Ghee. It is also a popular cooking medium in household segment especially in regions like UP, Bihar, North East, and Jharkhand etc. Rasoi as a major player in the Vanaspati market has a strong base in Eastern region and is the leading Vanaspati brand in West Bengal. As an age-old brand, Rasoi enjoys huge consumer trust.



Rasoi Spokesperson said, “Rasoi is a brand which we had built over the years with a lot of commitment and hard work. Today it commands a strong consumer loyalty. Therefore, we were looking for an entity that can carry on this hard earned legacy. Emami Biotech Ltd, with its wide experience in the sphere of edible oil business has built powerful oil brands like Emami Healthy & Tasty. We are happy that we are handing over Rasoi brand to Emami Biotech Ltd who has every potential to take it to greater height.”

On this occasion, **Mr. Sudhakar Desai, CEO, Emami Biotech Ltd** said, “Our primary focus would be to leverage the brand’s consumer good will. Rasoi brand has a strong potential of both geographic and category expansion. Hence, we have plans to strengthen its distribution network across the length & breadth of the country and establish it as a front running Vanaspati brand nationally. Going forward, we plan to diversify and grow the brand “Rasoi” into other range of cooking oils and even into other categories and products leveraging the legacy of trust earned over last 50 years across households.

Emami Biotech plans to set up its third refinery with a capacity of 2,000 TPD in Gujarat to cater to Northern & Western markets, which is expected to become operational in the next 18-24 months.

About Emami Biotech Ltd:

Set up in 2006, **Emami Biotech Limited** is the Rs 3500 cr edible oil & bio-diesel Company of the Rs 8000 cr Emami Group of Companies based in Kolkata, India. **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 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 for more information.

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