



Emami launches 'Himani Best Choice Oil' in Bihar

~Plans to acquire a leading position in the edible oil market of Bihar with its superior quality and affordable price points~

Patna, May 2, 2014: Emami Biotech Limited, part of Rs.7000 cr Emami Group of Companies, announced the launch of **Himani Best Choice Oil**—a range of edible oils in the popular category in a bid to establish its position as a leading player in the edible oil market of Bihar. The brand will be made available in mustard, soyabean, palmolein and sunflower sub-categories targetted across segments - urban, semi-urban and rural Bihar.

Commenting on the launch, **Mr Sudhakar Desai, CEO, Emami Biotech Ltd** said, “The branded oil market in Bihar is a growing and yet fragmented with several players present in the entry-level segment. The introduction of Himani Best Choice Oil is the first step in our journey to establish a dominant presence in the edible oil segment of Bihar. Following our Group’s tradition of offering our consumers best of high quality products at competitive prices, our objective is to make Himani Best Choice Oil a preferred choice among families in Bihar by assuring unmatched value and a best-in-class choice at affordable price points.

Moreover, the Bihar market has huge potential to convert users of loose oil to branded edible oil and it is our aim to capture this entire segment. Today consumers are increasingly moving towards branded edible oil on the backdrop of more health and quality consciousness coupled with the rising disposable income and overall awareness of such products.”

The new range would be rolled out in a variety of SKUs viz. half and 1 litre pouch packs and pet containers, 5 litre jars and 15 litre/kg bulk packs in both jars and tin containers to address a multiplicity of purchase and cooking habits in Bihar. The oil would be available across grocers, neighbourhood kirana stores, general stores as well as modern retail chains and supermarkets. With a strong distribution channel in place, Himani Best Choice Oil plans to step up its ATL and BTL marketing initiatives in order to aggressively reach and hasten sales in the next couple of 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 7000 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 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.

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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MR SUDHAKAR DESAI
Chief Executive Officer
EMAMI BIOTECH LIMITED

Cordially Invites you to a

Select Press Briefing

To announce the launch of a new
Edible Oil Brand in Bihar

On

Monday, 2nd June, 2014 at 3:45 pm

At

Hotel Gargi Grand,
Exhibition Road, Patna

The Press Briefing will be followed by High Tea

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