



EMAMI HEALTHY AND TASTY ROLLS OUT REFINED RICE BRAN OIL VARIANT IN WEST BENGAL

- The only Rice Bran Oil enriched with nutritional values of **Vitamin A, D & E** at an affordable price point
- Rich in MUFA the oil contains oryzanole, xanthophyll and squalene which helps in reducing bad cholesterol, improves eyesight and makes skin healthy.

Kolkata, March 31, 2015: Emami Healthy & Tasty, a popular brand in the mid-premium category has introduced its **Rice Bran variant**, the only refined oil which is enriched with the nutritional values of Vitamin A, D and E. Rich golden in colour, this 'no-cholesterol' oil is very light and fortified with the benefits of natural ingredients like oryzanol, xanthophyll, squalene and antioxidant tocol (*Benefits given in the box*). Emami Healthy & Tasty range of edible oil is manufactured and marketed by **Emami Agrotech Limited (formerly known as Emami Biotech Ltd)**, the biotech and edible oil arm of the diversified Rs 10,000 cr **Emami Group of Companies**.

Rich in health benefits Extensive consumer research reveals that consumers are becoming highly conscious about what they eat and they are moving towards healthier alternatives, including edible oil. In such instances intake of rice bran oil has become the most preferred edible oil even recommended by the doctors. Light in texture, Rice Bran oil is less viscous and does not stick to the food. Absorption of less oil in the food in turn reduces the oil content and the caloric value of the food, thus making it a healthier cooking medium. It also retains antioxidant stability even at high temperatures while other edible oils are known to breakdown into toxic compound under high heat.

Nutritional Benefits of Emami Healthy & Tasty Rice Bran Oil:

The Vitamin factor: **Vitamin A** helps improve eyesight, **Vitamin D** makes bones stronger, and **Vitamin E** maintains glowing skin and strengthens immunity

Lowers possibility of heart attack: Contains **oryzanol** which reduces bad cholesterol formation thereby lowering the possibility of heart attack

Improves eyesight: Contains xanthophylls which results in better eyesight

Improves skin health: Contains squalene which helps in maintaining good skin health

Protects from free radicals: Presence of antioxidant tocols helps to protect from free radicals responsible for various ailments

Rich in MUFA and close to recommended PUFA/MUFA ratio- hence this oil is good for health



“With the presence of established competitors in this space we aim to target the health conscious housewife’s requirement of oil that offers her both healthier and tastier options for her family at an affordable price. Rich in nutritional values of Vitamin A, D & E, the Healthy & Tasty Rice Bran Oil is the healthiest refined oil variant currently available to the consumers at a very competitive price point in comparison to other brands. Currently launched in West Bengal, there are plans to take the new variant to the Southern markets very soon.” said Mr. Sudhakar Desai, CEO, Emami Agrotech Ltd.

As a part of the brand’s communication plan, a brand new television commercial (TVC) is on air across Bengali general entertainment channels and news channels. The TVC has been created by **Scarecrow communications** and produced and developed by **White Light Moving Picture Company Pvt. Ltd.**, Mumbai under the directorial guidance of Namita Ghosh Roy.

Cost-effective and affordable: The oil smokes less due to high smoke point and hence oil loss during frying is minimal. Emami Healthy & Tasty Rice Bran Oil is available in **1 ltr pouch** and **1 ltr Bottle** at **Rs 90/-** and **Rs 95/-** respectively. It is the only Rice Bran Oil to be available in a PET bottle. **Emami Agrotech Limited**, under the Healthy and Tasty brand, also manufactures & markets edible oil varieties like Sunflower Oil, Kachhi Ghani Mustard Oil, Palm Oil and Soyabean Oil.

About Emami Agrotech Ltd (Formerly Emami Biotech Ltd):

Set up in 2006, **Emami Agrotech Limited (Formerly Emami Biotech Ltd)** is the Rs 4500 cr edible oil & bio-diesel Company of the Rs 10,000 cr Emami Group of Companies based in Kolkata, India. **Emami Agrotech Ltd.** (Formerly 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 Agrotech Ltd (Formerly 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.

For further information please contact:

Emami Group

Mahasweta Sen

GM-Corporate Communications

Mobile: +91 98362 92392

Pritha Roy Chakrabarti

Mobile: +91 9903994787