



EMAMI HEALTHY & TASTY ENTERS PROCESSED FOOD CATEGORY

Launches Protein Rich Soya Chunks with Goodness of 3 Immunity Building Nutrients like Iron & Zinc

Kolkata, 16 March 2021: Emami Agrotech Ltd, the edible oil arm of the Rs 20,000 Cr. **Emami Group**, enters the processed food category with the launch of **Soya Chunks** under the brand name of **Emami Healthy & Tasty**.

Popular for its range of edible oils & spices, Emami Healthy & Tasty will offer Soya Chunks rich with 3 Immunity Building nutrients & additionally fortified with **Zinc**, for the first time in India.

Soya Chunks, also known as Soya Badi has been a popular and rich vegetarian source of protein over the years across households. With renewed focus on health and healthy living, consumers are on lookout for food products offering additional health benefits, without altering their taste preferences.

Speaking on the occasion **Mr. Sudhakar Desai, CEO, Emami Agrotech Ltd**, said: *“Emami Agrotech has been present in the food business for over a decade since Emami Healthy & Tasty Mustard oil was launched in 2010. Over the years, the brand Healthy & Tasty has gained consumer trust on the quality benchmarking. To build upon this trust, we decided to go beyond our current staple portfolio of edible oils & spices and enter the larger category of processed food. With consumer insight driven R&D efforts, the company has developed “First Time in Industry” Nutri Soya Chunks - which are rich in immunity building nutrients like Iron & Zinc along with high protein content, and retains product’s original taste & texture.”*



Emami Agrotech is launching **Emami Healthy & Tasty Smart Balance Nutri Soya Chunks** initially in West Bengal with a projected plan to take the product nationally in the next 12 months.



Elaborating on this, **Mr. Krishna Mohan, Director, Emami Agrotech Ltd** added, *“West Bengal is the largest market for soya chunks & is estimated to account for more than one-third of national consumption. In general, the awareness level about importance of protein consumption is much higher in West Bengal, across vegetarians and non-vegetarians, leading to soya chunk dishes being consumed 4-5 times a month in a household. Further, our brand Emami Healthy & Tasty enjoys market leadership in cooking oils, which we would like to leverage along with the high level of synergy in the existing distribution and marketing set-up.”*

Emami Healthy & Tasty Smart Balance Nutri Soya Chunks will be available in Regular Chunks & Mini Chunk Size, across pack sizes 45g, 80g, 200 gm Pet Jar and 1 Kg at price points ranging from Rs 10 to Rs 150.

Emami Healthy & Tasty is manufactured and marketed by Emami Agrotech Ltd, India’s second largest edible oil producer. Emami Agrotech Ltd, also produces Emami Healthy & Tasty range of edible oils, Mantra Spices, Himani Best Choice range of edible oils, Rasoi Vanaspati and Bake Magic Speciality Fats. Renowned celebrities like Amitabh Bachchan, Salman Khan, Prosenjit 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. 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 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.
