



EMAMI HEALTHY & TASTY INTRODUCES THE FIRST EVER KACHCHI GHANI MUSTARD OIL ENRICHED WITH VITAMIN NUTRIENTS

- Clocked growth of 91% in FY 13-14, plans to grow four times in the next 3 years
- Aims to become *numero uno* in the edible oil segment in West Bengal

Kolkata, 4th June, 2014: Emami Biotech Limited, the Rs 3500 cr biotech and edible oil arm of the diversified Rs 7000 cr **Emami Group of Companies** launched the new enriched **Emami Healthy & Tasty Kachchi Ghani Mustard Oil**, the **FIRST EVER kachchi ghani mustard oil brand in India to be enriched with the nutritional values of Vitamin A, D, and E.**

Researches conducted from time to time by various government and independent agencies have revealed that majority of the Indian population in general is vitamin deficient. Vitamins are essential in human body for better vision, stronger bones, healthier skin, healthy hair and an overall immunity. Vitamin A improves vision while Vitamin D strengthens bones. Vitamin E, which is a rich anti-oxidant improves skin and hair and helps to build immunity & strength to fight against various diseases.

“Food being an important source of vitamins and oil being an integral part of cooking, Emami Healthy & Tasty came up with the idea of enriching its kachchi ghani mustard oil with essential vitamins. We are confident that this innovative move by Emami Healthy & Tasty kachchi ghani mustard oil enriched with essential vitamins will add unique value to a consumer’s daily life”, said Mr. Sudhakar Desai, CEO - Emami Biotech Ltd.

Mustard oil is proven scientifically to be a healthy cooking medium and is highly recommended by the doctors. Regular consumption of Kachchi Ghani Mustard Oil, which is rich in Mono-unsaturated Fatty Acid (MUFA) and alpha-Linolenic-acid (ALA)-Omega 3, is also known to help reduce bad cholesterol, risk of heart diseases and colon tumour.

Mr. Debasish Bhattacharya, General Manager-Marketing, Emami Biotech Ltd said, “Our extensive consumer research reveals that consumers are becoming highly conscious about what they eat and they are moving towards healthier alternatives, including edible oils. With the launch of the new vitamin enriched Healthy & Tasty Kachchi Ghani Mustard Oil, we want to address the housewife’s requirement of oil that offers her family both health and taste at an affordable price point.”

Branded mustard oil market in India has been growing in the recent past owing to high growth of income levels, increasing trend towards spending, better living standards and growing health consciousness among Indian consumers. The current mustard oil consumer packs market in India is over Rs 6000 cr currently growing at a CAGR of around 11%.



Mustard Oil being a very fragmented market, loose oil consumption in Bengal is high which carries serious health hazards due to the risk of adulteration, contamination and deterioration of basic quality parameters of the loose oil category. Further, weight shortage is a common problem with purchase of loose oil, where a consumer gets less than what he pays for. However, as a responsible Industry player, **Emami Healthy & Tasty will offer the new vitamin enriched Kachchi Ghani Mustard Oil in all size packs, including special low unit packs worth Rs.10/- and Rs.5/- targeted at consumers of loose oil to introduce the concept of healthy cooking.**

Mr. Sudhakar Desai, CEO, Emami Biotech Ltd said, “Emami Healthy & Tasty Kachchi Ghani Mustard Oil currently enjoys the No.2 position in the premium segment of mustard oil. The brand has witnessed a stupendous growth of 91% in FY 13-14 over the last year in West Bengal and our target is to grow four times in the next 3 years. By enriching the brand with vitamin nutrients and zero price hike, we expect not only to strengthen our existing consumer base but also to expand it to newer consumer segments. We also plan to introduce vitamin enriched Refined Soyabean Oil and Refined Sunflower Oil under the Healthy &Tasty Brand soon”

The new vitamin enriched Emami Healthy & Tasty Mustard Oil is currently being rolled out in West Bengal. As a part of the brand’s communication plan, a brand new television commercial (TVC) will soon go on air across Bengali general entertainment channels (GEC) and news channels. The TVC has been produced and developed by **White Light Moving Picture Company Pvt. Ltd.**, Mumbai.

Emami Healthy & Tasty Kachchi Ghani Mustard Oil is available in various pack sizes viz. 5L Jar, 1L bottle & pouch, 500 ML bottle and pouch and 200 ML bottle and LUP (Low Unit Packs) packs of Rs.10/- and Rs.5/-.

Emami Biotech Limited, under the Healthy and Tasty brand, also manufactures & markets edible oil varieties like Sunflower Oil, Rice Bran Oil, Palm Oil, Soyabean Oil and other blended oils.

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 amongst the leading exporters 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 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.

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 is setting 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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