



Emami launches 'MANTRA'

a new brand for Spices

...to add more categories soon!

**Targets a revenue turnover of
Rs 700-1000 crores in the next 5 years**

- **Unique Cryogenic Technology grinds spices at temperatures from zero to minus 50 degree Celsius**
- **Distribution Reach of 2 lac retail outlets by FY23**
- **Revenue target of 15% from Modern Trade and E-commerce platforms**

New Delhi, July 20, 2022: Emami Agrotech Ltd, the branded food manufacturing arm of the diversified business conglomerate Emami Group today announced the national launch of **Mantra Spices** under its widely popular Emami Healthy & Tasty brand.



Emami Healthy & Tasty Mantra offers distinguishably designed range of pure & blended powder spices and tastemakers. These are manufactured in a state-of-the-art facility in Jaipur, Rajasthan using Cryogenic Grinding Technology, where the spices are ground at temperatures ranging from zero to minus 50

degree Celsius. This allows Mantra spices to retain the essential natural oils at least up to 95% thus offering superior colour, flavour and aroma. Spices available in the market today are mostly ground using a traditional process which involves heating upto 70 degrees Celsius, allowing them to retain the essential oils upto only 40%.

The brand has received the "Superior Taste Award" from the International Taste Institute of Brussels (Europe) for its excellent quality of spices. Additionally, Mantra's blended variety of spices come in zip-lock packs to preserve the freshness and aroma for a longer period.

Emami Agrotech has curated the Mantra Masala range to tantalise consumers' taste buds with a wide variety of pure spices in expansive categories, including *Haldi* (Turmeric), *Mirch* (Chilli), *Jeera* (Cumin), *Dhaniya* (Coriander) powders and as well as blended spices



like *Garam Masala, Meat Masala, Chicken Masala, Pav Bhaji Masala, Chhole Masala, Chaat Masala, Sabji Masala* and *Hing*. Other spices like *Sambar Masala* and *Kashmiri Lal Mirch* will be added soon. The Company plans to introduce *Tastemakers* in the national market in the next phase.

Commenting on the launch of the new category, **Mr. Krishna Mohan Nyayapati, Director, Emami Agrotech** said, *“Following the successful West Bengal launch of Mantra Spices, this is a critical step for Emami Healthy & Tasty to strengthen its presence in the national market. We plan to expand our footprint across 2 lac retail outlets by the end of this year and 5 lac outlets in the next 3 years and will have significant presence in modern trade and e-commerce channels. We are also bullish of achieving our revenue target of Rs.700-1000 crores in the next 5 years for Mantra.”*

Mr. Debasis Bhattacharyya, President, Marketing, Emami Agrotech Ltd added, *“Mantra, backed by the strong brand equity of Emami Healthy & Tasty, has become a sought-after spice brand in West Bengal. With its unique brand proposition of cryogenic grinding, the brand offers superior colour, taste and aroma. We have aggressive marketing plans to promote the brand across all platforms and hope to capture the minds and hearts of our consumers in our target markets very soon.”*

Mantra Masala will be available in different pack sizes ranging from 8 gm to 200 gm at price points ranging from Rs 5 to Rs 110.



About Emami Agrotech Ltd

Emami Agrotech Limited, an Emami Group Company is in the business of branded food manufacturing. The Company 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 18000 crores. Beside edible oil and specialty fats, the Company has recently ventured into branded spices & tastemakers and processed food categories. Emami Agrotech manufactures well-known edible oil brands like Emami Healthy & Tasty and Himani Best Choice, Vanaspati brand Rasoi & Specialty Fat brand Bake Magic. The Company is also into organic farming and cultivation of commercially viable crops through contract farming.

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. The Company announced its foray into the spice category recently with the



launch of “Emami Healthy & Tasty Mantra”, a varied range of pure & blended powder spices and tastemakers followed by its entry into processed food category through launch of Soya Chunks under Healthy & Tasty brand.

Emami Agrotech Ltd (EAL) has its state-of-the-art manufacturing facilities at Haldia, West Bengal; Krishnapatnam, Andhra Pradesh; Jaipur, Rajasthan and Kandla, Gujarat with a total manufacturing capacity of around 12,000 tonnes per day. 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.

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