



# EMAMI ROPES IN KATRINA KAIF AS THE FACE OF 'MANTRA' SPICE RANGE

**Kolkata, August 03, 2022:** Emami Agrotech Ltd, the branded food arm of the diversified business conglomerate Emami Group today announced Bollywood actor and renowned celebrity, **Katrina Kaif** as the brand ambassador for its Spice Range, '**Emami Healthy & Tasty Mantra Masala**'.

Katrina's vivacious and pleasant personality image which also resonates with today's Indian men and women, was found to be appealing and the right choice to become the face of 'Mantra' spices. Her commitment to her profession and the flavour that she brings to each of her characters was a perfect match with the brand's strong commitment to its consumers to provide best of taste, flavour and aroma to cooking. Mantra's collaboration with Katrina Kaif is expected to reach out to audiences across age groups with ever-changing taste preferences across the Indian geographies.

Mantra Masala's USP is in its rich and pure aroma, colour and taste that comes from the use of the unique Cryogenic technology. The Cryo-processing at zero to minus 50-degree Celsius helps our spices to retain highest level of all the natural oils up to 95% as compared to traditional grinding process using heat up to 70 degrees Celsius, where essential oils are retained only up to 40%. The brand has also been awarded 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

**On the occasion of this association, Jayant Goenka, Director, Emami Group said,** *"We are extremely elated to be associated with Ms Katrina Kaif, one of the leading and vibrant actors of Indian cinema. We believe that she is a perfect fit for Mantra Masala as her credibility, hard work and commitment resonates with the values of our brand. We do believe that her popularity and huge fan following will help us connect better with our consumers across the country and make Mantra a preferred choice of a spice brand. We have also drawn up aggressive marketing plans for Mantra and target to reach around 25 lac outlets (both direct & indirect) by next three years."*

**Speaking on this association, the brand ambassador, Ms. Katrina Kaif said,** *"Emami is a very popular and trusted household name in India, known for their quality and efficacy. I'm glad to be associated with a brand with such stature and am confident the Emami Healthy & Tasty Mantra range of spices will soon become a preferred choice of Indian households as well. I am*

*certain that the audience will love  
range of products Emami Healthy &*



*our new campaign as well as the wide  
Tasty Mantra has to offer”*

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.

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 across general & modern trade and e-commerce channels.

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### **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.

*Issued by:*

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