



Emami Healthy & Tasty crowdsources to create the Largest Bhog Thali for Durga Puja 2022 **#PujorMohaBhog**

Kolkata, 28 September 2022: As a run up to the Durga Puja 2022, **Emami Healthy & Tasty**, the popular food brand from the house of Emami Agrotech is going to present the **largest Bhog Thali of around 12 ft diameter** on **Mahasaptami** (2nd of October, 2022) at a Durga Puja Pandal in South of Kolkata.

Specially curated with 108 delectable dishes through an online crowdsourcing on the brand's Instagram handle (**@emamihealthyandtasty**), Emami Healthy & Tasty has called for entries of **'the most favourite bhog dish'** **#PujorMohaBhog** on Wednesday 28th of September, 2022. Users will be called to post a picture of their favourite vegetarian bhog dish by using the 'Add Yours' Instagram widget' and then tag his/ her friends. A collation of the shortlisted dishes from the online entries will be posted by the brand on a 'Digital Thali' at first and then will be replicated in a physical format as the **Largest Bhog Thali** on **Mahasaptami** at a South Kolkata pandal. The huge bhog thali of 12 ft diameter will include traditional Bengali vegetarian bhog sweets and savories as well as special items selected from the online crowdsourcing. The Bhog offering will be distributed on Saptami (2nd October, 2022) to all who will be visiting the pandal venue.

Speaking about the initiative, **Debasis Bhattacharyya, President, Marketing, Emami Agrotech Ltd**, said, *"Durga Puja is the biggest festival for Bengalis across the world. While Durga Puja means new clothes, pandal hopping, fun and festivities, it also entails the integral part of it – the Puja Bhog - the auspicious food, prepared with lot of care and purity, which is offered to the Goddess during the 4 days of puja and then distributed among the devotees as puja prasad. We at Emami Healthy & Tasty with our wide offerings of cooking oil and spices thought of establishing a very close connect with this significant Bengali tradition and create a memorable puja moment through this unique Bhog offering. We believe that this special bhog thali prepared will offer a 5 sense stimulating experience to the devotees visiting the pandal."*

The Healthy & Tasty Maha Bhog Thali will be placed on Sunday 2nd of October at Dipabali Housing Society, Survey Park, Santoshpur, Kolkata – 700075.

Happy Durga Puja!



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