



Health Mein Hit; Budget Mein Fit **SALMAN KHAN GROOVES TO MIKA SINGH'S TUNE IN HIMANI BEST CHOICE SOYABEAN OIL'S NEW TVC**

Kolkata, September 2022: Salman Khan, India's very own *Sallu Bhai*, will soon be seen grooving to the foot tapping jingle sung by popular singer **Mika Singh** for the brand new TVC of **Himani Best Choice Soyabean Oil**.

Manufactured and marketed by **Emami Agrotech Ltd**, the branded food arm of the diversified business conglomerate Emami Group, Himani Best Choice variants enjoy the No.1 position in the markets of West Bengal, Bihar, Jharkhand and NorthEast and is one of the fastest growing brands in the Northern and Western markets of India.

Directed by ace director **Nitesh Tiwari**, Salman in his typical style is seen as a confused shopper at a hypermart trying to make his choice before buying a cooking oil. He is seen grooving to the jingle "*Arrey ye loon re baba, ya woh loon baba....*" with his bunch of cronies when his wife introduces him to the best of quality, health and taste of Himani Best Choice Soyabean Oil. Salman ends up as a happy consumer thus singing "*...Hit Bhi Hai, Fit Bhi Hai..babababa taste superr, taste superr*" as he goes on tasting sumptuous, finger licking Indian dishes like *aloo gobi, puri, samosa, kachauri, pyaaz paratha* etc.

Speaking about the new TVC experience, **Mr Debasis Bhattacharyya, President-Marketing**, Emami Agrotech Ltd. said, "*Himani Best Choice, one of our most popular edible oil brands has been sharing a long-standing relationship with Salman Khan since he came on board as the brand ambassador in 2017. Shooting with him is one-of-a-kind experience with the level of energy and fun that he infuses on the set. With Nitesh Tiwari on the director's chair, Mika Singh lending his voice to the jingle and above all Salman Khan appearing on screen with his evergreen magnetic persona – makes a magical combination that any brand can aspire for.*"

Mr Nitesh Tiwari, Director of the new TVC said, "*Salman is an outstanding performer. Working with him on the set for the new TVC of Himani Best Choice has been a wonderful experience. Food is something which comforts our senses, makes us happy and with Himani Best Choice Refined Soyabean Oil it also keeps one healthy. In line with this thought, we have tried to keep the storyline of this new TVC light, musical and joyful celebrating the happy mood that any good food creates instantly.*"



The new TVC will be on air this month across television and digital platforms.

Himani Best Choice is a popular range of edible oil enjoying a brand size of approx.. Rs 10,000 crores. Portfolio of Himani Best Choice includes Refined Soyabean Oil, Refined Palmolein Oil, and Refined Sunflower Oil.

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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