



EMAMI RELAUNCHES HEALTHY & TASTY EDIBLE OIL RANGE To be a Rs.5000 cr brand in the next 3-5 years

- Introduces **ULTRALITE**, India's first ever lightest version of Soyabean oil
Made by European Refining Technology
 - Actor Katrina Kaif and Ravi Kishan to endorse the brand
 - Brand gets makeover in New Look trendy packaging

Kolkata, 11 October 2022: Emami Agrotech Ltd, the branded food-manufacturing arm of the diversified business conglomerate Emami Group **relaunches Healthy & Tasty**, one of the leading & popular range of edible oil brands in India.

Launched in 2010, Emami Healthy & Tasty enjoys a leading position in the West Bengal market and is one of the fastest growing brands in Northern and Western India, post its national entry in 2017. **With this relaunch, the brand targets a business turnover of Rs 5000 cr within the next 3-5 years.**

As a part of this relaunch, Emami Healthy & Tasty reveals a **brand-new packaging makeover across its 4 variants - Mustard, Soyabean, Sunflower and Rice Bran** with a very modern, contemporary, and minimalistic look – significantly differentiating in the edible oil category. The new packs will portray a premium imagery and narrate a source story communicating the brand's natural skewed identity rooted to its Indian-ness.

The brand has roped in actor **Katrina Kaif** as its **national brand ambassador**. She will be paired with **Ravi Kishan**, the superstar actor in a separate commercial for the brand's **mustard oil variant**.



As a part of its continuous process of innovation and excellence, for the very first time in India, Emami Agrotech introduced 'Ultralite' Soyabean Oil, the lightest version of soyabean oil that its R&D and Technical Team with the help of global technology experts has successfully developed. The European



Refining Technology used in the production process makes the oil lighter in colour, less in stickiness and lower on absorption – a healthier choice for the new-age, health-conscious consumers.

Speaking about this relaunch, **Mr. Debasis Bhattacharya, President, Marketing, Emami Agrotech Ltd** said, “A successful brand needs to evolve to stay fresh and relevant in the consumer space. As a response to the needs of the dynamic consumer preferences, it is important for a brand to find the right connect. Hence, our new packaging represents a smart, minimalistic look to establish itself as a modern progressive brand. We also believe that Emami Healthy & Tasty brand will succeed to capture a wider consumer mind space with the launch of Ultralite Soyabean Oil.”

The brand will be investing in a 360-degree marketing visibility across Television, Print, OOH and Digital to capture one of the highest shares of voice within its category.

Emami Healthy & Tasty in its new look will be available in varied pack sizes in pouches, bottles and jars at competitive price points.

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.

For further information, please contact:

Mahasweta Sen, Head – Corporate Communication

Emami Group | Email: mahasweta.sen@emamigroup.com