



# **Emami Agrotech slashes MRP by 35-40% of its edible oil brands Healthy & Tasty and Himani Best Choice**

***Passes on the benefit of drop in global oil prices to consumers  
consistently over past one year***

**Kolkata, 27 July 2023:** Emami Agrotech Ltd, the edible oil and food-manufacturing arm of Emami Group passes on the benefits of the drop in global oil prices to its consumers by **lowering the MRP** on its popular edible oil brands **Emami Healthy & Tasty** and **Himani Best Choice** by **35-40% over a period of 12 months** since July, 2022 consistently.

The Company monitors the MRP changes across the popular consumer pack of 1 litre pouch for the mustard, soyabean, rice bran and sunflower variants of Healthy & Tasty along with that of soyabean and palmolein variants of Himani Best Choice.

Commenting on this, **Mr. Sudhakar Desai, CEO, Emami Agrotech Ltd** said, "India imports about 56% of its annual edible oil consumption of 24-25 Million Tonne (MT). Over the last 12 months, there has been a significant drop in global prices. In view of this correction in commodity prices, as a responsible corporate, we have been cutting our prices consistently for all our oils like soyabean, palm oil and sunflower. Over last one year, the drop in MRP has been in the range of 35-40% which brought the much needed relief to the consumers."

"In the domestic front, the Indian Mustard crop output has increased by about 10% which again helped to stabilise the prices of the popular Mustard oil which was selling at a peak price-to-consumer of Rs 200 per litre and is currently down to about Rs 130 – 140 / litre. With the international prices of imported edible oils continuing to show a downward trend, consumption is likely to go up further in the next few months especially during the upcoming festivals i.e September and October."

**Desai added.**

The international and domestic prices of edible oil were on an upward swing during 2021-22 due to many geopolitical factors like Indonesian ban on oil exports, supply chain disruption due to Ukraine war etc including higher input and logistic cost. However, the edible oil prices in the international market are witnessing a fall since mid-June 2022. In view of this, Government of India has consistently taken steps to reduce import duties from over 40% to its current duty of 5.5% along with various other steps like stock controls etc. to regulate the consumer prices of edible oil.



### **About Emami Group**

**Emami Group**, is a diversified business conglomerate, generating employment for around 20,000 + employees. The Group has significant presence with leadership positions in diversified industries such as **FMCG – Emami Ltd** -The flagship entity of the Group & one of the leading FMCG companies in the country engaged in manufacturing & marketing of personal care and healthcare products like Navratna, BoroPlus, Zandu Balm, Fair & Handsome and Kesh King.; **Edible Oil and Food - Emami Agrotech** – 2<sup>nd</sup> largest edible oil refinery in India with a capacity of 12000 TPD. The Company has also forayed into various other categories of food business such as spices and processed food; **Paper - Emami Paper Mills** - India's largest newsprint manufacturer with diversification in multi layered paperboard; **Writing Instrument - CRI Ltd** - World's 2nd largest ball point tip manufacturer; **Realty – Emami Realty** - A leading real estate company with prestigious projects viz. Emami Aastha, Emami City, Urbana, South City etc in Kolkata, Emami Tejomaya in Chennai, Emami Aerocity in Coimbatore and Emami Nature in Jhansi; **Healthcare - AMRI Hospitals**- Eastern India's largest chain of private hospitals; **Retail –Emami Frank Ross and Starmark** - Largest pharmacy retail chain in the East & one of the largest leisure-cum-book store chains in India; **Contemporary Art - Emami Art and Kolkata Centre for Creativity** - One of the largest creative centres and art galleries in India.

For more information, please visit [www.emamigroup.com](http://www.emamigroup.com)

---

### **For further information, please contact:**

Mahasweta Sen, Head – Corporate Communication

Emami Group | Email: [mahasweta.sen@emamigroup.com](mailto:mahasweta.sen@emamigroup.com)