



EMAMI HEALTHY & TASTY ADVANS SOYA CHUNKS EXPANDS ITS FOOTPRINT WITH THE COMPLETE BENEFIT OF “5-KA-DUM”

*After running successfully in Bengal market for 2 years, the brand
outreaches to newer markets of Bihar, Jharkhand, Uttar Pradesh and
Uttarakhand*

Kolkata, 4 August 2023: Emami Healthy & Tasty Advans Soya Chunks, a brand manufactured and marketed by **Emami Agrotech Ltd**, steps into the markets of **Bihar, Jharkhand, Uttar Pradesh and Uttarakhand** after its successful stint in Bengal for the past 2 years.

Emami Healthy & Tasty Advans Soya Chunks are the only soya chunks brand in India offering a holistic dietary coverage of “5- Ka -Dum”, which comes with the goodness and power of **5 vital nutrients like Protein, Iron, Calcium, Zinc & Dietary Fibre** – providing consumers with benefits like **Strength, Immunity, Nutrition & Growth besides making their food Soft & Juicy**.

Speaking on this occasion, **Mr. Prafull Anchaliya, VP-Sales and Business Development, Emami Agrotech Ltd** said, *“We entered this category of processed food in March 2021 in the Bengal market and within a very short span of 2 years, our brand, Advans Soya Chunks, today enjoys a market share of 5%. While consumption of soya chunks is highest in Bengal, markets of Uttar Pradesh, Bihar, Jharkhand and Uttarakhand also have major potential for this category where there is an increasing consumer demand for vegetarian sources of high protein like soya chunks. Manufactured in a state-of-the-art fully automated facility, our brand Advans Soya Chunks enjoys a definite edge of holistic nutrition with a differentiated and unique offering of ‘5KaDum’ of Protein, Iron, Calcium, Zinc & Dietary Fiber. We believe it is time for us to take this unique proposition to a larger and newer base of consumers.”*

Emami Healthy & Tasty Advans Soya Chunks range includes Normal Soya Chunks as well as Mini Soya Chunks. The product range is available in a single-use 42g pack at Rs 10 as well as a 200g pack of reusable PET Jar, another unique category offering at Rs 60 in both Normal and Mini Chunks. The brand will be marketed across all platforms of print, television, POP, outdoor and digital platforms.

Emami Agrotech Limited, an Emami Group Company is in the business of branded food manufacturing with a turnover of over Rs 18000 crores. The Company manufactures well-known edible oil brands like **Emami Healthy & Tasty** and **Himani Best Choice**, Vanaspati brand **Rasoi & Specialty Fat brand Bake Magic**. The Company has also forayed into the branded food business with the launch of **Mantra** spices, tastemakers, and **Advans Soya Chunks** under Healthy & Tasty brand.



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** – 2nd 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

For further information, please contact:

Mahasweta Sen, Head – Corporate Communication

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