



HIMANI BEST CHOICE REFINED SOYABEAN OIL INTRODUCES A BRAND NEW PACK DESIGN

**The smart & contemporary design of the new pack is expected to bolster
Himani Best Choice's leadership position
as the Fastest Growing Edible Oil brand in its category**

Kolkata, August 11, 2023 – Himani Best Choice, a popular range of edible oil brand, manufactured and marketed by **Emami Agrotech Limited**, reintroduces its **Refined Soyabean Oil variant** in a **brand new pack design**.

Speaking on this development, **Mr. Debasis Bhattacharya, President - Marketing, Emami Agrotech Ltd** said, *“Every successful brand needs to evolve to stay dynamic and relevant. To meet the changing consumer preferences, it is important for a brand to find the right connect and evolve accordingly. We have thus introduced a smart, contemporary look for our brand Himani Best Choice Refined Soyabean Oil to offer the consumers a fresh perspective as a growing and progressive brand. We also believe that this new change will help us to bolster our market leadership and capture a wider consumer base.”*

The new pack of Himani Best Choice Refined Soyabean Oil has introduced a new design element of the natural ingredient source of soyabean. The brand tagline ‘*Swad Mein Hit, Budget Mein Fit*’ along with the image of Salman Khan, the brand ambassador, continue to be present in the new design.

Launched in 2014, Himani Best Choice edible oil, produced under the highest standard of manufacturing excellence and stringent quality control measures, is one of the fastest growing edible oil brand in India that enjoys the **market leadership position** in its category, across many of its relevant markets. With strong foothold across the states of West Bengal, Orissa, North East, UP, Bihar, Jharkhand, Vidarbha, Chhattisgarh, Punjab, Haryana, Delhi, Andhra Pradesh, and parts of Karnataka and Maharashtra, it is a popular brand of edible oil with a varied range of products like Refined Soyabean, Palmolein and Sunflower Oils and is 100% pure and safe. Himani Best Choice edible oil consumer packs are available in different SKU sizes like 1 lt. & 500 ml pouch, pet bottles & also family pack of 5 lt. jars.

Directed by ace Bollywood director Nitesh Tiwari, Himani Best Choice released a new TVC last year featuring Salman Khan once again to a foot-tapping jingle sung by hugely popular Mika Singh.

Emami Agrotech Limited, an Emami Group Company is in the business of branded food manufacturing. The Company manufactures well-known edible oil brands like **Emami Healthy & Tasty** and **Himani Best Choice**, Vanaspati brand **Rasoi** & Specialty Fat brand **Bake Magic**. Today the Company is a cherished name in the edible oil industry with a turnover of over Rs 18000 crores. 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. Emami Agrotech is the proud recipient of multiple awards at the prestigious Globoil India Awards over the years since 2016 for its exemplary performance in the Indian edible oil industry across varied categories.

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

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