



Press Release

Emami Healthy & Tasty Launches Durga Puja Campaign 'AMIE Durga'

- Actor Rituparna Sengupta Unveils the Initiative -

Kolkata, 14th September, 2023: Emami Healthy & Tasty, one of India's leading food brands, launched its Durga Puja campaign - **AMIE Durga** at Kolkata Centre for Creativity, today. National Award-winning actor, **Rituparna Sengupta**, flagged off the campaign which endeavours to be an inspiring and memorable initiative evoking the spirit of Maa Durga amongst today's women.

The **AMIE Durga** month-long campaign has been at the forefront of Emami Healthy & Tasty Ultra Lite Soyabean Oil's commitment to promote healthy living and authentic flavours. The campaign encourages women to embrace their inner strength, resilience, and power by embodying the qualities of the Maa Durga. Under this campaign **Emami Healthy & Tasty Ultra Lite Soyabean Oil** has designed an on-ground cum online consumer connect activation through a *pujo* themed canter road show to celebrate women empowerment and divinity of women.

A specially designed **AMIE Durga** Canter will visit over 100 *Paras* (localities) across Kolkata and other parts of Bengal and provide a platform for women to come together and be a part of this initiative. A larger-than-life Photo Booth has been created for the participating women to showcase their Durga-inspired traits by posing in front of it and have their picture taken. By posting these pictures on social media with custom hashtags, they will help spread the message of empowerment and inspire others to embrace their inner strengths. The emcee present would also conduct a quiz contest and give away Emami Healthy & Tasty gift hampers as prizes. All respondents will receive **AMIE Durga** branded products as a token of appreciation. Moreover, the best poses and posts will be rewarded with coveted kitchen kits.

"Maa Durga also known as Maa Annapurna, is the goddess of nourishment. She personifies the importance of healthy and tasty food in our lives. **Emami Healthy & Tasty Ultra Lite Soya Oil** is a perfect choice for anyone seeking to align with Maa Durga's values. This product offers numerous health benefits and best standard of quality and purity. With **AMIE Durga** initiative we are reaching out to a wider section of the society to promote and encourage the brand's philosophy of a healthy and empowered lifestyle amongst the women. We are privileged to have Rituparna Sengupta amongst us today to flag off **AMIE Durga** campaign. She is the perfect example of a woman who celebrates the very essence of female strength, power and resilience," said **Debasis Bhattacharyya, President, Marketing, Emami Agrotech Ltd.**

AMIE Durga campaign which started today, will continue till 14th October, 2023.

About Emami Healthy & Tasty Ultra Lite Soyabean Oil:

As a part of its continuous process of innovation and excellence, for the very first time in India, Emami Agrotech Ltd 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.

H&T Ultralite is made by the MSRT (multistage refining technology) process which makes the oil much lighter in colour than the other brands. It is absorbed less in food and is significantly less sticky. Bollywood star, Katrina Kaif is the brand ambassador of Emami Healthy & Tasty Ultra Lite Soyabean 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. 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 has also entered into the spice category with the launch of "Mantra Masala", a varied range of pure & blended powder spices and tastemakers followed by its entry into processed food category through launch of "Advans" 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.
