

Emami Agrotech debuts into Rs 80,000 cr branded staples market With the launch of 'Emami Healthy & Tasty' Fresh Chakki Atta, Maida and Suji

Targets Rs 2,000 Crore in Food Sales within 3–5 Years : Blending Quality, Trust and Food Happiness

Kolkata, August 20, 2025 — **Emami Agrotech Ltd**, the Rs 20,000 cr. edible oil, food and bio-diesel manufacturing arm of the Rs 30,000 cr. Emami Group, today announced a strategic move into India's expansive branded staples market, by announcing the launch of **Emami Healthy & Tasty Fresh Chakki Atta, Maida and Suji**. This expansion into the core kitchen essentials through the branded staples category which is estimated to be over Rs 80,000 crore aligns with the Company's vision to scale its foods vertical to Rs 2,000 crore over the next 3–5 years.

"More than a category entry, this is a purposeful move. We aim to bring in quality, trust, affordability and the intangible magic of 'food happiness' into the ritual of everyday Indian meals," said **Vibhash V. Agarwal, Director, Emami Group**, who is driving the food business of the Company. *"Food is not just about consumption—it is an emotion. With this launch, we intend to enter from pantry to the centre of the Indian kitchen space and be an integral part of daily rituals, family meals, and emotional bonds around food,"* Agarwal added.

The shift that the Indian food industry is witnessing towards branded staples, driven by consumer preference for hygiene, packaging, and brand assurance over loose, unbranded alternatives, offers an ideal opportunity for this initiative. Emami Agrotech is set to capitalize on this momentum, with a quality product and an elevated brand experience backed by its strong established distribution network and digitally enabled supply chain.

Made with premium quality wheat, **Emami Healthy & Tasty Fresh Chakki Atta** is **100% pure wheat flour with zero maida or artificial preservatives** that has successfully passed the 3-finger softness test even hours after being made. The soft, fluffy *rotis* made from it are filled with the wholesome nutritional goodness of Protein, Fibre and B Vitamins. Ground using hygienic, traditional stone *chakki* method helps it to retain natural wheat goodness and the authentic aroma of fresh *rotis*.

Emami Healthy & Tasty Maida and Suji, both made from premium quality wheat produces fine, pure maida and fresh suji. While the Maida variant's ultra-fine texture with bright white appearance delivers superior dough smoothness perfect for making *samosa*, *paratha* and *luchi*, the Suji, which is also fortified with the goodness of protein and dietary fibre is ideal for signature Indian dishes such as *upma*, *halwa*, *laddu*, and other traditional recipes.



Since its launch in 2010, Emami Agrotech's "Healthy & Tasty" brand has moved ahead its **Edible Oil** origins to become a trusted kitchen companion through its further offerings in varied categories such as **Spices (Mantra) and Soya Chunks (Advans)**. From product quality to packaging to communication, Emami Healthy & Tasty has consistently delivered a modern, vibrant, and delightful emotional experience over the years for its consumers.

'Emami Healthy & Tasty' kitchen staple products will be available in following pack sizes and price points: **Atta in 1 kg and 5 kg** packs priced respectively at **Rs 56 and Rs 280**; **Maida in 500 gm and 1 Kg** packs priced respectively at **Rs 33 and Rs 64** and **Suji in 200 gm and 500 gm** packs priced at **Rs 14 and Rs 35** respectively. The Company will support this launch with a high-impact marketing campaign across television, digital, and in-store points-of-purchase —built around the themes of joy, quality, and modern Indian homemaking.

About Emami Agrotech Ltd

Emami Agrotech Limited, an Emami Group Company is in the business of production and marketing of Edible Oil, Spices, Specialty Fats, Vanaspati, and Biodiesel and is further expanding its product portfolio in the food space.

Today the Company is a cherished name in the edible oil industry with a turnover of around Rs 20,000 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. 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, which are ground with the use of Cryogenic Technology, followed by its entry into processed food category through launch of "Advans" Soya Chunks under Healthy & Tasty brand. The Company is also into organic farming and cultivation of commercially viable crops through contract farming.

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.

About Emami Group

Emami Group, is a diversified business conglomerate, generating employment for 25,000 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 popular and trusted personal care and healthcare products like Zandu, BoroPlus, Navratna, Smart And Handsome (formerly known as Fair And Handsome), Kesh King, Menthoplus Balm and Dermicool etc.; **Edible Oil and Food Business - Emami Agrotech** – 2nd largest edible oil refinery in India with a total production capacity of 12000 TPD. The Company has also forayed into various other categories of food business of spices and processed food; **Paper & Multi-Layered Packaging Board - Emami Paper Mills** - India's largest newsprint manufacturer with diversification in multi layered paperboard packaging ; **Realty – Emami Realty** - A leading real estate company with prestigious projects viz. Emami City, Urbana, South City etc in Kolkata, Emami Tejomaya in Chennai, Emami Aerocity in Coimbatore and Emami Nature in Jhansi; **Retail –Emami Frank Ross and Starmark** - Largest pharmacy retail chain in the East & one of the largest leisure-cum-book store chains in India; **Writing Instrument - CRI Ltd** - World's No.1 ball point tip manufacturer; **Contemporary Art - Emami Art and Kolkata Centre for Creativity** - One of the largest creative centres and art galleries in India; **Sports – Emami East Bengal** – Partnered with East Bengal, an iconic football club in India which enjoys a fan base of 40 million across the globe.

For more information, please visit www.emamigroup.com

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