

## Emami Launches 'Healthy & Tasty – FOR CHEF' at AAHAR 2026 Targets ₹2,000 Cr from HoReCa & Foodservices

Kolkata/New Delhi, March 10, 2026 - Emami Agrotech, part of the ₹30,000-crore Emami Group, launched “Healthy & Tasty – FOR CHEF” range for the HoReCa and B2B foodservice segment at AAHAR 2026 – the International Food & Hospitality Fair being held in New Delhi. Curated specifically for HoReCa and foodservice partners, the new range is designed to meet the demanding requirements of professional kitchens where quality, consistency and performance are non-negotiable.

Introduced under the Company’s flagship **Healthy & Tasty** umbrella brand, “FOR CHEF” features **multiple variants of edible oils** along with essential pantry ingredients such as **whole, pure and blended spices, fresh chakki atta, maida, sooji, besan and soya chunks**, offered in **larger pack formats tailored for professional kitchens and institutional consumption**. The company also plans to expand its ‘FOR CHEF’ portfolio by introducing sauces, condiments, ready to cook and ready to eat products in the next few months.



Through this initiative, Emami Agro is strengthening its presence in the **HoReCa (Hotels, Restaurants and Catering) and institutional segment**, a large and fast-growing consumption ecosystem that offers significant business potential for quality food ingredients and bulk supply solutions.

The Company aims to build a strong presence in this segment and targets a turnover of ₹2,000 cr. from the HoReCa business over the next two to three years.

Commenting on the launch, **Mr. Jayant Goenka, Director, Emami Group** said:

*“The HoReCa sector represents a large and rapidly expanding consumption ecosystem with significant business potential. With the launch of our ‘Healthy & Tasty – FOR CHEF’ range, we are strengthening our focus beyond retail. Our portfolio - ranging from high-performance edible oils to essential pantry ingredients such as fresh chakki atta, maida and spices is designed to support chefs and foodservice partners in delivering excellence at scale.”*

The Company has onboarded **Samantha Dutta** as **Senior Vice President, Food Services, QSR, MT and Alternate Channels**, to lead this strategic business, with her over 27 years of rich experience across the HoReCa, QSR, foodservice & B2B ecosystem.

**Commenting on this launch, Samantha said,** *“Our ‘FOR CHEF’ portfolio reflects our commitment to enabling professional kitchens with products that are not only high in quality but also aligned with evolving customer needs. Our focus is on delivering tailor-made solutions that enhance operational efficiency, support menu innovation, and ultimately drive business growth for our valued partners.”*

Emami Agro has also appointed **Vikas Mittal** - former Managing director McCain Foods India, South East Asia, Korea and Taiwan, **as the strategic business advisor** to guide the Company for achieving accelerated growth in this segment.

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### **About Emami Agrotech Ltd**

Emami Agrotech Limited, part of the Emami Group, is engaged in the manufacturing and marketing of edible oils, spices, processed foods, food staples, specialty fats, vanaspati and biodiesel. With a turnover of around Rs 20,000 crore, the company is a leading player in India's edible oil industry.

Its portfolio includes brands such as Emami Healthy & Tasty and Himani Best Choice edible oils, Rasoi vanaspati and Bake Magic specialty fats. The Company has also expanded into spices with Mantra Masala, processed foods with Advans Soya Chunks, and branded staples including Emami Healthy & Tasty Fresh Chakki Atta, Maida, Suji and Besan.

Emami Agrotech operates manufacturing facilities at Haldia, Krishnapatnam, Jaipur and Kandla, with a combined capacity of around 12,000 tonnes per day, supported by advanced R&D and quality testing facilities. For more information, please visit [www.emamiagrotech.in](http://www.emamiagrotech.in)

### **About Emami Group**

Emami Group is a diversified business conglomerate generating employment for over 25,000 employees with a turnover of around Rs 30,000 cr. Founded by childhood friends –cum-business partners Shri RS Agarwal & Shri RS Goenka, Emami is headquartered in Kolkata. The Group has leadership presence in FMCG, Edible Oil, Branded Foods, Bio-Diesel, Newsprint and Paper Boards, Realty, Writing instruments, Retail, Contemporary Art and Sports. The Group manufactures & markets leading personal care and healthcare brands like Navratna, BoroPlus, Zandu, Menthoplus, Smart And Handsome and Kesh King along with popular edible oil and food brands like Emami Healthy & Tasty and Himani Best Choice.

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

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