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Emami forays into snacks

OUR SPECIAL CORRESPONDENT

Calcutta: Emami Agrotech, the second largest edible oil company in India, has forayed in the packaged snacking business, upping its stake in the branded food business.

Under a new brand 'WeMe', the company launched three products in Bengal, with plans to expand the portfolio and geographical reach gradually going forward.

The company has outlined an investment of ₹750 crores, which includes building a greenfield plant in Bengal for snacks and staples for about ₹400 crore. Emami Agro is angling for a revenue of ₹1,000 crore from the segment over the next 5-7 years.

One of the three items launched on Thursday is potato chips, the largest snacking segment in India, with 42 per



Aditya Agarwal with daughter Vidula

cent share of the ₹50,000 crore addressable market which is growing by 8 per cent.

The new vertical is being spearheaded by Vidula Agarwal, director of Emami Group. "We have built a digital first brand, prioritising taste as the key differentiator," she said.

Edible oil is the largest business of Emami Agro, which clocked a turnover of ₹20,000 crore. The company has expanded to staples and spices. "We are stepping out of the kitchen (oil, spices, staples) to the dining table with snacks (chips, jhuri aloo bhaja and choco spread," said Aditya Agarwal, director of Emami and Vidula's father.

The company is looking for a suitable land parcel in Bengal, where Emami is based, for the packaged food plant.