

Himani Best Choice, the Rs10,000 Crore Edible Oil Brand, Unveils New Pack and Campaign to Drive its Next Phase of Growth

- Targets Rs 15,000 crore in brand revenues over the next 3–5 years
- Expands beyond edible oils with an entry into the Foods category

Kolkata, 21 September 2026: After more than a decade of building a strong presence in India's edible oil market, **Himani Best Choice (HBC)**, the Rs 10,000 Cr edible oil brand, manufactured and marketed by **Emami Agrotech Ltd.**, is stepping into its next phase with a refreshed brand identity packaging design, marketing communication and portfolio expansion.



The packaging refresh introduces a **new vibrant logo, contemporary colour palette, distinctive graphics and refreshed food imagery**, giving Himani Best Choice a more cohesive and contemporary visual identity across its four key variants — Soyabean, Palm, Sunflower and Kachchi Ghani Mustard Oil. The revamp also includes **standardised pack formats in line with new Central Government guidelines**, across consumer pouches, PET bottles, jars and bulk containers, including tins and jars. The refreshed packs retain the brand's familiar visual cues while

bringing a cleaner and more updated look to the portfolio.

As part of its broader growth strategy, Himani Best Choice is also expanding its portfolio with its entry into the Foods segment through the launch of a range of flour and besan products in its key markets across India. The initial portfolio comprises Multipurpose Maida (50 kg), Bakery Maida (50 kg), Atta (50 kg) and Matar Besan (30 kg), catering primarily to institutional consumption. The brand plans to progressively expand into additional food categories in the coming years.

Launched in 2014, Himani Best Choice has established a strong presence across India, with particularly strong market positions in Eastern, North and Central India. The brand is the **market leader in Soyabean and Palm Oil in West Bengal**, and holds the **No. 1 position in Palm Oil across Odisha, Bihar, Jharkhand and East Uttar Pradesh**. It is also the **market leader in Mizoram, with an approximate 70% market share**, reflecting the brand's strong consumer connect across diverse markets.

Commenting on the brand refresh, **Mr. Vibhash V. Agarwal, Director, Emami Group**, said, *"Himani Best Choice has built its growth on a strong understanding of regional consumer needs and a commitment to delivering quality at value. As the brand crosses the Rs 10,000 crore milestone, we are embarking on a new growth strategy designed to strengthen its relevance among today's consumers. This transformation encompasses a refreshed brand identity, contemporary packaging, a new communication campaign and a roadmap for portfolio expansion. While the trust that consumers have placed in Himani Best Choice remains unchanged, we are giving the brand a more modern, distinctive and future-ready expression to drive its next phase of growth. Our entry into the Foods segment is a natural extension of this vision, allowing us to address adjacent consumption opportunity while creating new growth avenues for the brand. We aim to build a Rs 1,000 crore business portfolio for Himani Best Choice over the next three years through a calibrated expansion across relevant categories."*



The development signals a new chapter in the brand's journey as it continues to build on its strong market foundation.

About Emami Agrotech Ltd.

Emami Agrotech Limited is the edible oils and foods business of the diversified Rs 30,000 crore Emami Group and one of India's leading edible oil refiners, with a 12,000 TPD refining capacity. Its portfolio spans edible oils, spices, processed foods, staples, snacking and agri-businesses.

The Company generates an annual turnover of Rs 20,000 crore. In edible oils, it operates Emami Healthy & Tasty and Himani Best Choice. Its foods portfolio includes Mantra spices, Advans soya chunks, Emami Healthy & Tasty staples and WeMe snacks. For institutional customers, the Company offers 'For Chef' HoReCa solutions, Rasoi vanaspati and Himani Bake Magic bakery fats.

The Company operates four manufacturing facilities in Haldia (West Bengal), Krishnapatnam (Andhra Pradesh), Kandla (Gujarat) and Jaipur (Rajasthan), and is the largest biodiesel manufacturer in Eastern India.

For more information, visit: www.emamigroup.com and www.emamiagrotech.in.

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