

News monitored for: Emami Group

Emami forays into spices market

FC BUREAU
KOLKATA, AUG. 20:

Emami Agrotech, the edible oil & bio-diesel arm of Rs 20,000 crore Emami Group, on Tuesday forayed into the spices category, rolling out "Emami Healthy & Tasty Mantra" a varied range of pure & blended powder spices and tastemakers including Haldi, Chilli, Jeera, Dhania, Chicken Masala, Meat Masala, Dalna Masala, Malaikari Masala, Shahi Garam Masala, Indian Tastemaker, Chinese Tastemaker and Italian Tastemaker.

Ananya Chatterjee, National Award winning Bengali actor has been roped in as the brand ambassador.

"Our edible oil brand Emami Healthy & Tasty is one of the leading brands in West Bengal that enjoys a very strong brand equity. Since its launch in 2010, the brand, known for its purity and high quality, has successfully established itself as one of the most popular edible oil brands in the kitchens of Bengal," said Aditya V. Agarwal, director, Emami Group.