



ONLINE MEDIA COVERAGE

ON

**SELECT PRESS INTERACTION WITH DR. JAMES FRY-
COMMODITY EXPERT FROM U.K.**

14th July, 2016

Prepared by



COVERAGE GRID

SL. NO	DATE	WEBSITE	HEADLINE
1.	14.07.2016	http://www.telegraphindia.com/1160714/jsp/business/story_96547.jsp#.V4cVK_l97IU	Emami edible oil bet
2.	14.07.2016	http://economictimes.indiatimes.com/markets/commodities/prices-of-cooking-oil-likely-to-fall-during-festive-season/articleshow/53200431.cms	Prices of cooking oil likely to fall during festive season
3.	14.07.2016	http://www.business-standard.com/article/companies/emami-agro-plans-rs-685-crore-investment-116071301389_1.html	Emami Agro plans Rs 685- crore investment

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The Telegraph

calcutta, india

Emami edible oil bet

BIG PLANS

Existing refineries

- **Krishnapatnam, AP:**
1,000 tonnes/day
- **Haldia, Bengal:**
3,000 tonnes/day

New units

- **Gujarat:**
4,000 tonnes/day
- **Rajasthan:**
400 tonnes/day

Calcutta, July 13: Emami Agrotech is planning to double its edible oil production in the next three years from 1 million tonnes (mt) per annum.

"We are expanding our existing edible oil refineries and adding two new ones. It will help us in doubling our production within the next three years," Aditya V. Agarwal, director of Emami Group, said here today.

The company will set up two plants in Gujarat and Rajasthan at an investment of Rs 350 crore and Rs 80 crore, respectively. The units will be operational in the next 15 months. While the Gujarat refinery will be used for palm and soya oil production with a total capacity of about 4,000 tonnes a day, the Rajasthan unit will produce mustard

oil with a capacity of 400 tonnes per day.

At present, the company owns two refineries in Krishnapatnam in Andhra Pradesh and Haldia. The Krishnapatnam unit has a production capacity of 1,000 tonnes per day, while the Haldia facility can manufacture 3,000 tonnes a day.

"We are expanding our Haldia unit at an investment of Rs 200 crore and are adding a palm oil unit that will make 1,000 tonnes a day. Besides, we are adding a bakery fat producing plant in our Andhra Pradesh unit for Rs 55 crore. These will be operational by the end of this year," Manish Goenka, director of Emami Group, said.

The company produces about 4,000 tonnes of edible oil per day. Of this, palm oil constitutes 2,500 tonnes, soya oil 1,000 tonnes and sunflower oil 300 tonnes. The rest is equally divided between mustard and rice bran oil.

"India consumes 18mt of edible oil per annum of which 60 per cent is palm oil," Goenka said.

(The coverage has appeared in print publication in the following editions,

Bhubaneswar, Durgapur and Kolkata)

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THE ECONOMIC TIMES

Prices of cooking oil likely to fall during festive season

KOLKATA :- Cooking oil prices are likely to go down in the upcoming festive season due to higher production of palm oil expected in Malaysia and Indonesia following the waning of the El Nino effect. This will help bring down prices of other edible oils from soyabean to sunflower as well.

“ Prices of palm oil will be down 10-20% from September onwards,” said UK- based commodity expert James Fry, who was in Kolkata at the invitation of Emami Agrotech. By that time India’s output will also get clearer, Fry said.

“ It is expected that oilseed production in India will be better this year as monsoon will be above normal as indicated by country’s weather office. All these factors will definitely bring down prices of edible oil,” he said. Palm oil prices are at a 10-month low owing to a larger than expected decline in Malaysian exports and growing inventories.

India’s edible oil imports more than doubled in the decade to 2015, according to the consumer affairs ministry data, due to growing use of oil as a medium for cooking in rural areas and the falling production of oilseeds. The country imported 14.4 tonnes of edible oil during the year.

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Chennai, Ahmedabad and Kolkata)

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Business Standard



Emami Agro plans Rs 685-crore investment

July 14,2016 Kolkata: Aggressively planning to double its market share in the edible oil segment, Emami Agrotech has lined up an investment outlay of Rs 685 crore to raise production, while roping in a UK-based expert to help in the endeavour.

Of the 18 million tonne market, the company has a market share of 5.5 per cent. "We plan to increase this to 10-11 per cent in the coming two years," said Manish Goenka, group director.

In the next 15 months, the company will be coming up with two new plants. The first one, to be set up in Gujarat, will have a production capacity of 3,000-4,000 tonnes in the palm and soya oil segment, where an investment of Rs 350 crore will be made. The second plant, to be set up in Rajasthan, will produce mustard oil only; Rs 80 crore will be invested. And, another Rs 200 crore will be spent to increase production from its Haldia unit in West Bengal.

Another plant is under consideration in Andhra Pradesh, where Rs 55 crore will be spent. "While the plants in Rajasthan and Gujarat will come up in the next 15 months, the expansion of Haldia will be completed by this December," said Goenka.

Palm oil constitutes 75 per cent of its total oil sales. Soya, sunflower, rice bran and mustard oils are the rest. This will change, with the company planning to increase its sales from sunflower and soya oil varieties.

"Presently, sunflower oil accounts for 15,000 tonnes of the total sales, which we plan to increase to 60,000-70,000 tonnes over the next two years. Also, sales from soya oil will increase from the present 100,000 tonnes to 300,000 tonnes," said Goenka.

It is also getting James Fry from the UK, an expert in the commodities space. He will be aiding the company in predicting of market trends. Fry says edible oil prices are likely to drop during the coming festive season this year, as production will increase.

(The coverage has appeared in print publication in the following editions,

Kolkata, Mumbai Delhi and Bangalore)