

News monitored for: Emami Group

Emami eyes ₹15kcr biz in agrotech

TIMES NEWS NETWORK

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Kolkata: Buoyed by the introduction of spices, Emami Group is looking at Rs 15,000 crore revenue in the next few years from its agrotech business. Emami Agrotech, the agrotech arm of the group, now has a revenue of Rs 12,000 crore mostly from edible oil.

Aditya Agarwal, the director of the group, pointed out that Emami has entered high-margin spices and masala business with Emami Healthy & Tasty Mantra, which will boost its agrotech fortune further.

Elaborating the group's plans for spices, Agarwal said it wants to be among top-three players nationally in the next five years. "We are looking at Rs 1,200 crore to Rs 1,500 crore business in the next five years in spices," he added. The Rs 16,000 crore spices market is



Emami group director Aditya V Agarwal at the launch of new spices brand in city on Tuesday

fragmented among many players regionally. Nationally, Everest is the biggest player.

In North and West, Ashok is a big brand, while in Bengal Cookme and Sunrise are two leading players. Emami has introduced five spices, five masala and three tastemakers in the range. It has initially launched the ranges in West Bengal and

To invest ₹700cr in edible oil refining

Emami group is planning to invest Rs 700 crore to expand the capacity of edible oil refining capacity in the next one year. It is investing Rs 200 crore for expansion of Haldia and Rs 500 crore for a greenfield unit in Kandla, Gujarat. The total capacity of Emami Agrotech will be expanded from 6,000 tonne per day to 10,000 tonne per day.

gradually, it would be introduced nationally. "In the remaining 6-7 months of this fiscal, we have targeted Rs 15 crore revenue from this," he added.

The packet spices market is growing at 15% nationally, while in Bengal, it is 25%. In edible oil, Emami has two brands —

Healthy & Tasty and Best Choice — and another brand for vanaspati, Rasoi. In edible oil category, Emami Agrotech has presence in mustard oil, rice-bran oil, sunflower oil, soyabean oil, palm oil and vanaspati.

The total revenue from two oil brands is Rs 5,500-6,000 crore. Best Choice is Rs 4,000 crore and the remaining Healthy & Tasty. The organised edible oil market is about Rs 40,000 crore and Adani Wilmar is the market leader nationally.

Ruchi Soya used to be a major player in this segment but after it went to IBC, Adani strengthened its grip on the market, while Emami is trying to penetrate nationally.

Currently, apart from branded retail edible oils, Emami Agrotech has major bulk sales to different corporate, bio-diesel as well as saturated fat for personal care products.