

Emami Healthy & Tasty launches Mantra spices

Siliguri, August 23: Emami Agrotech, the edible oil & bio-diesel arm of Rs 20,000 cr. Emami Group, announced its foray into the spices category with the launch of

Emami Group said, "Our edible oil brand Emami Healthy & Tasty is one of the leading brands in West Bengal that enjoys a very strong brand equity. This new venture is



"Emami Healthy & Tasty Mantra", a varied range of pure & blended powder spices and tastemakers. Mr. Aditya V. Agarwal, Director, Emami Group and Ms. Ananya Chatterjee, National Award winning Bengali actor and endorser of the brand formally launched the 'Mantra' Spices.

Speaking at the formal launch of Emami Healthy & Tasty Mantra Spice Range, Mr. Aditya V. Agarwal, Director,

expected to generate a business revenue of around Rs 1500 cr in the next 5 years."

Emami Healthy and Tasty Mantra is set to tantalize the taste buds of the consumers with varied spices in categories like, Haldi, Chilli, Jeera, Dhania, Chicken Masala, Meat Masala, Dalna Masala, Malaikari Masala, ShahiGaram Masala, Indian Tastemaker, Chinese Tastemaker and Italian Tastemaker.