

Emami Healthy & Tasty launches Mantra spices

EOI CORRESPONDENT

KOLKATA/SILIGURI, AUG 22/--/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 Healthy & Tasty Mantra" a varied range of pure & blended powder spices and tastemakers.

Aditya V. Agarwal, Director, Emami Group formally launched the 'Mantra' Spices today at a media conference in the presence of Ms. Ananya Chatterjee, National Award winning Bengali actor and endorser of the brand.

Speaking at the formal launch of Emami Healthy & Tasty Mantra Spice Range, Mr. Agarwal said, "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, enjoying a household



penetration of more than 35% in the Kolkata market itself. In every Bengali kitchen, "Tel-Moshla" are two things that co-exist in harmony. Hence, as a part of our next phase of growth, taking forward the brand equity of Emami Healthy & Tasty and expanding the portfolio to the spice category has been a natural progression. This new venture is expected to generate a business revenue of around Rs 1500 cr in the next 5 years. We plan to take

the brand on a national platform in the next 12-18 months."

Manish Goenka, Director, Emami Group added "We are very happy to introduce Emami Healthy & Tasty Mantra Spice Range. Initially, we would be rolling it out in West Bengal where the branded powder spice market size is of about Rs 1100 cr, growing at a healthy rate of around 25% by value (Y-o-Y). To begin with, we are introducing a wide

range of 12 varieties of Pure & Blended Spices along with some Tastemaker variants.

We plan to have our footprints across the State through around 40-50 retail outlets, modern trade and e-commerce. We are manufacturing the product at our existing plant at Haldia, West Bengal. Through this new initiative the Company will be generating employment of around 200 people in the first phase.