



Emami launches new campaign for 'Healthy and Tasty' Mustard oil in Bengal with art and culture icons

What is the true "flavor" of Bengal? Is it their sensitivity, their passion, their humor, their intelligence, their pride about their culture and tradition? Or is it their argumentative nature, their sense of being different or the good food? This was the question asked and discussed by the Bengali icons who had gathered today at a panel discussion organised by "Emami Healthy and Tasty" cooking oil to find an answer to '**Bangalir Chokhe Jol Keno**'

A panel of eminent personalities from various walks of life like **Sunil Gangapadhyay**, celebrated Indian poet and novelist, **Bratati Bandhyopadhyay**, famous orator and **Rituparna Sengupta**, renowned actress came together to share their views on '**Bangalir Chokhe Jol Keno**'. The session was moderated and anchored by the popular RJ Mir Afsar Ali.

At this exclusive preview of the made-for-Bengal campaign, Emami included to its portfolio of star studded endorsers, celebrated art and culture icons namely Mamta Shankar, danseuse along with Sunil Gangapadhyay, Bratati Bandhyopadhyay and Rituparna Sengupta. The campaign was unveiled by Mr Aditya Agarwal and Mr Manish Goenka Directors, Emami Group of Companies. The campaign based on the thought that "**Emon khaantee, je Bangalir chokhe jol eshe jaye**" believes that the true flavour of Bengal lies not in the externals but in the inner landscape of the people of W. Bengal which is original and has such qualities which constitute the heart and core of Bengal. The new brand campaign has been conceptualized and developed by advertising agency White Light Moving Picture Company headed by Namita Roy Ghose and Subir Chatterjee.

Various opinions were made and discussed like the trams, the Maidan, gully cricket, College Street, football, politics, Rabindra sangeet, Howrah Bridge etc which appeal to the Bengali and his psyche. However one of the most important things that generates a lot of passion and emotion in a true Bengali is the Bengali food and its taste and flavour, its originality and its pungency.-

Present at the occasion, **Aditya V. Agarwal, Director, Emami Group of Companies** said, "This campaign is a tribute to the food and original flavour of Bengal which is in the khaantee (original) mustard oil that gives out the jhaanjh while it is cooked and makes not only the eyes but mouths water as well. Even those who are unfamiliar with Bengal know that Bengali cuisine equals mustard oil. With our **'Healthy and Tasty' Kacchi Ghani mustard oil**, we are attempting to preserve that taste and purity and bring out the same passion, zeal and vigor in the Bengali heart".

Mustard oil consumption in West Bengal is almost 5 lac tonnes including both organised and unorganised sectors. The organized market which is only 10 % of it is 50,000 tonnes; Emami in the next three years is eyeing a market share of 30 % in the packaged and organised sector of mustard oil in West Bengal which will be almost 15000 tonnes. Healthy and Tasty oil is available in LUPs (low unit packs) of Rs 5 and Rs 10 respectively keeping in mind the consumers' convenience and affordability. The objective behind LUPs is to replace sale of loose edible oil and thereby help prevent adulteration and also target consumers who cannot afford to spend much at a time.
