



## **Southern heartthrob Suriya to bring tastier yet healthier Dosas and Uttapams to the people of Tamil Nadu**

- **To endorse Emami's 'Healthy and Tasty' cooking oil**
  - **Features in a new TVC to promote the brand**

**Chennai, July 21<sup>st</sup> 2011:** Emami Biotech Ltd, part of the Rs 3700 crore diversified Emami Group of Companies which launched its first edible oil brand 'Healthy and Tasty' in the state of Tamil Nadu , last year, today announced **Suriya**, the Tamil heart throb, as their brand ambassador.

The dashing actor from South has been a part of Emami family for long now and endorses Zandu Balm and Navratna range of products. Suriya, the flamboyant son-of-the-soil actor appeals to all segments in Tamil Nadu – old and young, urban and rural, fashion conscious and the intelligentsia. The actor will play a significant role in enhancing the brand value through his association with the product.

Suriya will reach thousands of living rooms across Tamil Nadu with Emami's new TVC. In its bid to increase the level of awareness and interest among the people of Tamil Nadu on the advantage of using 'Healthy and Tasty' cooking oil, Emami has unveiled its new tvc featuring the megastar. The communication created and directed by Namita Ghosh Ray and Subir Chatterjee of **White Light Moving Picture Company** revolves around the concept of "Surya Prasadam" i.e. "Nectar of the Sun" which reinforces the brand promise of '**Emami Healthy & Tasty Sunflower Oil**'.

To ensure the success of the brand's launch in Tamil Nadu, Emami has entered the state with a strong distribution network of **12000 retailers and about 85 distributors**.

**The** unique Multi Stage European Refining Technology **used for the production of Emami Healthy & Tasty Sunflower oil** ensures retention of all the natural nutrients of sunflower while removing the impurities and unhealthy substances. Emami believes that this would provide the consumers with the original taste of food and at the same time would help protect them from various modern-day ailments. The brand wishes to target the growing number of health conscious families across all income categories in India through this offering.

**Manish Goenka, Director, Emami Group**, says, that the response from the people of Tamil Nadu has been warm towards the brand Healthy & Tasty. We expect more people from the state to try and adopt our product in the next couple of years. Having Suriya to endorse our product is a step in that direction and we are confident that the local connect that Suriya brings to the brand would work wonders. This would not only help the brand Emami Healthy & Tasty but would create awareness on the benefit of

superior refining technology in creating healthier foods. The state of Tamil Nadu is expected to contribute about 15% of the total business target of Rs 300-crore during the first year of the launch of Healthy & Tasty edible oil brand.”

According to **Suriya**, “Before endorsing any product I pay extra attention to the message it will deliver to my fans and well wishers. With Emami’s new Healthy and Tasty Sunflower Oil, I am confident that this will that the product will deliver on its brand promise. The oil ensures maximum health benefit and would go a long way in recreating the traditional taste of Tamil Nadu. Not only as a brand ambassador but as a normal consumer, I recommend to the people of Tamil Nadu to make this Sunflower oil a part of their everyday life”.

Emami Healthy & Tasty has been launched into 6 different states in India viz. West Bengal, Jharkhand, Tamil Nadu, Karnataka, Bihar and Orissa and now the firm is trying to expand business throughout the country to explore the massive Rs 15,000 crore branded edible oil market in India. This new brand of edible oil from Emami has been received well all across and therefore with the new communication expectation is high that it will do even better in all southern markets.

Emami intends to project Healthy & Tasty as health-smart oil and make it a Rs. 1500 crore brand over the next five years. The Healthy and Tasty variant is available in various pack sizes like 5-litre jars, 1 litre and 500 ml pouch packs to suit the convenience of the consumers.