



Emami enters Indian kitchens with '*Healthy and Tasty*' oil

- Plans to log in Rs 300-crore of business in the first year of launch
- Targets the top two spots of the Rs 10,000-crore edible oil industry with a 10% market share by 2015
- Product uniqueness to be 'health' and 'taste' through retention of ingredient purity using 7 stage European Refining Technology
- Emami plans to produce 2000 tonnes of edible oil per day from its Haldia factory in W. Bengal in a phased manner and also intends to set up two more edible oil refineries in east and south coasts

The Rs 2500-crore diversified Emami Group with a flagship presence in FMCG business through a strong focus on personal healthcare and beauty products has now made a foray into a hitherto untapped food and beverage (F&B) business with the launch of its edible oil brand '**Healthy and Tasty**'. This is the first such F&B foray in the Group's 36 year old successful history.

To tap the massive Rs 10,000-crore (Source: A C Neilson) branded edible oil market (consumer packs) in India, Emami has launched six variants of '**Healthy and Tasty**' – soyabean, sunflower, palmolein, mustard, soyabean blend and plamolein blend. Emami aims to target the growing number of health-conscious middle class families by offering them a fine balance of 'health' and 'taste'. Through its launch of **Healthy and Tasty** brand, Emami wants to break the myth that tasty food is not good for health and healthy food is tasteless. The product has been developed by adopting the **7 Stage European Refining Technology** to create a unique combination of purity and taste through retention of natural ingredients. The **7 Stage European Refining Technology** has been developed in-house. The technology helps control temperature and pressure in such a manner that oil does not lose its natural nutrients. Besides the use of **7 Stage Technology**, Emami has also adopted the **First Press Technology** for its Healthy & Tasty mustard oil brand. Initially, sunflower oil will be outsourced from units in Andhra Pradesh, while mustard oil will be outsourced from Rajasthan.

Emami intends to project **Healthy & Tasty** as health-smart oil and make it a Rs 1500-crore brand over the next five years. Emami believes that the product will be a game-changer like its other power brands - Boroplus, Navratna and Fair and Handsome as it endeavours to break stereotypes related to oil consumption by introducing a brand which retains and brings forth the good ingredients in edible oils while promoting the need for healthy and balanced diet. The **Healthy & Tasty** brand is being launched in six variants, distinguishable by the presence of constituents like oryzanol, ALA Omega 3 and tocotrienols, besides having MUFA and PUFA. The constituents promote brain health, lower the risk of cardiovascular diseases and provide skin nourishment. Besides, the ingredients also help in lowering cholesterol levels and blood pressure. The Healthy and Tasty variants will be available in diverse packages like 5-litre jars, 1 litre bottles and pouches and 500 ml pouch packs to suit the convenience of the consumers.

Emami has roped in cricketer, Mr M S Dhoni and Bollywood star, Ms Preity Zinta, as the ambassadors for its **Healthy & Tasty** edible oil brand.

Emami will introduce the product in West Bengal, North-East and Karnataka which will be followed by a pan-Indian launch.