

## Emami to launch edible oil brand in three months

PTI  
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KOLKATA-based FMCG firm Emami is gearing up for a major expansion in the edible oils business with plans to foray into the packaged segment by launching its own brand within the next three months.

With an aim of clocking sales of up to Rs 200 crore by the next fiscal from the branded segment, the company has already hired advertising agency JWT to carry out the brand communication exercise and a UK-based firm for packaging and designing. "In the next three months, our edible oil brand will be out in the market. We will be doing a nationwide launch in phases," Emami group director Aditya Aggarwal said.

In the first phase, the company will be introducing the product in West Bengal and some of its neighbouring states followed by a pan-Indian launch by April next year.

Aggarwal, however, declined to comment on the name of the brand but said it would be sold in bottles and pouches ranging between 500 ml to 15 litre.

"We have appointed JWT for the marketing strategy and a UK-based firm for designing and packaging," he said. The company has already signed

Adman Prahlad Kakkar for its various promotional campaigns and is in talks with several Bollywood stars and cricketers for endorsing the product.

Agarwal said Emami has put in place a sales team for the launch of its branded edible oil. "Our major strength is distribution and marketing. So we wanted to tap this opportunity and add value to the product," he said. The company is already selling edible oil in bulk to the biscuits and other industries from its Haldia plant in West Bengal.

"The overall Indian edible oil market is about 1.5 crore

### BIG PLANS

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tonne, of which, as per estimates, 10 lakh tonne is sold in packages (branded). So there is a huge potential... We hope to touch around Rs 100-200 crore by next fiscal," he said. When asked about the pricing of

the product, Aggarwal declined to comment saying, "we are still working on it. But it will be in a competitive range."

At present, Emami has one plant for edible oil in West Bengal and has invested around Rs 250 crore on it.

The company has already earmarked an investment of another Rs 500 crore for setting up two more plants in the country, one in Gujarat and another in the southern part of the country.