

Emami launches edible oil

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PATNA: The famous Emami group forayed into food and beverage segment with the launch of its first edible oil with brand name 'Healthy & Tasty' here on Monday.

"The edible oil has been prepared keeping in mind the taste of the people of Bihar," said Aditya V Agarwal, Director, Emami Group of Companies here at the time of launch. He said the Emami Biotech Limited's cooking oil was manufactured using the seven stage European Refining Technology and First Press Technology and therefore rich in mono saturated fatty acids.

After the successfully launch in 4 states, the company has introduced its brand of mus-



Emami's new product being launched, in Patna on Monday.

tard oil in Bihar.

Attractive schemes: Hira Panna Jewellers has started attractive schemes for its customers, during purchases made till December 15, through which they could win various gifts and a diamond set as mega prize. "We have started a 'scratch & win' scheme for the customers on purchase of 22 K gold and diamond jewellery," said owner of the shop, Satish Kesari