

## Fit forever

Emami Group has recently forayed into food and beverage (F&B) business with the launch of its edible oil range under the brand Healthy & Tasty. The Healthy & Tasty edible oil range offers six variants – soyabean, sunflower, palmolein, mustard, soyabean blend and palmolein blend. The product has been developed by adopting the seven-stage European refining technology to create a unique combination of purity and taste through retention of natural ingredients. The Healthy

& Tasty variants are available in diverse packages such as five litre jars, one litre bottles and low-unit pouches such as of 500 ml. The price range for one litre packs lies between Rs 77 to Rs 80 and low unit packs are priced between Rs 5 to Rs 10. Initially Emami will introduce these products in West Bengal, North East India, Karnataka and Andhra Pradesh, which will soon be followed by a pan-India launch.

