



Senior officials from Emami Group of Companies at the launch of Healthy and Tasty. In Bhubaneswar on Wednesday.  SNS

Emami unit launches edible oil

|| Statesman News Service

BHUBANESWAR, 9 JUNE: Emami Biotech Ltd, part of the Rs 3000-crore diversified Emami Group of Companies announced the launch of its first edible oil brand ~ Healthy and Tasty ~ here today.

This is the Group's first foray into F&B segment since inception and it expects to mop up Rs 300 crore during the first year of the launch. Orissa is expected to fetch the company at least Rs 10 crore in the first year, said company sources.

The company claimed that the oil brand is produced by adopting 7 Stage European Refining Technology to create a unique combination of purity and taste while retaining the natural ingredients of edible oil. The brand aims to catch the growing number of health-conscious families across income categories.

Orissa is the third market to witness the launch after West Bengal and Karnataka. To ensure the success of the brand's launch in Orissa, Emami plans to enter the state with a strong distribution network of 5000 retailers and about 30 distributors.

Mr. Aditya V Agarwal, Director, Emami Group of Companies said "We, at Emami, wanted to demolish the myth that tasty food is generally unhealthy and healthy food remains tasteless. Healthy & Tasty is a product where health and taste go hand-in-hand. The state of Orissa is expected to contribute about 5% of our total business target of Rs 300-crore during the first year of the launch".

The four variants of the edible oil launched today. The total consumption of refined edible oil in Orissa is estimated about 30,000 tonnes per annum and Emami aims at cornering 10% market share during the initial stages.

Mr. Manish Goenka, Director, Emami Group of Companies said "Healthy & Tasty is another milestone in Emami's journey to address the growing consumer focus on health and wellness.