

## Emami eyes 10-15% of mkt in edible oil

**Kolkata:** Emami is eyeing a 10-15% market share in the edible oil segment, in the next three years, said director of Emami group, Aditya V Agarwal. "Currently, we have only a 2-3% market share as we ventured into this segment only few months back," he added.

Agarwal also said that they are going to foray into groundnut and blended oil soon. "We expect to foray into this segment in the next six months," he added. Recently the firm has launched a campaign for its mustard oil variety in the state. "Our investment in this campaign for the next 9-12 months will be Rs 7-10 crore," said the director.

Currently, the firm's market share in mustard oil is about 2-3%. He added: "By the next three years, we target to have a 30% market share in mustard oil in the state. This will be almost 15000 tonnes." As of now, it has five variants of oil.

When asked about its possible venture into other food segments, Agarwal said: "Things might materialise by next year." TNN