

Financial Express

Emami launches campaign to push mustard oil in Bengal

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Emami on Friday launched a new campaign to push sales of its brand of mustard oil in Bengal. Roping in writer Sunil Gangapadhyay, actors Mamata Shankar and Rituparna Sengupta among others, the campaign

was unveiled by Aditya Agarwal and Manish Goenka, directors, Emami Group of Companies.

The campaign for the oil, based on the idea -- "Emon khaantee, je Bangalir chokhe jol eshe jaye (it's so pure

it brings tears)", hopes to target the large consumer base of mustard oil in the state.

Mustard oil consumption in West Bengal is almost 5 lac tonne including both organised and unorganised sec-

tors. The organised market which is only 10 per cent of it is 50,000 tonne. According to Emami, it's targeting a market share of 30 per cent in the packaged and organised sector in the next three years.