



## EMAMI TARGETS RS.1000 CR TURNOVER FROM EDIBLE OIL BUSINESS IN BIHAR

- Bihar becomes the fastest growing market for Emami's edible oil business
- Edible oil brand HIMANI BEST CHOICE experiences exponential growth in Bihar in less than 3 years
- Brand EMAMI HEALTHY & TASTY, receives encouraging response within 3 months of its entry into the State

**Patna, August 11, 2017:** The State of Bihar becomes the fastest growing market for the edible oil business of **Emami Agrotech Limited**. With this exponential growth, Bihar becomes the **second largest market for the edible oil brands of Emami Agrotech** after West Bengal, the Company's home-state.

The edible oil portfolio of Emami comprises of brands like **Himani Best Choice, Emami Healthy & Tasty** and **Rasoi**, the Vanaspati brand. Bollywood Superstar Amitabh Bachchan had been roped in by the Company to endorse its Emami Healthy & Tasty brand of edible oil range nationally. These brands are manufactured and marketed by Emami Agrotech Limited, the edible oil arm of the Rs 50,000 cr Emami Group, the Kolkata- based diversified business conglomerate.

Emami Agrotech's edible oil business in Bihar, at present, has an annual sales volume of one lakh tons generating a turnover of around Rs 700 cr. per year.

Speaking on this occasion, **Mr. Sudhakar Desai, CEO, Emami Agrotech Ltd**, said, "Bihar has emerged as one of the fastest growing markets for our edible oil brands. The state has emerged as the second largest market for our edible oil business after West Bengal. We are happy to see that Himani Best Choice, our popular range of edible oil has experienced an incredible growth of 10 times in this state. Further, in April this year, we had also entered the Bihar market with our another edible oil brand – Emami Healthy & Tasty as a part of our national rollout and till now we have witnessed very encouraging trends in Bihar. Our Vanaspati Brand Rasoi, continues to perform well in the State. From 700 tons per month, today the brands' sales volume in Bihar stands at over 7000 tons per month in a time span of less than 3 years' time"

**Mr Desai** further added, "We already have a robust direct and indirect retail coverage in the State. Our distribution network is present in all towns with more than 50,000 population. We plan to ramp it up further to reach out to more consumers in this region in the days to come. Our target is to generate a turnover of over Rs.1000 cr in Bihar by end of this fiscal."

The Company employs around 200 people in Bihar and has nearly 200 distributors in its fold.

**Emami Agrotech Limited's** edible oil range consists of mustard, soybean, sunflower and rice bran oil under Healthy and Tasty & sunflower, soybean and palm oil under Himani Best Choice brands.



The Company also manufactures and markets Vanaspati brand like Rasoi, a trusted heritage brand, which was acquired by Emami Agrotech Limited in 2014.

Emami Agrotech owns state-of-the-art manufacturing facilities at Haldia, West Bengal and Krishnapatnam, Andhra Pradesh with a total manufacturing capacity of around 6000 tonnes per day. The Haldia factory is the country's single largest location unit in India. The Company is also engaged in mustard seeds processing through four toll processing units at Rajasthan. A new mustard processing unit is also being set up at Rajasthan. The Company is setting up an advanced specialty fats plant at Krishnapatnam. Construction work for another refinery in Kandla, Gujarat and a packaging unit at Mumbai has been taken up for expanding the manufacturing foot print of the Company. In 2016-17, Emami Agrotech became the second largest importer of edible oil in the country. The Company has registered a whopping turnover growth of around Rs.6000 cr from Rs 2500 cr in a span of just 4 years.

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### **About Emami Agrotech**

Emami Agrotech Limited is the edible oil arm of Emami Group of Companies with turnover of over Rs.6000 crs. Besides edible oil, the Company also has interest in other segments such as production and distribution of vanaspati, specialty fats and bio diesel. It is also engaged in organic farming and cultivation of commercially viable crops through contract farming.

Emami Agrotech owns state-of-the-art manufacturing facilities at Haldia, West Bengal and Krishnapatnam, Andhra Pradesh with a total manufacturing capacity of 6000 TPD. The Company offers direct employment to 1800 people and employs another 2000 indirectly. It also provides support to ancillary industries. In 2016 the Company has received the prestigious '**GLOBOIL STAR COMPANY 2016**' award for its outstanding performance in the Indian edible oil industry.

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### **About Emami Group**

**Emami Group**, is a diversified business conglomerate enjoying a market valuation of about Rs 50,000 cr. Generating employment for over 25,000 employees, the Group has significant presence with leadership positions in diversified industries such as **FMCG – Emami Ltd.**, the flagship company of the Group & one of the leading FMCG companies in the country engaged in manufacturing & marketing of personal care and healthcare products like Navratna, BoroPlus, Zandu Balm, Fair & Handsome and Kesh King; **Bio Diesel and Edible Oil - Emami Agrotech Ltd.** –Among the top 3 edible oil refineries in India with the country's largest single location unit in Haldia (West Bengal). It is also the only Bio-diesel manufacturer in Eastern India; **Paper - Emami Paper Mills**, India's largest newsprint manufacturer with recent diversification in paperboard manufacturing; **Writing Instrument - CRI Tips**, world's 3rd largest ball point tip manufacturer; **Realty – Emami Infrastructure**, a leading real estate company; **Healthcare - AMRI Hospitals**, Eastern India's largest chain of private hospitals; **Retail –Emami Frank Ross and Starmark**, largest pharmacy retail chain in the East & one of the largest leisure-cum-book store chains in India ; **Contemporary Art - Emami Chisel Art**, one of the largest art galleries in India and **Cement – Emami Cement**, the Group has set up a 5.5 MTPA integrated cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha at a total investment of around Rs. 4000 cr. The Group also plans to set up Cement Plants in Rajasthan and Andhra Pradesh. The Group has its presence in **Solar Power** sector, with around 70 MW projects in hand in Gujarat, Karnataka, Tamil Nadu and Uttarakhand.

For more information, please visit [www.emamigroup.com](http://www.emamigroup.com)

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