



KHANTI BANGALI JHAANJ DIYE JAYE CHENA

**Emami Healthy & Tasty rolls out its new campaign for it's
Kachchi Ghani Mustard Oil with
Soumitra Chatterjee, Churni Ganguly & Sabyasachi Chakraborty**

Kolkata, July 19, 2018: Following the successful campaign of '*Chokhe Jol, Mukhe Haanshi*' that resonated with the spirit & flavour of Bengalis, **Emami Healthy & Tasty Kacchi Ghani Mustard Oil**, the leading & fastest growing edible oil brand in West Bengal launches a fresh new 3-series TV campaign - "***Khanti Bangali jhanjh diye jaye chena***". The campaign features eminent personalities from Bengal like **Soumitra Chatterjee, Churni Ganguly** and **Sabyasachi Chakraborty**" who speaks on the essence of *being* a true Bengali. The 3-series TV Campaign will be rolled out in West Bengal from 20th July, 2018 onwards.

In the words of veteran actor and brand endorser **Mr. Soumitra Chattopadhyay**, "My journey so far reflects my passion for my form of art. And, I have the same passion about the lost flavours from the kitchens of our mothers and grandmothers. That typical pungent aroma of the freshly crushed *ghanir shorsher tel* which is quintessentially Bengali. I relive those days as I taste food prepared with Emami Healthy & Tasty's mustard oil."

While talking about the rich pungent aroma of Emami Healthy & Tasty Kacchi Ghani Mustard Oil, talented actor and brand endorser **Ms. Churni Ganguly** quipped, "Good Bengali cuisine is not authentic enough if the mustard oil does not have that *jhaanj* (pungency). Can you imagine a *shorshe illish* or *kosha mangsho* or for that matter *jhaalmuri* without a pure mustard oil having that rich aromatic pungency? Mustard Oil is a part of our Bengali genesis and maybe that's why we have a typical *jhaanj* in our persona to voice our righteous opinion which is so typically Bengali."

Sharing the experience on his first ever brand endorsement for a TVC, noted actor and passionate wild life photographer **Mr. Sabyasachi Chakraborty** said, "Bangaliana is deeply rooted within us. You cannot take away from a Bengali his/her passion for culture, literature, music, adda, fun of having drawing room arguments over politics and of course love for good Bengali food. I chose to be a part of this Emami Healthy & Tasty Kacchi Ghani Mustard Oil campaign as it celebrates the pride of being a Bengali which we need to nurture and inculcate in our future generations."

Mr. Debasish Bhattacharya, VP- Marketing, Emami Agrotech Ltd, said, "Emami Healthy & Tasty entered the kitchens of Bengali households few years back with a core promise of genuine mustard oil whose purity delivers a signature pungency and rich taste, celebrating the innate connection between Bengali food and mustard oil. For quality Bengali cuisine, mustard oil has to have just the right pungency, colour and the aroma – a brand promise that Emami Healthy & Tasty has lived up to for years. Our launch campaign '*bangalir chokhe jol kano*' perfectly captured a strong emotional connect in the consumer mind in Bengal. With this new campaign of '*Khanti Bangali jhanjh diye jaye chena*', our attempt is to refresh the core brand promise to the core Bengali consumer."



The new brand campaign has been conceptualized and developed by **White Light Moving Picture Company** of Mumbai, headed by **Namita Roy Ghose** and **Subir Chatterjee**.

Emami Healthy & Tasty is competitively priced in a price range from Rs.100/- per litre to Rs.120/- per litre across its variants. The H&T range is available in SKU's of 5 ltr Jars, 1 ltr, 500ml and 200ml Bottles, and Pouches of 1 ltr and 500 ml. Along with the specific heart caring attributes, Emami Healthy & Tasty edible oil range is enriched with Vitamins A, D and E.

Manufactured and marketed by Emami Agrotech Ltd, Emami Healthy & Tasty has recently expanded its footprints in other markets of Maharashtra, Delhi & NCR regions, Uttar Pradesh, Haryana, Punjab, Bihar and Odisha with its range of mustard, soybean, sunflower and rice bran oil after having consolidated its leadership position in the existing market of West Bengal. Leading actor & superstar, Amitabh Bachchan is H&T's national brand ambassador. Emami Agrotech Ltd, the edible oil arm of Emami Group is one of the fastest growing companies, witnessing a growth of over 50% in branded sales and an overall growth of 34%, with current turnover of around Rs.9000 cr.

About Emami Group

Emami Group, is a diversified business conglomerate enjoying a market valuation of over Rs 60,000 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 entity 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** – 2nd largest edible oil refinery in India. It is also the only bio-diesel manufacturer in Eastern India; **Paper - Emami Paper Mills** - India's largest newsprint manufacturer with recent diversification in multi layered paperboard manufacturing; **Writing Instrument - CRI Ltd**, world's 2nd 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 Art**, one of the largest art galleries in India and **Cement – Emami Cement** – the Group has set up an integrated cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha with a total production capacity of 8 million tons per annum. Manufactures cement under the popular brand name of Emami Double Bull Cement. Emami Group also has its presence in **Solar Power** sector, with around 70 MW projects in hand in Gujarat, Karnataka, Tamil Nadu and Uttarakhand.

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For further information, please contact: -

Emami Group

Mahasweta Sen, Head -Corporate Communication & AVP

Handheld: +91 9836292392

Pritha Roy Chakrabarti, Assistant Manager, PR

Handheld: +91 9903994787