



PROSENJIT SINGS, RITUPARNA NARRATES IN EMAMI HEALTHY & TASTY 'GAAN PARAR PUJO' ALBUM

- Album features leading singers like Anindya Chatterjee, Upal Sengupta, Rupankar Bagchi, Iman Chakraborty, Lagnojita Chakraborty and Diptarka Bose
- Music composed by Upal Sengupta of *Chandrabindoo* and Diptarko Bose

Kolkata, 14th September 2016: After the stupendous success of setting the trend of making “Pujor Film” with *Debi* directed by the talented filmmaker Aniruddha Roy Chowdhury last year, **Emami Healthy & Tasty** the popular premium category edible oil brand from the house of **Emami** is set to tune in this year’s Durga Puja festivities with its new offering of “Pujor Gaan”.

Prosenjit Chatterjee, the silver screen icon of Bengali Cinema, has lent his voice as the lead singer of the title track in this music album titled as “*Gaan Parar Pujo*” for the very first time in his professional career.

Produced by Emami Healthy & Tasty, the album featuring the title track “*Pujor Adda*” will see Prosenjit singing along with other 6 celebrated singers of Bengal like **Anindya Chatterjee, Upal Sengupta, Rupankar Bagchi, Iman Chakraborty, Lagnojita Chakraborty** and **Diptarka Bose**. ‘*Pujor Adda*’ is a foot tapping, feel good number that captures the essence of Bengali sentiment around the Durga Puja festival.

The album will also feature two duets, one by Upal & Anindya and another by Rupankar along with Iman. In a collection of 5 songs, 4 of them have been composed by Upal Sengupta of *Chandrabindoo* fame while the music direction of one song titled “*Chotobelar Pujo*” has been done by Diptarka Bose. Arnab Choudhury has penned the lyrics of the album.

Reflecting the Puja mood, the album has been tied up like a string of songs by a beautiful narrative in the voice of the talented actor **Rituparna Sengupta**.

Mr. Prosenjit Chatterjee, celebrated actor and the lead singer of the title track said, “This is a special Puja gift to all Bengalis residing across the world. Though I am not a professional singer but I love music and thus I have given my best to present a good Puja song to usher in the festivities. The album is being promoted digitally by Emami Healthy & Tasty and is expected to build a strong Bengali connection beyond geographies.”



Ms. Rituparna Sengupta, leading actor & the narrator of the album said: “New songs during Durga Puja have a strong nostalgic overtone for all Bengalis. We always looked forward to new puja songs during our growing up years that would play at the puja pandals. Thanks to Emami Healthy & Tasty for bringing back that nostalgia of ‘*notun pujor gaan*’ with this endeavour. I am happy to be associated with this project.”

Speaking at the launch of the album, **Mr. Aditya Agarwal, Director, Emami Group** said, Emami Healthy & Tasty has always nurtured a very special bond with the people of Bengal and Durga Puja. We have always tried to make the festival time special, like the short film DEBI that was released last year. We hope that ‘*Gaan Parar Pujo*’ – music album in which we have presented actor Prosenjit Chatterjee in a new role as a singer for the very first time will be loved by people. We thank all our celebrated artists who made ‘*Gaan Parar Pujo*’ possible.”

Mr. Debasis Bhattacharyya, Vice President, Marketing, Emami Agrotech Ltd added, “Apart from the CD release, our Durgapuja offer of ‘*Gaan Parar Pujo*’ will also be made available on popular Digital platforms like YouTube, and Facebook besides being listed on Saavn so that people can enjoy the tracks on the go even during pandal hopping.”

The music album will be campaigned across print, television and radio urging the consumers to download and enjoy the songs.

Emami Healthy & Tasty cooking oil is manufactured by Emami Agrotech Ltd and offers a premium range of mustard, soyabean, sunflower and rice bran oil.

About Emami Group:

Emami Group, is a diversified business conglomerate enjoying a market valuation of about Rs 45,000 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, Menthoplus Balm and Kesh King; **Bio Diesel and Edible Oil - Emami Agrotech Ltd.** –3rd largest edible oil company in India. It is also the only Bio-diesel manufacturer in Eastern India; **Paper - Emami Paper Mills**, India’s largest newsprint manufacturer; **Writing Instrument - CRI Tips**, world’s 3rd largest ball point tip manufacturer; **Realty - Emami Realty**, a leading real estate company; **Healthcare - AMRI Hospitals**, Eastern India’s largest chain of private hospitals; **Retail –Frank Ross and Starmark**, largest pharmacy retail chain in the East & one of the largest leisure-cum-book store chains in India and **Contemporary Art - Emami Chisel Art**, one of the largest art galleries in India. The Group is setting up a **Cement operation** with a combined capacity of 5 MTPA with a state-of-the-art integrated plant of 1.5 MTPA at Chattisgarh and split grinding units of 2.0 MTPA in West Bengal and 1.5 MTPA in Odisha at a total investment of around Rs.3000 cr. The Group also has around 70 MW Solar Power Generation projects in hand in Gujarat, Karnataka, Tamil Nadu and Uttarakhand.

For more information, please visit www.emamiltd.in

For further information, please contact:

Mahasweta Sen, Head-Corporate Communications, Emami Group @ +919836292392

Pritha Roy Chakrabarti – Sr. Executive, Corporate communications, Emami Group @+919903994787