



Emami brand ambassador Preity Zinta flanked by Director Aditya Agarwal (left) and Manish Goenka at the launch of Emami edible oil in Kolkata on Saturday. PHOTO: SUBRATA MAJUMDER

Emami expects Rs 300 cr from edible oils in one year

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The Rs 2,000 crore Emami Group is looking to expand to various food and beverages categories in order to be present in all fast moving segments.

The company has launched 'Healthy and Tasty' brand of edible oil available in six variants — palm, soya, sunflower, mustard and two blends.

Aditya Agarwal, director, Emami, said, "We have priced the product between Rs 50 and Rs 80 for 1 litre, depending on the brand."

The company is investing Rs 100 crore to advertise and market its edible oils for the next three years. In the first year itself, Emami expects revenues of Rs 300 crore and Rs 1,500 crore in three to five years from its edible oils alone.