

EMAMI FORAYS INTO COCONUT OIL SEGMENT

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In an effort to expand its product portfolio, Fast Moving Consumer Goods (FMCG) major Emami Ltd has announced its foray into the coconut oil segment by launching Navratna Coconut Cool Oil.

"We are launching a variant of Navratna oil with a coconut base for our customers. This will help us in expanding the Rs 300-crore Navratna cool oil brand, which has more than 60 per cent market share in the cool oil segment," said Harsh Agarwal, Director, Emami. With the addition of this, the Navratna oil currently has four variants — Regular oil, Extra thanda oil and Lite oil, along with coconut.

Regarding the firm's plans this year, he said, "Emami is looking to come up with several other products this year. Through this coconut oil, we want to increase the market share of Navratna brand, tapping more markets and primarily enter and explore the prospects of the coconut oil category." The firm is having a phase-wise launching plan for the coconut brand. Navratna Coconut Cool



Oil has just entered into Andhra Pradesh and Maharashtra and is slated to enter the South and West Zone as the first phase of launch plan.

The second phase of launch will cover all the states of North and East Zone.

According to the company sources, the Rs 3000-crore Emami Group expects the brand to achieve a 20 per cent income in sales this season.

"We have lined up a proper marketing strategy for the coconut oil, with a marketing investment of about Rs 7 to 8 crore," Agarwal added. Currently, the Navratna brand has celebrity endorsers like Amitabh Bachchan, Shah Rukh Khan, Suriya, Mahesh Babu, Junior NTR and Chiranjeevi. However, Agarwal said that for coconut oil brand the firm has not signed any celebrity till now.

The Kolkata-based company's Navratna brand was recently in news, after it had entered into a co-branding pact with Fox Star Studios to promote "Navratna Cool Tale" by using the title track of the movie "Dum Maro Dum."