

EMAMI ROPES IN SALMAN KHAN for its edible oils

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AFTER Big B, Emami Ltd – the Rs 2500 crore FMCG flagship of the diversified Emami Group, has roped in Bollywood's Bajrangi Bhai Salman Khan to endorse its edible oil brands.

At present Emami has 3 brands in their edible oil business – 'Emami Healthy & Tasty', 'Himani Best Choice' and 'Rasoi' apart from 'Bake Magic' – a speciality fat brand.

Overall, various brands from the Emami group's stable in different categories are being endorsed by Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Shahid Kapoor, Sania Mirza and many more over the years. Salman has now joined Emami's brand ambassador club, top company officials said.

Earlier, in April last year, the diversified Emami group had turned its edible oil brand-'Healthy & Tasty' into a national brand, expanding its geographical footprint and roping in Amitabh Bachchan as the brand ambassador for H&T brand, setting an aggressive target of becoming a Rs 5000 crore brand over the next three years.

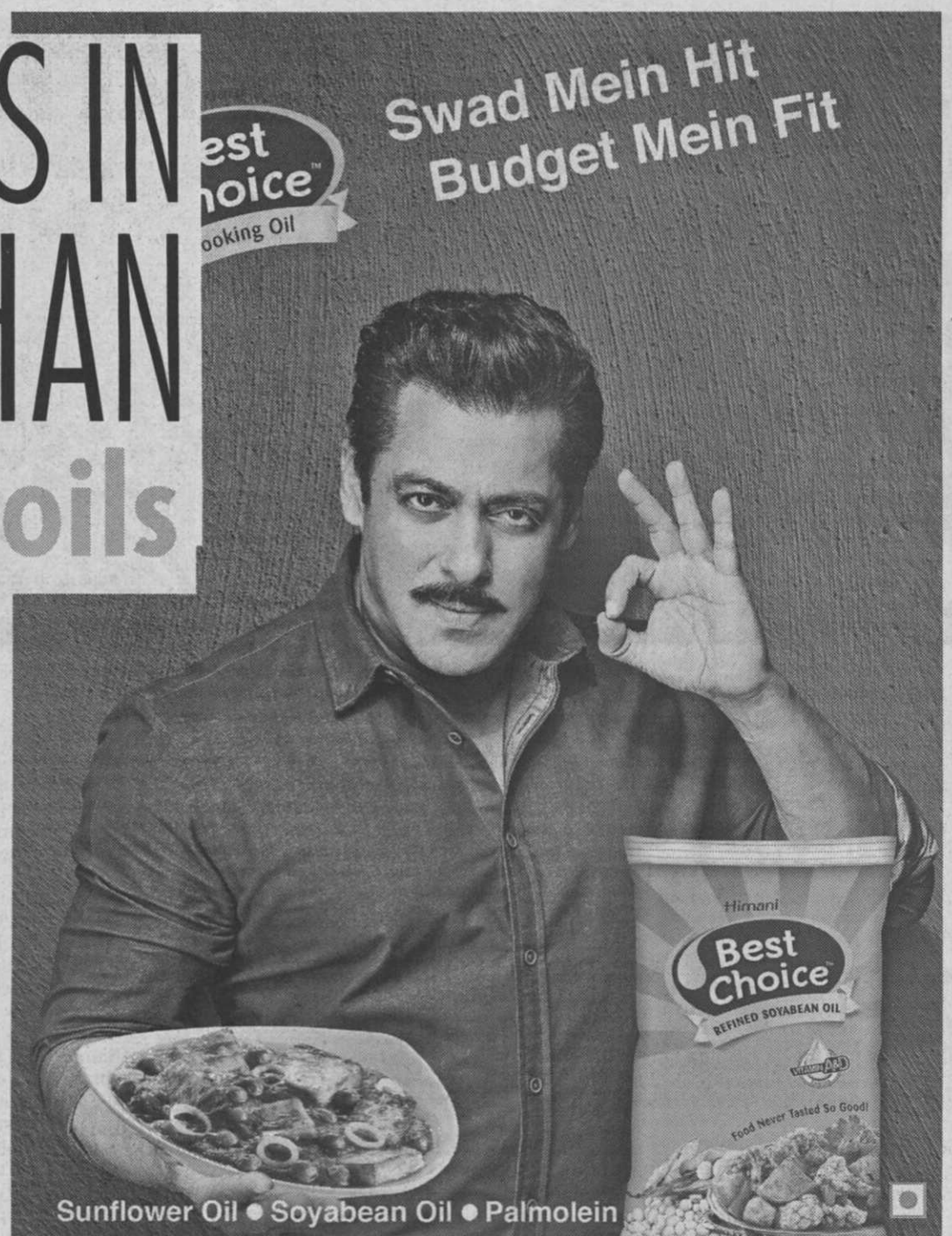
"After attaining the leadership position in the Eastern markets, we now have ambitious plans to take our edible oil brands on national platforms. To reach out to the consumer base nationally, what could have been a better idea than to have two heavy duty

stars on board who enjoy a strong pan-India appeal that cutting across both masses and classes. Salman Khan has a huge fan following which is evident from his slew of box office grossers like Sultan, Kick, Bajrangi Bhaijaan, Dabang and more recently Tiger Zinda Hai and we felt that he would be the right fit along with Big B to take our brands to a wider consumer base," said Aditya Vardhan Agarwal, Director, Emami Group.

Significantly, the edible oil brand, which has a fairly large presence across West Bengal, is now making inroads into Maharashtra, Delhi & NCR regions, Uttar Pradesh, Haryana, Punjab, Bihar and Orissa with its range of mustard, soybean, sunflower and rice bran oil. The company has put together a strong distribution network for establishing the national journey of Emami Health & Tasty with direct coverage in 4-5 lakh outlets and product reach in almost 30 lakh outlets in India.

Interestingly, Nitesh Tiwari of the other Khan-starrer 'Dangal' fame, has conceptualised, written and directed a new TVC on Emami's edible oil brands starring Salman Khan. The new TVC produced by Opticus Inc, will go on air soon across all major channels. While famed Cinematographer Setu of Kahani and Dangal fame is the cinematographer, Ivan Fernandez worked as the Food Stylist for the new TVC.

The TVC has sought to portray



Swad Mein Hit
Budget Mein Fit

Sunflower Oil • Soyabean Oil • Palmolein

Famed cinematographer Setu of Kahani and Dangal fame along with food stylist Ivan Fernandez have worked for the new Emami TVC

diverse gastronomical moods of India and Salman would be seen in the commercial in such varied situations, celebrating the great Indian delicacies. The whole idea or theme driving the theme is that people in India do not 'just eat food'. They eat to celebrate moods and moments. For example, if it's raining outside, it has to be complemented by lip smacking pakoras, travelling by train never gets exciting enough if there are no samosas or jhaal-muri (puffed rice mixture), any happy occasion or festivals like Diwali is not complete without ladoos and the list is endless, said a brand manager at Emami.

"We expect our new campaign

with Salman Khan to have huge consumer connect as he promotes our brand in his inimitable style in real life situations. We are also confident that with both Salman Khan and Amitabh Bachchan on board, it will be equally exciting for our distributors and channel partners to make our presence felt in the national branded edible oil market," said Manish Goenka, another director of Emami Group.

The Kolkata-headquartered company, at present, has two edible oil refining units at Haldia in West Bengal) and Krishnapatnam in Andhra Pradesh and packaging units in Jaipur with more than 5000 tonnes per day and 16 lakh

tonnes per annum refining and packaging capacity respectively. The company has lined up plans to add new refining units in Jaipur and in West Coast of India to cater to the rising demand of western part of India.

Quite significantly, Emami's flagship edible oil brand H&T already enjoys more than 16 per cent market share in West Bengal currently and its rice bran oil variant enjoys category leadership with a 57 per cent market share in the state. The national launch is expected to triple the brand's volume growth in a year's time.

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