



## Revive the nostalgia and heritage of home cooked food with a dollop of Emami Healthy and Tasty Mustard Oil

**Kolkata, 8<sup>th</sup> October, 2012:** Emami Healthy and Tasty, the prominent brand of cooking oil from Emami Biotech Limited has launched a unique visibility campaign to capture the fervor of this upcoming festive season of Durga Puja. The campaign has been specifically created through a 360° communication plan that aims to reach a larger worldwide Bengali audience who has always been nostalgic about homemade delicacies cooked with the love and affection of their mother. And the premium-quality brand of cooking oil Emami Healthy and Tasty envisages a strong emotional connect with traditions through its focus on 'Bangaliana' and understanding a Bengali's love for authentic healthy and tasty food.

Durga Puja is the essence of everything Bengali as it represents the heritage and customs of this culture. With the tagline of '*Maa-yer haat-er shwaade, Bangalir chokhe jol eshe jay*', Emami Healthy and Tasty Mustard Oil has come up with a creative showcasing Maa Durga serving tasty food to her children as drawn in Jamini Roy paintings. With this initiative, the brand has created synergy between the heritage and nostalgia of tasty home cooked food by a mother and the idea of a health conscious consumer who believes in preparing the meals for her family using only the best ingredients. The creative has attempted to capture the emotional connect of a mother who actually plays a role of "Doshobhuja" ( Maa Durga) in daily life, taking care of her children's health and endeavouring to serve the best food cooked with lots of love. Through this communication, the brand plans to relive the nostalgic experiences of authentic Bengali traditional cuisine. The visibility campaign for Emami Healthy & Tasty Mustard Oil will include hoardings, banners, print ads, TVCs and also some BTL (Below the Line) activities.

This year the brand has made a conscious choice of sponsoring Housing Complex Pujas over and above the famous Pujas as it believes the touch of a mother's love can be only found in the homely Pujas of Housing Complex where housewives take an active participation in 'Bhog' cooking. The brand will also come up with a unique BTL activity in the pujas of various housing societies titled "Shera Bhog". On a given date, celebrity judge/s will be visiting the puja mandaps to rate the taste and quality of the "bhog" offered to the deity. Emami Tasty & Healthy will be sponsoring the oil required for cooking the bhog.

Commenting on the launch of this puja-special visibility campaign, **Mr. Debashis Bhattacharyya, General Manager, Marketing, Emami Biotech Limited** said, "With this unique 360° communication plan we hope to gain an instant emotional connect with our target group of Bengali mothers. Through our communication, we wanted to capture 3 areas primarily: the concept of Bengali heritage connected with the festival of Durga Puja, the festive mood of



Durga Puja that is connected with good food and the Bengali cuisine which tastes best when cooked in a good quality mustard oil.”

**For further information, please contact:**

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