



HIMANI BEST CHOICE TO CELEBRATE “MAAYER HAATER HAAJAR SHWAD” WITH THE “HAAJAR HAAT” MAA DURGA AT DESHAPRIYA PARK DURGOTSAV

- After last year's 'Sobche Bodo Durga', Deshapriya Park once again set to create awe this year with 'Haajar Haat' Maa Durga
- Sponsoring brand Himani Best Choice edible oil to promote the Puja in Kolkata and more than 100 towns of Bengal to generate footfall at the puja pandal from across the State
- Through this association, Himani Best Choice expects to forge a stronger connect with its target group and expand its consumer base across Bengal

Kolkata, September, 2016: *Thousand Hands? Are you sure? Then will it be thousand weapons too? And how many asuras will be there – thousands?*

People in Kolkata and rest of Bengal are going to meet with some curious questions like these over the next few days. **Himani Best Choice**, a popular edible oil brand from the house of **Emami Agrotech Limited**, will launch a massive puja campaign across the State promoting this year's divine spectacle of Devi Durga idol with thousand hands at **Deshapriya Park Durgotsav** in South Kolkata. The campaign will leverage mediums across television, print and radio. Massive outdoor campaigns will also be undertaken through billboards, hoardings and mobile vans, bus branding, etc. throughout the State. The campaign will also run at metro stations in Kolkata.

Speaking on the association, **Mr. Debasish Bhattacharya, Vice President – Marketing, Emami Agrotech Ltd** said, “Durga Puja, the biggest festival of Bengal is not complete without an elaborate gastronomical tour during those 4 days of festivities. This is the time of the year, when Bengalis despite their modern, cosmopolitan lifestyle crave for traditional Bengali cuisine that reminds them of the 1000 myriad flavours and aromas of the delectable dishes prepared by their doting mothers. The Deshapriya Park Pujo's unique concept of a Durga idol with thousand hands thus offers a perfect platform for our popular edible oil brand '**Himani Best Choice**' to connect better with the consumers. We are proud to be associated with Deshapriya Park Durgotsav which has established a legacy of presenting something unique every year for which puja revellers eagerly wait. “



Launched in 2014, Himani Best Choice with its range of Soya, Palm, Sunflower and Mustard Blend Oils is a popular brand of edible oil produced from the house of Emami which enjoys its market presence in states of Bengal, Orissa, North East, UP, Bihar, Jharkhand, Vidarbha, Chattisgarh, Andhra Pradesh, and parts of Karnataka. By end of this year Himani Best Choice will be launched in Punjab, Haryana, Delhi & parts of Maharashtra.

Himani Best Choice edible oil is 100% pure and safe and is available in different pack sizes like 1 lt. & 500 ml pouch, pet bottles & also family pack like 5 lt. jars.

Emami Agrotech Limited also manufactures premium edible oil range of Healthy & Tasty and Vanaspati brand of Rasoi.

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