



SALMAN KHAN JOINS FORCE WITH BIG B FOR EMAMI'S EDIBLE OIL BUSINESS

Kolkata, January 2, 2018: Salman Khan, the “Bhai” of Bollywood joins the ever expanding



brand ambassador club of **Emami**. By clinching this deal, Emami scripts a blockbuster in India’s brand association history as Salman joins force with legendary superstar **Amitabh Bachchan** in endorsing the Group’s edible oil brands. Emami has 3 brands in their edible oil business – ‘Emami Healthy & Tasty’, ‘Himani Best Choice’ and ‘Raso’ apart from ‘Bake Magic’ – a speciality fat brand. **Salman Khan will endorse the brand Himani Best Choice**. Emami brands are endorsed by celebrities like Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Shahid Kapoor, Sania Mirza and many more over the years.

A new TVC, starring Salman Khan, is expected to go on air soon across all major channels. The TVC, produced by Opticus Inc., is conceptualised, written and directed by

Nitesh Tiwari of ‘Dangal’ fame, whereas famed Cinematographer **Setu** of Kahani/Dangal fame is the cinematographer and **Ivan Fernandez** is the Food Stylist.

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 *jaalmuri* (puffed rice mixture); any happy occasion or festivals like Diwali is not complete without *ladoos* and the list is endless. **Portraying this diverse gastronomical moods of India, Salman Bhai would be seen in the commercial in such varied situations, celebrating the great Indian foodie.**

Speaking on this occasion, **Mr. Aditya Vardhan Agarwal, Director, Emami Group** said, “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 cuts across with 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.”



Mr Manish Goenka, Director, Emami Group added, “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.”

About Emami Group

Emami Group, is a diversified business conglomerate enjoying a market valuation of about Rs 50,000 cr. Generating employment for over 20,000 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 and Kesh King; **Bio Diesel and Edible Oil - Emami Agrotech Ltd.** – 2nd largest edible oil refinery in India with the country’s largest single location unit in Haldia (West Bengal). It is also the only bio-diesel manufacturer in Eastern India; **Paper - Emami Paper Mills**, India’s largest newsprint manufacturer with recent diversification in paperboard manufacturing; **Writing Instrument - CRI Tips**, world’s 3rd largest ball point tip manufacturer; **Realty – Emami Infrastructure**, a leading real estate company; **Healthcare - AMRI Hospitals**, Eastern India’s largest chain of private hospitals; **Retail –Emami Frank Ross and Starmark**, largest pharmacy retail chain in the East & one of the largest leisure-cum-book store chains in India; **Contemporary Art - Emami Chisel Art**, one of the largest art galleries in India and **Cement – Emami Cement** - the Group has set up a 5.5 MTPA integrated cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha at a total investment of around Rs. 4000 cr. The Group also plans to set up Cement Plants in Rajasthan and Andhra Pradesh. Emami Group also has its presence in **Solar Power** sector, with around 70 MW projects in hand in Gujarat, Karnataka, Tamil Nadu and Uttarakhand.

For more information, please visit www.emamigroup.com

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