

News monitored for: Emami Group

Emami eyes ₹150-cr biz from new edible oil

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EMAMI AGROTECH, THE edible oil and biodiesel arm of the diversified Emami Group, on Thursday said it expects to clock around ₹150-crore business this fiscal from its latest variant of edible oil as there's greater awareness of the need for wellness.

The company has launched Smart Balance Immunity Booster Oil, the new variant under its 'Healthy & Tasty' cooking oil brand, as around 85% of its distribution channels are back to normal now after the Covid disruptions. "We expect ₹150-crore business from our newly-launched edible oil in the next 8 months," Emami Group director Aditya V Agarwal said.

Speaking at the launch of the product, he also said around 85% of the company's distribution channels in both urban and rural areas were back to normal at present.