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## WHATSUP

A landmark moment in the history of Emami Group, the 50-year celebration was indeed a grand one that was marked by a copious amount of gratitude and the unique camaraderie that was started in the mid-70s by R.S. Agarwal and R.S. Goenka. In attendance were friends, family and well-wishers, and, most importantly, the first, second and third generations of the globally renowned conglomerate that has touched millions of lives with its varied portfolio. Held at JW Marriott Kolkata on February 15, the celebration honoured people who contributed to the journey of the company, including stars who have been the face of Emami like Rituparna Sengupta and Sourav Ganguly.

The evening that was marked by reflecting on the glorious history of the company also saw performances by singer Rekha Bhardwaj and poet and orator Kumar Vishwas. The other stars who added to the mood board of the evening were Neha Dhupia who anchored the conclave and later engaged in an inspiring chat with actor Sonu Sood. A special AV also streamed messages from stars who couldn't make it to the grand celebration, like Madhuri Dixit and Amitabh Bachchan.

Aditya V Agarwal and Manish Goenka, directors, Emami Group, emphasised: "This landmark celebration would not have been possible without the unwavering support of all the stakeholders, employees, and consumers who have been a steady pillar in Emami's growth. It is our group's commitment to creating products and services that enhance the quality of life for its customers while also contributing to the socio-economic development of the nation. As a group, we value the importance of embracing change and adapting to evolving market dynamics while staying true to the core values that have guided Emami throughout its journey."

## EMAMI GROUP CELEBRATES THE LEGACY OF THE COMPANY AS IT COMPLETES 50 YEARS



Founders of the Emami Group, R.S. Agarwal (second from left) and R.S. Goenka (extreme right) and Usha Agarwal were felicitated on the stage by actor Sonu Sood. "Today we both are at the crossroads of time. This is not just a celebration but an emotional moment for both of us. It is about reflecting on the journey that we started and it embodies the essence of friendship, togetherness, courage and the relentless pursuit of a dream. The story of Emami is not just a narrative of business but a power of unity and of hard work to turn dreams into reality," said senior Goenka, calling his business partner a trailblazer, a market genius, and a family man at heart.



Actor Rituparna Sengupta who has been associated with the brand for years, said: "I am feeling very emotional today as I consider Emami as my family. To watch this incredible journey by my two dear uncles who have been an inspiration all the way is a great feeling," said the actor, also acknowledging the roles of their wives in supporting the founders.



Sonjoy Chatterjee (centre), chairman and CEO, Goldman Sachs, was felicitated by Aditya V Agarwal (left), director, Emami Group, and Mohan Goenka, VC and director Emami Ltd. "Great leaders are, as we say, a study in duality. Between them, I have seen being shy and fearless, modest and wilful and disciplined and entrepreneurial. And that's what has created this brand's magic and success," said Chatterjee.



Zarin Daruwala (centre), CEO of Standard Chartered Bank, was among the first ones to get felicitated.



Anand Rathi (centre), founder, Anand Rathi Group, recalled his friendship with R.S. Agarwal and R.S. Goenka that started much before the birth of Emami. "I have not seen a partnership like this in my life and the kind of entrepreneurial camaraderie that these two have showcased," said Rathi.



Cricketer Sourav Ganguly has been a regular face of Emami and talking about his association with the Emami family, he said: "It really makes me happy and honoured to be part of the landmark celebration as I have known them for a long time. I remember being associated with Chawanprash and they made me fly in the air and do Kalariyapattu moves while shooting for the advertisement. I really enjoyed it."

► Singer Anupam Roy was also felicitated at the conclave.



► Rajesh Jain (centre), MD, Prachar Communications, called the founders Govind and Guru and talked about their 30-year-old relationship, after being felicitated in the early hours of the conclave.



► Singer Anindya Chatterjee was felicitated by Mansi Agarwal.



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(From left) Saloni Goenka, Avishi Sureka, Vidula Agarwal, Vidhi Agarwal, Richa Agarwal, Rashmi Goenka and Sreya Goenka strike a pose.



Film director Aniruddha Roy Chowdhury dropped by with his wife Indrani



Rituparna Sengupta and Madhu Neotia



(L-R) Shashwat Goenka, Anand Rathi, R.S. Goenka and Mohan Goenka.



Sanjiv Goenka, chairperson of RPSG Group, shares the frame with R.S. Goenka and R.S. Agarwal



Actors Neha Dhupia and Sonu Sood share the frame with Saurav Ganguly



Fashion designers Amalin and Kanaklata Datta were also there to witness the landmark celebration



Film actress Ananya Chatterjee looked elegant in a handloom sari



Shashwat Goenka (left) and Vibhas Agarwal



Utsav Parekh (left) with Manish Goenka, director, Emami Group, at the Emami Conclave



Actor Arjun Chakraborty also marked his presence at the conclave



With his skills in poetry and stronghold on the Puranas, Kumar Vishwas added a philosophical and lyrical note to the evening. Lauding the vision of the founders, he addressed the scions of the group to follow the traditions practised by their elders and urged them to choose friendship over profit. With his words and life lessons, he inspired all and ended the session with his famous couplet "Koi deewana kehta hai, koi pagal samajhta hai."



Rekha Bhardwaj performed like a yogini and made the concluding hours of the conclave magical and mesmerising. The singer sang her popular numbers — from soft romantic songs like *Fir le aaya dil*, and a mystic *Kabira*, to the peppy number *Namak ishq ka*, delighting the audience.



Flautist Anirban Roy from the reality show *Hunarbaaz: Desh Ki Shaan* fame started the evening with his flute rendition. Jamming with his fellow musician on tabla, Roy impressed everyone with his skills.

Farah Khatoon

Pictures: B Halder and Emami Group