Emami Agrotech launches

Commits ~Rs 750Cr; Plans to build into a Rs 1000 Cr snacking brand

- ✓ **Company to invest ~ Rs 750 crore to build a future-ready snacking business**
- ✓ **Targets Rs 1,000 crore revenue in 5–7 years**
- ✓ **Venture expected to generate around 4,000 direct and indirect employment opportunities**
- ✓ **A digital-first market entry powered by quick-commerce platforms**

Kolkata, 06 August, 2026: Emami Agrotech Limited (EAL), the branded foods business of the Rs. 30,000 crore Emami Group, today announced its strategic entry into India's rapidly expanding packaged snacking market with the launch of **WeMe**, a digital-first snacking brand designed for the evolving lifestyles and consumption habits of modern Indian consumers.

The launch marks a significant step in Emami Agrotech's strategy to diversify beyond edible oils and pantry staples under its **Emami Healthy & Tasty** portfolio, creating a dedicated platform focused on innovation-led snacking.

Capitalising on India's Growing Snacking Opportunity

INDIAN SNACKING MARKET – A SNAPSHOT

💹 **Rs 50,000+ Cr Market in 2025**
🚀 Expected to surpass **Rs 1.03 Lakh Cr by 2034**
📊 Growing at a robust **~8.3% CAGR**
🥔 **Chips lead the category**, contributing nearly **42% of total snack sales**

Source: *IMARC Group – India Snacks Market*

India's snacking landscape is undergoing a structural transformation. While taste and affordability continue to remain fundamental, today's consumers, particularly Gen Z and Millennials, are redefining snacking through the lenses of convenience, indulgence, quality and authenticity. These younger consumer cohorts, are increasingly embracing all-day snacking across work, travel, entertainment and social occasions, while quick commerce is accelerating product discovery and expanding nationwide access.

Introducing WeMe: A New-Age Snacking Platform

Built around the philosophy **"Togetherness Always Tastes Better,"** WeMe launches with three product categories:

- **Choco Hazelnut Spread**, including India's first portable **chiplet-format** offering.
- **Jhuri Aloo Bhaja**, bringing a popular Eastern Indian favourite into the organised packaged foods segment.
- **Potato Chips** in flavours tailored to evolving consumer tastes.

Speaking on the launch, **Mr. Aditya Vardhan Agarwal, Director, Emami Group** said, *" At Emami Agrotech, we have always believed food is about more than satisfying hunger—it is about earning consumer trust through quality, relevance and innovation. Having built a strong foods portfolio under Healthy & Tasty, WeMe marks our strategic entry into one of India's most exciting food categories. Backed by a planned investment of nearly Rs 750 crore, we aim to build WeMe into a Rs 1,000 crore brand over the next 5-7 years while generating over 1,000 direct and nearly 3,000 indirect employment opportunities in sales and other support services. This is an important milestone in our vision of building Emami Agrotech into a comprehensive food company."*

📌 Key Trends Shaping the Snacking Market

🥤All-Day Snacking Becomes the Norm
Consumers are replacing three large meals with multiple snacking occasions across work, travel, entertainment and daily routines.

🎯Gen Z & Millennials Drive New Preferences
Younger consumers are seeking snacks that blend convenience, indulgence, quality and authenticity.

🌶️Authentic Flavours & Premium Experiences on the Rise
Taste remains the top purchase driver, while demand grows for regional flavours, premium offerings and cleaner ingredient declarations.

🛵Quick Commerce Fuels Faster Discovery

Instant delivery platforms are accelerating product trial, discovery and nationwide access to emerging snack brands.

Source: https://www.nexdigm.com/market-research/report-store/india-quick-commerce-market-report/ ; https://www.foodnavigator.com/Article/2026/01/23/snacks-move-from-fillers-to-meals/; https://fmcggurus.com/blog/taste-trends-in-global-savory-foods/

Mr. Manish Goenka, Director, Emami Group added, *" As consumers increasingly seek products that combine taste, convenience and innovation, WeMe reflects our confidence in the long-term growth of India's snacking market. Backed by our trusted food credentials and deep understanding of Indian consumers, we see WeMe as a long-term growth platform of our foods business with a broader pipeline of more products planned across multiple snacking categories in its innovation journey."*

Digital First. National from Day One.

WeMe has been conceived as a **digital-first brand**, leveraging creator-led content, social media and quick commerce to engage younger consumers. As part of its digital-first rollout, WeMe will be introduced across quick-commerce channels, enabling immediate access for consumers across the nation in major cities like **Kolkata, Delhi NCR, Mumbai, Bengaluru** and **Ahmedabad.** While quick commerce will spearhead the initial rollout, WeMe will simultaneously begin its general trade expansion from Kolkata before progressively entering other markets.

"The new generation doesn't simply buy products—they discover them through conversations, creators and communities. That's why WeMe has been built as a digital-first brand where content, commerce and consumer engagement come together seamlessly. This distribution strategy will enable us to make WeMe instantly accessible across key cities while allowing us to continuously learn from consumers, innovate faster and respond to emerging trends. We want WeMe to become much more than a snacking brand—we want it to become part of the everyday moments that bring people together," said **Ms. Vidula Agarwal, Director, Emami Group**.

The Road Ahead

Emami Agrotech expects **WeMe to generate approximately Rs 1,000 crore in revenue within the next 5-7 years**, supported by continued investments in product innovation, brand building, digital capabilities and distribution. The Company sees WeMe as its next major growth engine in foods, combining manufacturing strength, consumer insight and digital agility to participate in India's evolving snacking landscape.

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About Emami Group and Emami Agrotech Ltd

Emami Group is one of India's leading diversified business conglomerates with an annual turnover of approximately ₹30,000 crore and a workforce of over 30,000 employees. Founded by Shri R.S. Agarwal and Shri R.S. Goenka, the Kolkata-headquartered Group has established leadership across FMCG, Edible Oils, Branded Foods, Bio-Diesel, Paper & Packaging, Realty, Retail, Writing Instruments and Contemporary Art. Its portfolio includes iconic brands such as Navratna, BoroPlus, Zandu, Mentho Plus, Smart And Handsome, Kesh King, Emami Healthy & Tasty, and Himani Best Choice.

Emami Agrotech Ltd, the Group's food and agri-business entity, is India's third-largest edible oil refinery. Emami Agrotech has its state-of-the-art manufacturing facilities at Haldia, Krishnapatnam, Jaipur and Kandla with a total edible oil manufacturing capacity of around 12,000 TPD. The Haldia plant is the single location largest refinery in India. The Company has also expanded into spices, processed foods, staples and snacking while emerging as the largest bio-diesel manufacturer in Eastern India.

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