

## Ruchi Soya announces national launch of Mahakosh Hunky Chunky Soya Chunks

- ✓ Extends its leading Mahakosh range from oils to Soya Chunks segment
- ✓ Introduces the product nationally following a successful prototype in select northern markets
- ✓ Launched with the core proposition of containing 15 times more protein than cow's milk
- ✓ Product to provide hygienic, cost effective, protein rich vegetarian meal option to consumers
- ✓ Plans to capture 10% market share in key markets in long term

Mumbai; May 11, 2016: India's leading FMCG Company, the Rs. 26,000 crore Ruchi Soya Industries Limited (**Ruchi Soya**), has launched soya chunks under the brand – Mahakosh Hunky Chunky. The company is the largest manufacturer of healthy edible oils and soya food in India.

With this launch, the company has extended its highly popular Mahakosh range from oils and has ventured into the Soya Chunks segment. The brand ambassador for Mahakosh (including Mahakosh Hunky Chunky) is renowned Indian actress - Madhuri Dixit Nene. The Mahakosh brand is positioned on the health platform with its unique brand proposition of 'Fit hain toh Future hai'.

Mahakosh Hunky Chunky has been launched nationally following a successful prototype conducted by the company in select northern markets last year. The product will now be rolled out across the country providing consumers with a hygienic, cost effective, protein rich vegetarian meal option.

Mahakosh Hunky Chunky Soya Chunks contains 52% protein by weight. This is much higher than the protein content by weight in chicken, eggs, fruits, pulses or milk. The core proposition of Mahakosh Hunky Chunky Soya Chunks is that it contains 15 times more protein than cow's milk which makes it extremely important to include it for the growing nutrition needs of the children.



*“As protein deficiency is major problem affecting a majority of Indians; Mahakosh Hunky Chunky has been launched to provide a hygienic, cost effective, protein rich vegetarian meal option to consumers”,* said **Mr. Dinesh Shahra – Founder & Managing Director, Ruchi Soya Industries Limited.**

*“Brand Mahakosh stands for natural goodness and health and this philosophy have been extended to Mahakosh Hunky Chunky as well”,* **Mr. Shahra** added.

A recent study by Indian Market Research Bureau (IMRB) reveals that ‘80% Indian diets are protein deficient’. The IMRB study further states that as many as 91% vegetarians and 85% non-vegetarians are protein-deficient in our country.

**Mr. Satendra Aggarwal – COO, Ruchi Soya** said, *“Keeping in mind the quality we serve to our consumers and their trust towards Mahakosh, we are launching Mahakosh Hunky Chunky Soya Chunks. Last year when we relaunched Mahakosh in its new avatar we had announced that Mahakosh will slowly transform into a kitchen brand which a health and value conscious housewife will turn towards for all her kitchen needs. We have extended our association with Madhuri Dixit Nene for the soya chunks category also as we feel that she is someone our target audience looks up to in terms of modern cosmopolitan woman who effortlessly delivers on her many roles – a working woman, a caring wife, a loving mother and trendsetter celebrity.”*

*“Mahakosh is one of India’s leading edible oil brands with annualized sales of over Rs. 2,000 crore. We are poised to take this brand to even greater heights by extending it into soya chunks category. With our core proposition of containing 15 times more protein than cow’s milk; Mahakosh Hunky Chunky will target consumers in the mass segment” ;* **said Mr. Alok Mahajan – Head of Marketing, Popular Division of Ruchi Soya.** *“We plan to capture 5% share in the initial months and around 10% share of the Soya Chunks segment in our key markets over the long term”;* **he added.**

The key markets of the brand are West Bengal, Rajasthan, Uttar Pradesh, Delhi, Bihar and the North Eastern states. The national launch of Mahakosh Hunky Chunky will be supported by a 360 degree marketing campaign. A new Television Commercial (TVC) has been launched which emphasizes that physical strength and stamina is necessary for growing children to succeed in various endeavors. Mahakosh Soya Chunks provides a solution to the mothers to increase protein in their children’s diet and help in their overall growth. The brand proposition of Mahakosh “Fit hain to Future Hai” is also evident in the new Soya Chunks TVC.

Mahakosh Hunky Chunky would be available in chunks & granules and will be economically priced at 90 gms for Rs.15, 200 gms for Rs.35 and 1kg for Rs.100.

### **About RUCHI SOYA INDUSTRIES LIMITED**

Ruchi Soya is India's leading FMCG company and the country's number one cooking oil and soy food maker and marketer. Its leading brands include Nutrela, Mahakosh, Sunrich, Ruchi Star and Ruchi Gold. The company was recently ranked among the 'Top 5 Packaged Goods Companies of India' by leading global research firm – Euromonitor. An Integrated player from farm to fork; Ruchi Soya has secured access to oil palm plantations in India and other key regions of the world. Ruchi Soya is also the highest exporter of soya meal, lecithin and other food ingredients from India. Ruchi Soya is committed to renewable energy and exploring suitable opportunities in the sector.

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