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Dalda, which has been re-launched, is now being projected as a healthier cooking medium.

Dalda Re-launched

The once iconic cooking brand of India, Dalda, the name of which was used as a synonym for hydrogenated cooking oils, has been re-launched. Dalda has been given a complete makeover and put forward as a healthier option.

"Bunge understands that India and Indian consumers have changed significantly in the last few years," said Adhiraj Sarin, managing director for India operations for the New York-based Bunge that acquired the Dalda brand in 2003.

"It was imperative that with edible oil business being one of our future growth drivers, Dalda needed to re-invent itself for the edible oil consumer," Sarin told during a press conference in New Delhi when the brand was re-launched.

The revamped Dalda oil variants comes fortified with vitamins A, D and E. The oils will also contain anti-oxidants, making it a healthier option.

The product range has been launched in Kolkata and Delhi now. The other states will get to use this within a few weeks.

"The fact that Dalda has been around for 75 years shows its deep-rooted romance with Indian consumers," said Videh Jaipurkar, vice president for foods business with Bunge India, the arm of the company listed on the New York Stock Exchange.

"This isn't a facial change in package graphics but also a product upgrade. We hope to gain acceptance across the edible oil consumers who look for health but don't want to compromise on taste," he said, referring to the aversion today for trans-fats.

The company has disclosed that they expect the market share to double by 2011. Dalda currently holds 15% of the cooking oil market.