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NEW IDENTITY: Adhiraj Sarin, Managing Director, Bunge India, launching the new range of Dalda (refined oil) edible oils in New Delhi on Monday.

Bunge re-launches Dalda cooking oil

NEW DELHI: Bunge India Pvt. Ltd. on Monday re-launched its Dalda brand of refined edible oil and announced plans to aggressively market the new range of products with its national rollout, starting from Delhi and Kolkata.

Addressing a press conference here, Bunge India's Managing Director Adhiraj Sarin said the company had given a new identity to Dalda, the iconic brand once synonymous with hydrogenated cooking mediums or 'vanaspati ghee'.

Bunge India, a 100 per cent subsidiary of the U.S.-based agribusiness and food company Bunge, acquired the Dalda brand from Hindustan Lever in 2003.

"We are re-launching four variety of refined cooking oils under brand name Husband's Choice, keeping in mind the needs of Indian consumers that have changed significantly in the last few years. Our oils are fortified with vitamins A, D and E, and also contains higher level of anti-oxidants," he said.

According to Mr. Sarin, India's Rs. 70,000-crore vegetable oil market is growing at the rate of 4.5 per cent annually and will soon be second only after China.

"Keeping the great potential in branded edible oil market, we hope to grow at 25 per cent year-on-year. We will expand the edible oil business with special emphasis on soyabean oil, besides expanding the value chain," he added. Bunge India's turnover from the oil business is likely to be around Rs. 500 crore this year.