

Mahindra drives into edible oil biz, eyes dairy segment

Kolkata, July 17: Mahindra & Mahindra's agri business division on Friday entered edible oil business and plans to get into dairy and pulses retail segments, too. The company launched the 'NuPro' brand mustard oil in the premium segment for sale in the metropolises and its vicinity.

“Our initial focus in the mustard oil segment is Kolkata and its surroundings as it is the biggest market for this type. Then the product will be launched in neighbouring Odisha and Jharkhand,” said

Ashok Sharma, president and chief executive of agri-business of Mahindra. He said the company will initially have contract manufacturing of the oil at Jaipur.

“Depending on the response, we will then think of setting up our own plant,” he said. With the average industry margins in edible oils hovering around three per cent, Mahindra was expecting to get around 5% after the initial period as a lot of money would have to be spent in building the brand.

PTI