

# AgroTech goes health conscious with Sundrop spray

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Catering to calorie-conscious consumers, AgroTech Foods has launched Sundrop SlimLite Cooking Spray, a category of cooking medium that's rather new to India. Promising only two calories to a spray, the company says it will cater to a "big, rising need" for foods low on calories without compromising on the taste. AgroTech's brands are the

Sundrop range of oils, peanut butter and snacks, Act II popcorn and Healthy World dried green peas.

Speaking to *Business Line*, Mr Asheesh Kumar Sharma, Head (Marketing), says the challenges in marketing this product involve recognising the fact that cooking habits don't change overnight. Apart from advertising on TV, in print and outdoor, the company is demonstrating its use in stores.

The spray, available in Olive and Original variants, costs Rs 200 for a 141 ml can. It is available in modern trade and high-frequency stores in New Delhi, Mumbai, Bangalore, Kolkata, Hyderabad and Chennai now but will be in at least 32 cities in the next two years, said Mr Sharma.

The priority was to get people used to this benefit now, rather than volumes and penetration. Of late, some outlets in big cities

have started stocking imported cooking sprays. Spraylite is one such brand, priced above Rs 200 (but below Rs 300) for three variants. PAM is a brand of cooking spray well-known in the West.

AgroTech aims to get people buying by showing them how one can of SlimLite (which yields 440 sprays) can be used for as many as "220 *dosas/cheelas*/other pancakes", Mr Sharma said. The olive oil

variant will be in focus. The Original is made of Canola.

The Rs 720-crore AgroTech Foods claims 43 per cent share of the premium edible oil market, according to Mr Sharma. The edible oil market is estimated at 9.6 million tonnes (*vanaspati* accounts for about one million tonnes), and the premium segment is 7 per cent of that. The company is an affiliate of the US-based ConAgra Foods Inc.