



Ghodawat Consumer Announces Raveena Tandon as Brand Ambassador for “Star Brand”

National, 29 July 2024: Ghodawat Consumer the INR 1,600 crore FMCG arm of the Sanjay Ghodawat Group, officially announces the association of Padma Shri and National Film Award-winning actress Raveena Tandon as the Brand Ambassador for its “Star Brand” Refined Oil. This significant collaboration will cover all categories, including sunflower, soybean, cottonseed, and rice bran oils.

The STAR Brand is excited to unveil its refreshed logo and new packaging for its Atta, Rice, Oil, and Salt products. The updated design features a dark leafy green color, symbolizing the care of Mother Earth, farmland, high yields, and agricultural vitality, and reflects the brand’s commitment to freshness, sustainability, and environmental responsibility. Strategically designed to influence the decision-making of every household, STAR Brand has launched a smart marketing campaign titled “**Barso Ka Bharosa, Ab Nayi Pehchan Ke Saath.**” Raveena Tandon, whose appeal resonates with consumers across rural, urban, and semi-urban areas, is the ideal choice to endorse the product. This smart marketing campaign and its impactful tagline highlight the trust and commitment that STAR Brand has built over the years, showcasing its refreshed identity and dedication to superior quality

Raveena Tandon expressed her gratitude, stating, *“As a brand ambassador, I believe in the brand’s commitment to providing premium quality products, and I’m happy to be a part of this campaign. Healthy meals have always been a priority in my household. Now, as a mother myself, I understand the importance of using trusted ingredients for my family’s cooking. I have always given priority to products I can trust, and that’s what Star Brand refined oil is all about.”*

Star Refined Oil is distinguished by its essential qualities, making it a preferred choice among consumers. Enriched with polyunsaturated fatty acids (PUFA), it helps consumers feel light. Fortified with vitamins A, D, and E, it also boosts nutritional value. Ideal for all types of cooking, from deep-frying to sautéing, it offers unmatched versatility in the kitchen. Ghodawat Consumer is excited to launch a new television commercial featuring Raveena Tandon, complemented by promotional photos for various brand activities.

Salloni Ghodawat, Director and COO, Ghodawat Consumer Limited, said *“This partnership represents a significant milestone in the brand’s journey, and we are delighted to welcome Raveena Tandon to the Ghodawat Consumer family. This collaboration underscores a commitment to delivering superior products and deepening connections with customers. Moving forward, there will be a focus on ongoing innovation and expanding the product portfolio to meet the evolving needs of consumers”*

About Ghodawat Consumer Limited (GCL):

Ghodawat Consumer Limited, the FMCG arm of Sanjay Ghodawat Group, has been a trailblazer in the consumer goods sector since 2003. The company operates under the umbrella brand ‘Star’, offering a diverse range of products that include refined oils, atta (wheat flour), rice, beverages, and savoury snacks,



all catering to various everyday consumer needs. Its portfolio also includes premium, value-added brands like TBH (100% real vegetable snacks brand) and Coolberg (India's leading non-alcoholic beer brand). GCL's offerings are available in more than 250,000 outlets across 120 cities and on all e-commerce and quick commerce platforms in India. The company also exports its products to over 17 countries across the globe.

Website- <https://ghodawatconsumer.com/>

About Sanjay Ghodawat Group (SGG):

Sanjay Ghodawat Group (SGG) is a diversified conglomerate with operations spanning various high-value business verticals such as Aviation, Consumer Products, Education, Energy, Realty and Retail. Since its founding in 1993, SGG has witnessed impressive growth under the splendid stewardship of its Founder and Chairman, Mr. Sanjay Ghodawat. It has a strong base of millions of customers globally, with employee strength of over 10,000 and a student base of over 21,000. SGG is moving ahead with great vigour and bringing significant changes in people's lives with its wide range of high-quality products and services.

Website- www.ghodawat.com

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