



Freedom Refined Sunflower Oil organised

The Grand Finale of 'My Freedom Story' contest

Actor Navdeep along with Raj Pippala (Director) & Sunitha Tati (Producer) of the movie 'Bangaru Kodipetta' graced the occasion and gave awards to the winners

Hyderabad: July 15th, 2013: Freedom Refined Sunflower Oil in association with Red FM today announced the winners of the contest '**My Freedom Story**' at a fun filled event at Hyper City, Inorbit Mall. Actor Navdeep along with Director Raj Pippala, Producer Sunitha Tati of Bangaru Kodipetta movie graced the occasion and gave awards to the contest winners and encouraged people to follow their passion and emerge as winners in their lives. The contest was designed to encourage people to share their freedom story; how they followed their passion, overcame obstacles and achieved their freedom to do what they always wanted to. It is also a chance to thank that special person in their life who gave them the freedom to pursue their dreams. Thousands of people participated in this contest through on air and on-ground activities. Red FM RJ's visited various super markets and apartments and interacted with the crowds and gathered lots of stories. The Red FM RJ's Prateeka, Sandhya, Chaitu, Rahul & Kajal entertained the crowd at Hyper City with various games and added life to the entire event.

The contest which started from 27th June 2013 encouraged the participants to share their '**My Freedom Story**' wherein they talked about how they achieved freedom to pursue their dreams and move on their chosen path of success and also acknowledge the people who supported them in this cause. The Grand Finale featured 30 winners who were selected over the last 3 weeks, and of these 30 the top 10 winners were given 1gm gold coins each. Red FM created a live studio at Hyper City, Inorbit Mall from 6pm till 9pm and the program was aired live for the audiences across Hyderabad.

According to **Mr. P. Chandra Shekhara Reddy, Vice President – Sales & Marketing, Freedom Refined**

Sunflower Oil, "We are overwhelmed at the response which the contest has received over the last few weeks. This was an initiative to boost the confidence and self esteem of millions of people and give them a platform to acknowledge their mentors who helped them realize their true potential. We were moved by the encouraging stories of the listeners who broke the shackles and achieved success with the support of their family, friends or someone special. The entire experience reinstated our faith in the value systems and positive outlook that has been inculcated in us from the very beginning."

He further added, "We would like to thank Red FM for supporting us and making this contest a super success."

About Freedom Refined Sunflower Oil

Freedom Refined Sunflower Oil promotes 'guilt-free eating' and its brand promise is captured by its tagline 'Freedom to eat, Freedom to enjoy'. It is a premium quality Sunflower oil available at a competitive price point. It is a leading brand of Sunflower oil and currently ranks **No. 1 by market share** in the Sunflower Oil category in Odisha & **No. 2 by market share** in Andhra Pradesh (Source: Nielsen Retail Audit Data). Freedom Refined Sunflower Oil is clear, light and low-absorbing and has been fortified with Vitamins A & D. It is also rich in naturally occurring Vitamin E. Its low absorbing property allows you to cook more food in less oil. It is thus a healthier choice for the entire family.