



Freedom Refined Sunflower Oil commences 'Aarogya Yatra'

A unique initiative to spread the message of healthy & happy life

Warangal, 19th December 2012: Gemini Edibles & Fats India Pvt. Ltd. (GEF India), the makers of Freedom Refined Sunflower Oil, today commenced its '**Freedom Aarogya Yatra**' in Warangal. It is a unique initiative to educate people about leading a healthy and happy life. **Freedom Aarogya Yatra** was flagged off from Beat Market, Warangal by **Hon'ble**and **Hon'ble**in the presence of **Mr. P Chandra Shekhara Reddy**, Vice President – Sales & Marketing, Gemini Edibles & Fats India Pvt. Ltd.

Freedom Aarogya Yatra will go on for one month and cover 36 towns across Warangal and Karimnagar districts and increase awareness about two things:

1. Importance of a balanced diet
2. Benefits of Sunflower Oil.

Speaking on the occasion **Mr. P Chandra Shekhara Reddy, Vice President - Sales & Marketing** GEF India said "Through this initiative Freedom Refined Sunflower Oil aims to spread the message of good health among consumers. **Freedom Aarogya Yatra** is designed to inform the masses about healthy food habits and the benefits of Sunflower Oil. Because of its quality and value proposition, Freedom Refined Sunflower Oil has become the No. 2 brand in AP, within a short span of time."

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. 2 by market share** in the Sunflower Oil category in both Odisha & Andhra Pradesh (Source: Nielsen Retail Audit Data Q2 2012). 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.



Better Products. Better Life.



About GEF India

GEF India is a professionally managed company and deals in a wide range of oils & fat like Sunflower oil, Palmolein oil, Vanaspati & a range of specialty fats to meet the demands of domestic, commercial and industrial consumers. The company is headquartered in Hyderabad and has two plants in Andhra Pradesh; one in Krishnapatnam (near Nellore) and the other in Kakinada. GEF India's Krishnapatnam plant is an HACCP and FS SC 22000 certified plant. The company has three brands; **Freedom** for Sunflower oil, **First Klass** for Palmolein oil & Vanaspati and **GEF Magik** for specialty fats. Presently consumer brands are sold in Andhra Pradesh, Odisha, Chhattisgarh, Karnataka & Tamil Nadu and value added products are sold across the country to industrial customers. For more details visit: www.gefindia.com