

# **Consolidated E-Dossier**

## **FREEDOM HEALTHY COOKING OILS**



**Date: October 01<sup>st</sup> – 31<sup>st</sup>, 2023**

## **COVERAGE INDEX**

| Special Stories                                                                                  |                                                       |                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| Sl No                                                                                            | Date                                                  | Publication           | Headline                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 01                                                                                               | <a href="https://www.adgully.com">www.adgully.com</a> |                       | <a href="https://www.adgully.com/we-re-focused-on-key-markets-of-ap-telangana-karnataka-odisha-p-chandra-shekhara-reddy-137245.html">https://www.adgully.com/we-re-focused-on-key-markets-of-ap-telangana-karnataka-odisha-p-chandra-shekhara-reddy-137245.html</a>                                                                                                                                                                             |
| 02                                                                                               | www.indiantelevision.com                              |                       | <a href="https://www.indiantelevision.com/mam/marketing/brands/%22sustainability-and-concern-for-the-environment-is-at-the-core-of-our-philosophy%3A%22-gemini-edibles-and-fats-india%27s-p-chandra-shekhara-reddy-231017">https://www.indiantelevision.com/mam/marketing/brands/%22sustainability-and-concern-for-the-environment-is-at-the-core-of-our-philosophy%3A%22-gemini-edibles-and-fats-india%27s-p-chandra-shekhara-reddy-231017</a> |
| Gemini Edibles & Fats India Ltd launches 10 ltr jar of Freedom Refined Sunflower Oil - HYDERABAD |                                                       |                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Sl No                                                                                            | Date                                                  | Publication           | Headline                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 03                                                                                               | 13.10.2023                                            | The Times of India    | GEF to invest Rs 600 cr in seed crushing, refinery project in T                                                                                                                                                                                                                                                                                                                                                                                 |
| 04                                                                                               | 14.10.2023                                            | The Hindu             | 10-litre refined sunflower oil jar launched by GEF India                                                                                                                                                                                                                                                                                                                                                                                        |
| 05                                                                                               | 13.10.2023                                            | The Hans India        | Freedom launches 10 lt multi-use sunflower oil jar                                                                                                                                                                                                                                                                                                                                                                                              |
| 06                                                                                               | 13.10.2023                                            | Bizz Buzz             | Freedom launches 10 lt multi-use sunflower oil jar                                                                                                                                                                                                                                                                                                                                                                                              |
| 07                                                                                               | 12.10.2023                                            | Telangana Today       | Freedom Oil launches 10-litre reusable jar                                                                                                                                                                                                                                                                                                                                                                                                      |
| 08                                                                                               | 12.10.2023                                            | The South India Times | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil                                                                                                                                                                                                                                                                                                                                                                      |
| 09                                                                                               | 12.10.2023                                            | Deccan Chronicle      | GEF Refinery in Telangana to be commissioned in Three Years                                                                                                                                                                                                                                                                                                                                                                                     |

|    |            |                         |                                                                            |
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| 10 | 13.10.2023 | The Hindu Business Line | GEF to set up ₹600-crore refinery, crushing unit in Telangana              |
| 11 | 12.10.2023 | Eenadu                  | A new plant with Rs. 600 crores                                            |
| 12 | 12.10.2023 | Sakshi                  | Freedom Sunflower Oil now in 10 Ltr jar                                    |
| 13 | 12.10.2023 | Andhra Jyothi           | Freedom unit in Telangana                                                  |
| 14 | 12.10.2023 | Namaste Telangana       | Freedom refinery with 600 crores                                           |
| 15 | 12.10.2023 | Velugu                  | Freedom Sunflower Oil now in 10 Ltr jar                                    |
| 16 | 12.10.2023 | Andhra Prabha           | Freedom Refined Sunflower Oil Multi-Use Jar launch                         |
| 17 | 12.10.2023 | Nava Telangana          | Freedom Refined Sunflower Oil jar launched                                 |
| 18 | 12.10.2023 | Prajasakti              | Litre Jar of Freedom Refined Sunflower Oil                                 |
| 19 | 12.10.2023 | Vishalandhra            | Launch of 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil          |
| 20 | 12.10.2023 | Janam Sakshi            | GEF India launches 10 Litre Jar of Freedom Refined Sunflower Oil           |
| 21 | 12.10.2023 | Telugu Prabha           | Gemini Edibles launches new Jar of Freedom Refined Sunflower Oil           |
| 22 | 12.10.2023 | Mana Telangana          | Modern consumers making needs is exciting                                  |
| 23 | 13.10.2023 | Ninadam                 | Launch of 10 litre new Jar of Freedom Oil                                  |
| 24 | 13.10.2023 | Surya                   | Launch of 10 litre new Jar of Freedom Oil                                  |
| 25 | 12.10.2023 | Hindi Milap             | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |
| 26 | 12.10.2023 | Swatantra Vaartha       | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |
| 27 | 12.10.2023 | Siasat Daily            | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |
| 28 | 12.10.2023 | Munsif Daily            | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |
| 29 | 12.10.2023 | Rahnuma E Deccan        | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |

### ONLINE COVERAGES

|    |                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                           |
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| 30 | <a href="http://www.timesofindia.indiatimes.com">www.timesofindia.indiatimes.com</a> | <a href="https://timesofindia.indiatimes.com/business/india-business/gef-to-invest-rs-600-crore-in-its-first-oilseed-crushing-refining-project-in-telangana/articleshow/104350095.cms?from=mdr">https://timesofindia.indiatimes.com/business/india-business/gef-to-invest-rs-600-crore-in-its-first-oilseed-crushing-refining-project-in-telangana/articleshow/104350095.cms?from=mdr</a> |
| 31 | <a href="http://www.thehindu.com">www.thehindu.com</a>                               | <a href="https://www.thehindu.com/news/cities/Hyderabad/10-litre-refined-sunflower-oil-jar-launched-by-gef-india/article67409056.ece/amp/">https://www.thehindu.com/news/cities/Hyderabad/10-litre-refined-sunflower-oil-jar-launched-by-gef-india/article67409056.ece/amp/</a>                                                                                                           |
| 32 | <a href="http://www.thehansindia.com">www.thehansindia.com</a>                       | <a href="https://www.thehansindia.com/business/freedom-launches-10-lt-multi-use-sunflower-oil-jar-829561">https://www.thehansindia.com/business/freedom-launches-10-lt-multi-use-sunflower-oil-jar-829561</a>                                                                                                                                                                             |
| 33 | <a href="http://www.telanganatoday.com">www.telanganatoday.com</a>                   | <a href="https://telanganatoday.com/hyderabad-new-reusable-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil-launched">https://telanganatoday.com/hyderabad-new-reusable-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil-launched</a>                                                                                                                                       |
| 34 | <a href="http://www.bizzbuzz.news">www.bizzbuzz.news</a>                             | <a href="https://www.bizzbuzz.news/eco-buzz/freedom-sunflower-oil-now-in-10-lt-multi-use-jar-1255711">https://www.bizzbuzz.news/eco-buzz/freedom-sunflower-oil-now-in-10-lt-multi-use-jar-1255711</a>                                                                                                                                                                                     |
| 35 | <a href="http://www.telugutimes.net">www.telugutimes.net</a>                         | <a href="https://www.telugutimes.net/article/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil">https://www.telugutimes.net/article/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil</a>                                                                                                                                               |
| 36 | <a href="http://www.en.etemaaddaily.com">www.en.etemaaddaily.com</a>                 | <a href="https://www.en.etemaaddaily.com/world/hyderabad/new-reusable-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil-launched:140163">https://www.en.etemaaddaily.com/world/hyderabad/new-reusable-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil-launched:140163</a>                                                                                                   |
| 37 | <a href="http://www.businessnewsthisweek.com">www.businessnewsthisweek.com</a>       | <a href="https://businessnewsthisweek.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/">https://businessnewsthisweek.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/</a>                                                                                                                                 |
| 38 | <a href="http://www.mediaexpress24.com">www.mediaexpress24.com</a>                   | <a href="https://mediaexpress24.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/">https://mediaexpress24.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/</a>                                                                                                                                             |
| 39 | <a href="http://www.hellokotpad.com">www.hellokotpad.com</a>                         | <a href="https://hellokotpad.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/">https://hellokotpad.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/</a>                                                                                                                                                   |
| 40 | <a href="http://www.passionateinmarketing.com">www.passionateinmarketing.com</a>     | <a href="https://www.passionateinmarketing.com/gef-india-launches-10-litre-multi-use-jar-of">https://www.passionateinmarketing.com/gef-india-launches-10-litre-multi-use-jar-of</a>                                                                                                                                                                                                       |

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|    |                                                  | freedom-refined-sunflower-oil/                                                                                                                                                                                    |
| 41 | <a href="http://www.eznews.in">www.eznews.in</a> | <a href="https://eznews.in/economy/news/GEF-plans-600-crore-refinery-crushing-unit-in-Telangana-4796">https://eznews.in/economy/news/GEF-plans-600-crore-refinery-crushing-unit-in-Telangana-4796</a>             |
| 42 | <a href="http://www.fmlive.in">www.fmlive.in</a> | <a href="https://www.fmlive.in/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/">https://www.fmlive.in/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/</a> |
| 43 | HYBIZ TV                                         | <a href="https://www.youtube.com/watch?feature=shared&amp;v=FMFG0Mk-5xI">https://www.youtube.com/watch?feature=shared&amp;v=FMFG0Mk-5xI</a>                                                                       |
| 44 | HYBIZ TV                                         | <a href="https://www.youtube.com/shorts/4JY5KwhHWj0">https://www.youtube.com/shorts/4JY5KwhHWj0</a>                                                                                                               |
| 45 | HYBIZ TV                                         | <a href="https://www.youtube.com/shorts/EggI88GvXiU">https://www.youtube.com/shorts/EggI88GvXiU</a>                                                                                                               |
| 46 | Telugu Now                                       | <a href="https://www.youtube.com/shorts/4cZo1NXPg_0">https://www.youtube.com/shorts/4cZo1NXPg_0</a>                                                                                                               |
| 47 | News Rays                                        | <a href="https://www.youtube.com/watch?si=pRZtGpohRtlvTTZ6&amp;v=IY77qnZoGew&amp;feature=youtu.be">https://www.youtube.com/watch?si=pRZtGpohRtlvTTZ6&amp;v=IY77qnZoGew&amp;feature=youtu.be</a>                   |
| 48 | Channel 369                                      | <a href="https://www.youtube.com/watch?v=VEH1MnLC3es">https://www.youtube.com/watch?v=VEH1MnLC3es</a>                                                                                                             |
| 49 | H5TV                                             | <a href="https://www.youtube.com/watch?v=yKStY8yegt8">https://www.youtube.com/watch?v=yKStY8yegt8</a>                                                                                                             |
| 50 | SS Media                                         | <a href="https://www.youtube.com/watch?v=mR5-2YIyUIQ">https://www.youtube.com/watch?v=mR5-2YIyUIQ</a>                                                                                                             |
| 51 | 6 News Telangana                                 | <a href="https://www.youtube.com/watch?v=O3iCKvqyMFw">https://www.youtube.com/watch?v=O3iCKvqyMFw</a>                                                                                                             |
| 52 | Cloud Media News                                 | <a href="https://www.youtube.com/watch?v=Yft6RnaCOSY">https://www.youtube.com/watch?v=Yft6RnaCOSY</a>                                                                                                             |
| 53 | Star9 News                                       | <a href="https://www.youtube.com/watch?v=Mc3rFoQKbl0">https://www.youtube.com/watch?v=Mc3rFoQKbl0</a>                                                                                                             |
| 54 | Suman TV                                         | <a href="https://www.youtube.com/watch?v=cHDF0dmFbHs">https://www.youtube.com/watch?v=cHDF0dmFbHs</a>                                                                                                             |
| 55 | TV9 Telugu                                       | <a href="https://www.youtube.com/watch?v=ZQOnmIQIx-4">https://www.youtube.com/watch?v=ZQOnmIQIx-4</a>                                                                                                             |

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| 56 | 10 TV             | <a href="https://www.youtube.com/watch?v=23vAwdw8bXM">https://www.youtube.com/watch?v=23vAwdw8bXM</a> |
| 57 | V6 News           | <a href="https://www.youtube.com/watch?v=p58cTqFKehM">https://www.youtube.com/watch?v=p58cTqFKehM</a> |
| 58 | Sakshi TV         | <a href="https://www.youtube.com/watch?v=Y71QLaODCbA">https://www.youtube.com/watch?v=Y71QLaODCbA</a> |
| 59 | TNews             | <a href="https://www.youtube.com/watch?v=19XZMvwFKSQ">https://www.youtube.com/watch?v=19XZMvwFKSQ</a> |
| 60 | ABN-Andhra Jyothy | <a href="https://www.youtube.com/watch?v=ZHjKJ_krfbA">https://www.youtube.com/watch?v=ZHjKJ_krfbA</a> |
| 61 | Maaha News        | <a href="https://www.youtube.com/watch?v=AovLapP521o">https://www.youtube.com/watch?v=AovLapP521o</a> |

#### **ELECTRONIC COVERAGES**

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| 62 | TV9 Telugu        | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |
| 63 | TV5 News          | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |
| 64 | V6 News           | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |
| 65 | Sakshi TV         | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |
| 66 | TNews             | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |
| 67 | ABN-Andhra Jyothy | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |
| 68 | 10TV              | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |
| 69 | Maaha News        | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |

**Gemini Edibles & Fats India Ltd launches 10 ltr jar of Freedom Refined Sunflower Oil - BANGALORE**

#### **PRINT COVERAGES**

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| 70 | 27.10.2023 | Vijay Karnataka   | Yash helped us with the popularity of Freedom Oil: GEF Vice President           |
| 71 | 27.10.2023 | Vijayavani        | Launch of Freedom Refined Sunflower Oil 10 ltr multi use Jar                    |
| 72 | 27.10.2023 | Prajavani         | Launch of Freedom Refined Sunflower Oil 10 ltr multi use Jar                    |
| 73 | 27.10.2023 | Udayavani         | Launch of Freedom Refined Sunflower Oil 10 ltr multi use Jar                    |
| 74 | 29.10.2023 | Sanjevani         | Reusable jar launched                                                           |
| 75 | 27.10.2023 | Vaaritha Bharathi | Launch of Freedom Refined Sunflower Oil 10 ltr multi use Jar                    |
| 76 | 27.10.2023 | Kannada Prabha    | Launch of Freedom Oil 10 ltr Jar                                                |
| 77 | 27.10.2023 | Vishwa vaaridhi   | GEF India launches 10 Litre Multi-Use Jar                                       |
| 78 | 27.10.2023 | Bharath Sarathi   | GEF India launches 10 Litre Multi-Use Jar                                       |
| 79 | 28.10.2023 | Sanje Samaya      | Launch of Freedom Refined Sunflower Oil 10 ltr multi use Jar                    |
| 80 | 28.10.2023 | Sanje Mugilu      | Launch of Freedom Refined Sunflower Oil 10 ltr multi use Jar                    |
| 81 | 27.10.2023 | Rajasthan Patrika | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil      |
| 82 | 27.10.2023 | Dakshin Bharath   | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil      |
| 83 | 29.10.2023 | Tarun Bharat      | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil      |
| 84 | 27.10.2023 | Dina Thanthi      | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil      |
| 85 | 28.10.2023 | Dinasudar         | Launch of Freedom Refined Sunflower Oil 10 ltr multi use Jar                    |
| 86 | 28.10.2023 | Star of Mysore    | Radhika Pandit launches 10-litre multi-use jar of Freedom Refined Sunflower Oil |
| 87 | 30.10.2023 | Mysore Mithra     | Launch of Freedom Refined Sunflower Oil 10 ltr multi use Jar                    |

#### ONLINE COVERAGES

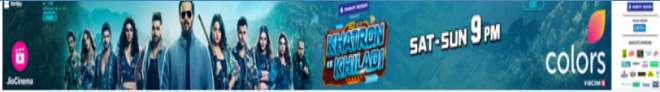
|     |                                                                                  |                                                                                                                                                                                                                                                                                         |
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| 88  | <a href="http://www.hospibuz.com">www.hospibuz.com</a>                           | <a href="https://hospibuz.com/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/">https://hospibuz.com/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/</a>                                                                         |
| 89  | <a href="http://www.uniindia.com">www.uniindia.com</a>                           | <a href="http://www.uniindia.com/gef-india-launches-10-litre-multi-use-jar-freedom-refined-sunflower-oil/business-economy/news/3076382.html">http://www.uniindia.com/gef-india-launches-10-litre-multi-use-jar-freedom-refined-sunflower-oil/business-economy/news/3076382.html</a>     |
| 90  | <a href="http://www.vijayavani.net">www.vijayavani.net</a>                       | <a href="https://www.vijayavani.net/radhika-pandit-likes-to-eat-this-snack-with-a-mouthful-of-yash">https://www.vijayavani.net/radhika-pandit-likes-to-eat-this-snack-with-a-mouthful-of-yash</a>                                                                                       |
| 91  | <a href="http://www.prajavani.net">www.prajavani.net</a>                         | <a href="https://www.prajavani.net/business/comm erce-news/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil-2537671">https://www.prajavani.net/business/comm erce-news/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil-2537671</a> |
| 92  | <a href="http://www.varthabharati.in">www.varthabharati.in</a>                   | <a href="https://www.varthabharati.in/state/10-liters-of-freedom-refined-sunflower-oil-gef-india-launches-multi-use-jar-1971015">https://www.varthabharati.in/state/10-liters-of-freedom-refined-sunflower-oil-gef-india-launches-multi-use-jar-1971015</a>                             |
| 93  | <a href="http://www.indianretailer.com">www.indianretailer.com</a>               | <a href="https://www.indianretailer.com/news/retail-india-news-gemini-edibles-and-fats-india-unveils-10-litre-multi-use-jar-freedom-refined">https://www.indianretailer.com/news/retail-india-news-gemini-edibles-and-fats-india-unveils-10-litre-multi-use-jar-freedom-refined</a>     |
| 94  | <a href="http://www.starofmysore.com">www.starofmysore.com</a>                   | <a href="https://starofmysore.com/radhika-pandit-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/">https://starofmysore.com/radhika-pandit-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/</a>                                                       |
| 95  | <a href="http://www.passionateinmarketing.com">www.passionateinmarketing.com</a> | <a href="https://www.passionateinmarketing.com/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil-2/">https://www.passionateinmarketing.com/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil-2/</a>                                   |
| 96  | <a href="http://www.businessnewsthisweek.com">www.businessnewsthisweek.com</a>   | <a href="https://businessnewsthisweek.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/">https://businessnewsthisweek.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/</a>                               |
| 97  | <a href="http://www.mediaexpress24.com">www.mediaexpress24.com</a>               | <a href="https://mediaexpress24.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/">https://mediaexpress24.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/</a>                                           |
| 98  | <a href="http://www.hellokotpad.com">www.hellokotpad.com</a>                     | <a href="https://hellokotpad.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/">https://hellokotpad.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/</a>                                                 |
| 99  | <a href="http://www.konexionnetwork.com">www.konexionnetwork.com</a>             | <a href="https://konexionnetwork.com/NewsDetails.aspx?newsid=47cba111-5303-4a7a-9626-2a67452860a2">https://konexionnetwork.com/NewsDetails.aspx?newsid=47cba111-5303-4a7a-9626-2a67452860a2</a>                                                                                         |
| 100 | <a href="http://www.pelikken.com">www.pelikken.com</a>                           | <a href="https://pelikken.com/single/news/18178">https://pelikken.com/single/news/18178</a>                                                                                                                                                                                             |

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| 101                         | www.gpmediaweb.wordpress.com | <a href="https://gpmediaweb.wordpress.com/2023/10/26/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/">https://gpmediaweb.wordpress.com/2023/10/26/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/</a> |
| 102                         | www.thekashmirhorizon.com    | <a href="https://thekashmirhorizon.com/2023/10/27/gef-india-launches-10-litre-multi-use-jar-freedom-refined-sunflower-oil/">https://thekashmirhorizon.com/2023/10/27/gef-india-launches-10-litre-multi-use-jar-freedom-refined-sunflower-oil/</a>             |
| 103                         | www.indiannewz.wordpress.com | <a href="https://indiannewz.wordpress.com/2023/10/26/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/">https://indiannewz.wordpress.com/2023/10/26/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/</a> |
| 104                         | Vijaya News Kannada 24X7     | <a href="https://www.youtube.com/watch?v=JApulFburnE">https://www.youtube.com/watch?v=JApulFburnE</a>                                                                                                                                                         |
| 105                         | Prakruthi News 24X7          | <a href="https://www.youtube.com/watch?v=Ar1rwnpUDQo">https://www.youtube.com/watch?v=Ar1rwnpUDQo</a>                                                                                                                                                         |
| 106                         | Express Times News           | <a href="https://www.youtube.com/watch?v=Jlq7TUYO3dA">https://www.youtube.com/watch?v=Jlq7TUYO3dA</a>                                                                                                                                                         |
| 107                         | UDAYA Suddhi                 | <a href="https://www.youtube.com/watch?v=8qkoXYTVxag">https://www.youtube.com/watch?v=8qkoXYTVxag</a>                                                                                                                                                         |
| 108                         | UDAYA Karnataka              | <a href="https://www.youtube.com/watch?v=8qkoXYTVxag">https://www.youtube.com/watch?v=8qkoXYTVxag</a>                                                                                                                                                         |
| 109                         | JASSON News                  | <a href="https://www.youtube.com/watch?v=frleZEvQqsc">https://www.youtube.com/watch?v=frleZEvQqsc</a>                                                                                                                                                         |
| 110                         | Metro Kannada News           | <a href="https://www.youtube.com/watch?v=DXe7MXcmYfs">https://www.youtube.com/watch?v=DXe7MXcmYfs</a>                                                                                                                                                         |
| 111                         | Ayuktha TV                   | <a href="https://www.youtube.com/watch?v=UfxQ6GYGkQM">https://www.youtube.com/watch?v=UfxQ6GYGkQM</a>                                                                                                                                                         |
| 112                         | News 26 Kannada              | <a href="https://www.youtube.com/watch?v=F3NDPaPxHKE">https://www.youtube.com/watch?v=F3NDPaPxHKE</a>                                                                                                                                                         |
| 113                         | SKY News Kannada             | <a href="https://www.youtube.com/watch?v=LfiLhtk_D1g">https://www.youtube.com/watch?v=LfiLhtk_D1g</a>                                                                                                                                                         |
| 114                         | BANGALORE NEWS NETWORK       | <a href="https://www.youtube.com/watch?v=wOdNjxHX9oY">https://www.youtube.com/watch?v=wOdNjxHX9oY</a>                                                                                                                                                         |
| 115                         | SAHARA NEWS BANGALORE 24x7   | <a href="https://www.youtube.com/watch?v=KiQH8eiLz_c">https://www.youtube.com/watch?v=KiQH8eiLz_c</a>                                                                                                                                                         |
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| 116                         | PUBLIC TV                    | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil                                                                                                                                                                                    |
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| 120 | Metro Kannada   | GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil |

Name of the Website: [www.adgully.com](http://www.adgully.com)

Elink: <https://www.adgully.com/we-re-focused-on-key-markets-of-ap-telangana-karnataka-odisha-p-chandra-shekhara-reddy-137245.html>





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## We're focused on key markets of AP, Telangana, Karnataka, Odisha: P Chandra Shekhara Reddy

MARKETING

4 MINUTES TO READ  
OCT 02, 2023

PRIYA LALWANI  
@adgully

News in the domain of Advertising, Marketing, Media and Business of Entertainment



P Chandra Shekhara Reddy  
SVP Sales & Marketing  
Gemini Edibles and Fats India Ltd.



Freedom is the flagship brand of Gemini Edibles and Fats India (GEF India). The Freedom Healthy Cooking Oil range is available as Freedom Refined Sunflower Oil, Freedom Physically Refined Rice Bran Oil and Freedom Kachi Ghani Mustard Oil, Freedom Groundnut Oil. Freedom Healthy Cooking Oils has almost 45% market share of the Sunflower oil category in Andhra Pradesh, Telangana, and Odisha. The company has developed a robust distribution network, backed by proactive and innovative marketing, digital and PR strategy with a strategic mix of ATL and BTL activations to connect with the TG and grow in the extremely cluttered, low involvement edible oil space.

In conversation with Adgully, P Chandra Shekhara Reddy, Senior Vice President - Sales and Marketing, Gemini Edibles and Fats India, talks about the company's stronghold on the South markets, special focus on health consciousness, strategy to differentiate itself from other brands, and much more.

### How has Freedom Healthy Cooking Oils' journey been so far?

The journey of Freedom Healthy Cooking Oils has been amazing. Freedom Refined Sunflower Oil, the flagship brand of Gemini Edibles & Fats India Ltd, which was launched in 2010, is now the No. 1 brand of Sunflower Oil in the country (Source Neilson MAT March 2022), with operations in Andhra Pradesh, Telangana, Odisha, and Karnataka.

This was achieved by working on a well formulated strategy of building a good brand, delivering consistent product quality with attractive packaging, building a robust distribution network that could help us reach the nook and corner of the states, and doing activities with sampling to connect with the end users besides tactical advertising to ensure visibility and encouraging trials. This helped us break the initial clutter of brands with 20+ years of legacy in the category. The policy was always to deliver a good quality product using state-of-the-art infrastructure at a value-for-money price point.

With the basics in place, we conducted several innovative campaigns in urban and rural markets to explain to the customers the benefits of using sunflower oil, and the other variants in our portfolio, that helped expand the market, and capture major market share from the resulting growth. Our promotion and digital strategy ensured we were connected to the end users and engaged with them for their inputs to help us retain the existing customers and grow the customer base. With the success of sunflower oil, Freedom Healthy Cooking Oils was able to garner share in the other variants launched for niche users based on regional preferences.

### The cooking oil market in India is highly competitive. How has Freedom Healthy Cooking Oils managed to differentiate itself from other brands and gain a significant market share?

Instead of spreading our limited resources over vast geographical areas, we remained focused on the key markets of Andhra Pradesh, Telangana, Karnataka, Odisha, and other neighbouring states as 70% of sunflower oil is sold in South India. We also leveraged our understanding of market dynamics, market penetration, and optimising the resources at our disposal in these states and benefit from consumers' trust and preference for our brand.

With this strategy and our understanding of these markets, we set up an extensive distribution network, which helped us reach more retail outlets across the states. We have a continuous focus on reinforcing the consumer's faith in the benefits of using a particular edible oil and trust in the brand 'Freedom'. This helped us retain and grow our customer base. We also set up dedicated helplines to help customers reach out to us for any issues or suggestions and launched new SKUs/ variants based on consumers' feedback to add to the convenience of handling Freedom Oil.

Name of the Website: [www.indiantelevision.com](http://www.indiantelevision.com)

Elink:

<https://www.indiantelevision.com/mam/marketing/brands/%22sustainability-and-concern-for-the-environment-is-at-the-core-of-our-philosophy%3A%22-gemini-edibles-and-fats-india%27s-p.-chandra-shekhara-reddy-231017>

**INDIANtelevision** BETA

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**"Sustainability and concern for the environment is at the core of our philosophy:" Gemini Edibles and Fats India's P. Chandra Shekhara Reddy**

Brands Oct 17 / Arth Chakraborty

We believe that 'Freedom' is recognised as a trusted and reliable brand by the customers.



Mumbai: In today's health-conscious world, the choice of cooking oils plays a crucial role in our daily culinary decisions. As people become increasingly aware of the impact of their dietary choices on overall well-being, the selection of the right cooking oil is no longer just a matter of taste; it's a matter of health. The quest for cooking oils that not only enhance the flavors of our dishes but also promote a healthier lifestyle is driving a significant shift in consumer preferences. This shift towards health-consciousness has led to the rise of cooking oils that offer not only delicious flavors but also essential nutrients and health benefits.

'Freedom' is the flagship brand of Gemini Edibles and Fats India Ltd. (GEF India). Freedom Healthy Cooking Oils is available as Freedom Refined Sunflower Oil, Freedom Physically Refined Rice Bran Oil and Freedom Mustard Oil, & Freedom Groundnut Oil.

Name of the Publication: The Times of India

Date: 13.10.2023

Page No: 06

Edition: National

Headline: GEF to invest Rs 600 cr in seed crushing, refinery project in T

# GEF to invest ₹600cr in seed crushing, refinery project in T

TIMES NEWS NETWORK

**Hyderabad:** Edible oils manufacturer Gemini Edibles & Fats India Ltd is investing ₹600 crore in setting up a multi-oil refinery and edible oil seeds crushing facility on the outskirts of Hyderabad, an official of the company said.

The company has been allotted 33 acres for the project near Kothur by state government for the project

that will be developed in two phases, GEF India vice president of sales & marketing P Chandra Shekhara Reddy said on Wednesday.

"We expect to get possession of the land by December 2023 and start work on the factory in the first quarter of 2024. It will take two years for construction to complete and it is expected to commence production by 2025-26," Reddy said.

According to him, while

₹400 crore will be invested in the refinery, which will come up as part of the first phase of the project, the crushing unit will see an investment of around ₹200 crore and will come up in the second phase. The project, which will produce oils such as rice bran, cotton seed, sunflower, among others, is expected to create jobs for around 1,000 people once it is fully operational, he said.

Name of the Publication: The Hindu

Date: 14.10.2023

Page No: 02

Edition: Hyderabad

Headline: 10-litre refined sunflower oil jar launched by GEF India

## 10-litre refined sunflower oil jar launched by GEF India

**The Hindu Bureau**  
HYDERABAD

Freedom refined sunflower oil maker Gemini Edibles & Fats India Ltd. (GEF India) has launched a new 10-litre SKU. The reusable 10 litre multi-use jar of Freedom Refined Sunflower oil, the latest addition to the offerings that now come in pack sizes ranging from 200ml to 15 Litre HDPE jar, was launched by anchor and actor Suma Kanakala, along with the company's vice-president (sales and marketing) P. Chandra Shekhara Reddy.

Name of the Publication: The Hans India

Date: 13.10.2023

Page No: 08

Edition: National

Headline: Freedom launches 10 lt multi-use sunflower oil jar

## Freedom launches 10 lt multi-use sunflower oil jar

HYDERABAD

GEMINI Edibles and Fats India Limited (GEF India) announced the launch of new reusable 10 litre multi-use jar of Freedom Refined-Sunflower oil. The refined sunflower oil is currently available in pack sizes of 200ml, 500ml pouch, one litre pouch, 500 ml Pet bottle, one litre Pet bottle, two litre Pet bottle, five litre HDPE jar, 10 litre multi-use jar, 15 kg tin, 15 litre tin and 15 litre HDPE jar. The market size for sunflower oil is over 50,000 tonnes in Andhra Pradesh and Telangana. Freedom Refined Sunflower Oil is the market leader in the category with a market share of 36 per cent in Telangana



Suma Kanakala, TV anchor along with P Chandra Shekhara Reddy, vice president – Sales and Marketing, GEF India launching the 10 litre sunflower oil jar

and 67.5 per cent in Andhra Pradesh (Nielsen IQ data Q2 2023). On the launch, P Chandra Shekhara Reddy, vice president – Sales and Marketing, GEF India, said: “We are happy to introduce the new reusable 10 litre multi-use jar, to provide a convenient SKU for the present-day customer.”

Name of the Publication: Bizz Buzz

Date: 13.10.2023

Page No: 03

Edition: Telangana

Headline: Freedom launches 10 lt multi-use sunflower oil jar

# Freedom sunflower oil now in 10 lt multi-use jar

BB BUREAU  
HYDERABAD

GEMINI Edibles and Fats India Limited (GEF India) announced the launch of new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. The refined sunflower oil is currently available in pack sizes of 200ml, 500ml pouch, one litre pouch, 500 ml Pet bottle, one litre Pet bottle, two litre Pet bottle, five litre HDPE jar, 10 litre multi-use jar, 15 kg tin, 15 litre tin and 15 litre HDPE jar. The market size for sunflower oil is over 50,000 tonnes in Andhra Pradesh and



Suma Kanakala, anchor and Tollywood actress along with P Chandra Shekhara Reddy, vice president – Sales and Marketing, GEF India launching the 10 litre sunflower oil jar

Telangana. Freedom Refined Sunflower Oil is the market leader in the category with a market share of 36 per cent in Telangana and 67.5 per cent in

Andhra Pradesh (Nielsen IQ data Q2 2023).

On the launch, P Chandra Shekhara Reddy, vice president – Sales and Marketing, GEF India, said: “We are happy to introduce the new reusable 10 litre multi-use jar, to provide a convenient SKU for the present-day customer.”

The new SKU was launched by Suma Kanakala, anchor and Tollywood actress. Along with the vice-president, the management of GEF India was also present. GEF India has three state-of-the-art-refineries in Andhra Pradesh, two in Kakinada and one in Krishnapatnam.

Name of the Publication: Telangana Today

Date: 12.10.2023

Page No: 04

Edition: Telangana

Headline: Freedom Oil launches 10-litre reusable jar

# Freedom Oil launches 10-litre reusable jar

CITY BUREAU

Hyderabad

Gemini Edibles & Fats India Limited (GEF India) on Wednesday announced the launch of the new reusable 10 litre multi-use jar of Freedom Refined Sunflower Oil.

The new SKU was launched by anchor and actor, Suma Kanakala, along with Vice President - Sales & Marketing, GEF India, P Chandra Shekhara Reddy, and the management of GEF India.

The new reusable 10-litre multi-use jar has been specially designed keeping in mind the requirements of the modern-day consumer and a growing trend of using environment friendly products that can be reused.

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**Actor Suma Kanakala launched it along with VP-Sales & Marketing, GEF India, P Chandra Shekhara Reddy**

It's convenient and contemporary design, with a tamper proof lid, and an easy pour technology make the jar easy to handle.

The oil is currently available in various pack sizes like 200ml, 500ml pouch, 1 litre pouch, 500 ml pet bottle, 1 litre pet bottle, 2 Litre pet bottle, 5 litre HDPE jar, 10 litre multi-use jar, 15 kg tin, 15 litre tin and 15 litre HDPE jar.

Name of the Publication: The South India Times

Date: 12.10.2023

Page No: 06

Edition: Hyderabad

Headline: GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil

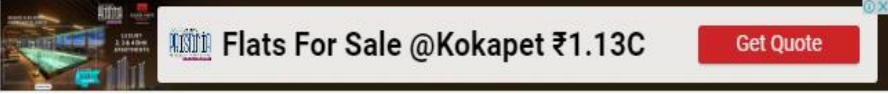


Name of the Website: [www.deccanchronicle.com](http://www.deccanchronicle.com)

Elink: <https://www.deccanchronicle.com/business/companies/111023/gef-refinery-in-telangana-to-be-commissioned-in-three-years.html>

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**BUSINESS**

## GEF Refinery in Telangana to be Commissioned in Three Years

Deccan Chronicle | DC Correspondent Published on: October 11, 2023 | Updated on: October 12, 2023





TV anchor and actress Suma Kanakala and GEF India vice president sales and marketing P Chandra Shekhara Reddy launched Freedom Refined Sunflower oil in a 10-litre jar.

**Hyderabad:** Hyderabad-based GEF India has three refineries in Andhra Pradesh Limited (GEF India), which makes Freedom Refined Sunflower oil, will commission its refinery in Telangana in three years, said P Chandra Shekhara Reddy, vice president - sales and marketing, GEF India.

It had proposed to invest 400 crore in the unit and provide employment to about 1,000 people and support oilseed farmers in Telangana.

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Elink: <https://www.thehindubusinessline.com/economy/agri-business/gef-to-set-up-600-crore-refinery-crushing-unit-in-telangana/article67415716.ece>

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## GEF to set up ₹600-crore refinery, crushing unit in Telangana **bl** PREMIUM

Updated - October 13, 2023 at 04:14 PM. | Hyderabad

The refinery will be commissioned near Hyderabad this fiscal

BY K V KURMANATH

COMMENTS SHARE READ LATER



Gemini Edibles & Fats India Limited (GEF) will set up a refinery in Telangana in two phases with an aggregate investment of ₹600 crore.

The refinery, which will come up on a 33-acre plot near Hyderabad, will be commissioned this financial year, according to P. Chandra Shekhara Reddy, Vice-President (Sales & Marketing) of GEF India, said.

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**bl** PREMIUM  
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Name of the Publication: Eenadu

Date: 12.10.2023

Page No: 18

Edition: National

Headline: A new plant with Rs. 600 crores

## రూ.600 కోట్లతో కొత్త ప్లాంట్లు జెమిని ఎడిబుల్స్ లండ్ ఫ్యాబ్స్ వెల్లడి

ఈనాడు, హైదరాబాద్: 'ఫ్రీడం' పేరుతో వంట నూనెలను ఉత్పత్తి చేసే జెమిని ఎడిబుల్స్ అండ్ ఫ్యాబ్స్ ఇండియా లిమిటెడ్ (జీఈఎఫ్ ఇండియా) తెలంగాణలోని కొత్తూరులో కొత్తగా ఉత్పత్తి కేంద్రాన్ని ఏర్పాటు చేయనుంది. ఇందుకోసం రూ. 600 కోట్ల వరకు పెట్టుబడి పెట్టబోతున్నట్లు సంస్థ మార్కెటింగ్ వైస్ ప్రెసిడెంట్ పి. చంద్రశేఖర రెడ్డి తెలిపారు. 33 ఎకరాల విస్తీర్ణంలో ఈ ప్లాంట్లు నిర్మిస్తామని, వచ్చే ఏడాది ప్రారంభంలో పనులు మొదలయ్యే అవకాశం ఉందన్నారు. రెండేళ్లలో ఉత్పత్తి ప్రారంభమయ్యే అవకాశాలున్నాయని చెప్పారు. తొలి దశలో రిఫైనరీ ఏర్పాటు కోసం రూ.450 కోట్లు ఖర్చవుతుందన్నారు. ఆ తర్వాత సీడ్ క్రషింగ్ తదితరాల కోసం రూ.150 కోట్లు పెట్టుబడి అవుతుందన్నారు. ఈ ప్లాంట్లతో స్థానికంగా 1,000 మందికి ఉపాధి లభిస్తుందని పేర్కొన్నారు. జీఈఎఫ్ ఇండియా నుంచి ఫ్రీడం రిఫైనర్ సన్ షవర్ 10 లీటర్ల జార్ను బుధవారం ఇక్కడ



**ఫ్రీడం 10 లీటర్ల జార్ను విడుదల చేస్తున్న వ్యాఖ్యాత సుమ కనకాల, చంద్రశేఖర రెడ్డి**

విడుదల చేసిన సందర్భంగా ఆయన మాట్లాడారు. ప్రస్తుతం తెలుగు రాష్ట్రాల్లో 50,000 టన్నుల సన్ షవర్ నూనె వినియోగం ఉందని, ఇందులో తమకు తెలంగాణలో 36 శాతం, ఆంధ్రప్రదేశ్లో 67.5 శాతం వాటా ఉందని పేర్కొన్నారు. ప్రస్తుతం వంట నూనెల దరలు స్థిరీకరణ దశకు చేరుకున్నాయని తెలిపారు.

Name of the Publication: Sakshi

Date: 12.10.2023

Page No: 13

Edition: National

Headline: Freedom Sunflower Oil now in 10 Ltr jar

## ఫ్రీడమ్ సన్‌ఫ్లవర్ 10 లీటర్ల జార్

హైదరాబాద్, బిజినెస్ బ్యూరో: జెమినీ ఎడి బుల్స్, ఫ్యాట్స్ ఇండియా (జీఈఎఫ్) తాజాగా ఫ్రీడమ్ రిఫైండ్ సన్‌ఫ్లవర్ ఆయిల్ 10 లీటర్ల జార్‌ను మార్కెట్లోకి తీసుకొచ్చింది. యాంకర్ సుమ కనకాల, జీఈఎఫ్ ఇండియా సేల్స్, మార్కెటింగ్ వైస్ ప్రెసిడెంట్ పి.చంద్ర శేఖర రెడ్డి బుధవారమిక్కడ ఈ ఉత్పాదనను విడుదల చేశారు. ఆయిల్ వినియోగంతర్వాత నిల్వ చేసుకునేందుకు వీలుగా పది లీటర్ల జార్‌ను పరిచయం చేస్తున్నట్టు చెప్పారు. రూ.600 కోట్లతో ఆయిల్ రిఫైనరీ, సీడ్స్ క్రషింగ్ యూనిట్‌ను హైదరాబాద్ సమీపంలో నెలకొల్పుతున్నట్టు వెల్లడించారు. 2025-26లో ఈ కేంద్రంలో ఉత్పత్తి ప్రారంభం అవుతుందని, 1,000 మందికి ఉద్యోగాలు లభిస్తాయని చెప్పారు.



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Edition: National

Headline: Freedom unit in Telangana

# తెలంగాణలో ఫ్రీడమ్ యూనిట్

» రెండు దశల్లో 600 కోట్లతో ఏర్పాటు

» మార్కెట్లోకి 10 లీటర్ల అయిల్ జార్

హైదరాబాద్ (ఆంధ్రప్రదేశ్ వీజిఎస్): ప్రీడమ్ ట్రాండ్తో సన్వపర్, ఇతర వంట నూనెలను విక్రయిస్తున్న తెమిసీ ఎడిబుల్స్ అండ్ ప్యాక్డ్ ఇండియా లిమిటెడ్ (జీఈఎఫ్ ఇండియా) తెలంగాణలో కొత్తగా రిఫైనింగ్ యూనిట్ను ఏర్పాటు చేయనుంది. రెండు దశల్లో 93 ఎకరాల్లో ఈ యూనిట్ను త్వరలో ఆధిపత్య చేయనున్నట్లు జీఈఎఫ్ ఇండియా వైస్ ప్రెసిడెంట్ (సెల్స్ అండ్ మార్కెటింగ్) పి.చంద్రశేఖర రెడ్డి తెలిపారు. ప్రీడమ్ సన్వపర్ అయిల్ 10 లీటర్ల మల్టీ-యూజ్ జార్ను విడుదల చేసిన సందర్భంగా ఆయన మాట్లాడారు. జార్ను సీసీ నట్లీ, యాంకర్ సుమ కనకాల విడుదల చేశారు. "కొత్త యూనిట్ మొదటి దశలో రూ.400 కోట్లతో రిఫైనరీలు (మల్టీ అయిల్



ప్రాసెసింగ్) పెట్టనున్నాం. రెండో దశలో రూ.200 కోట్లతో సీడ్ క్రెమింగ్ ప్లాంట్ను ఏర్పాటుచేయనున్నాం" అని విలేజరుల సమావేశంలో చంద్రశేఖరరెడ్డి చెప్పారు. ప్రస్తుతం కంపెనీకి ఆంధ్రప్రదేశ్లోని కాకినాడలో రెండు, కృష్ణ పట్నంలో ఒక రిఫైనరీ ఉంది. కంపెనీ ఆంధ్రప్రదేశ్, తెలంగాణ, ఒడిస్సా కర్ణాటక, చత్తీస్ గఢ్

లలో కార్యకలాపాలు నిర్వహిస్తోందని. తమిళ నాడు, కేరళలలో కూడా ప్రీడమ్ బ్రాండ్ వంట నూనెలను విక్రయించే యోచన ఉన్నట్లు ఆయన చెప్పారు. ప్రీడమ్ రిఫైన్డ్ సన్వపర్ అయిల్ను 200 ఎంఎల్, 500 ఎంఎల్ తదితర ప్యాక్లలో కంపెనీ విక్రయిస్తోంది. వినయోగ దారుల అవసరాలను గుర్తించి కొత్తగా 10 లీటర్ల ఎస్కేయూని డిజైన్ చేసిన విడుదల చేశాం. వినయోగదారులు ఈ జార్ను మల్టీ, మల్టీ వినయోగించవచ్చని చెప్పారు.

సన్వపర్ అయిల్ మార్కెట్లో అగ్రగామి

ఆంధ్రప్రదేశ్, తెలంగాణ సన్వపర్ అయిల్ మార్కెట్లో ప్రీడమ్ రిఫైన్డ్ సన్వపర్ అయిల్ అగ్రస్థానంలో ఉంది. నీల్కాన్ అడ్వైయన్సం ప్రకారం ఆంధ్రప్రదేశ్లో 67.5 శాతం, తెలంగాణలో 98 శాతం వాటా ఉందని చంద్రశేఖర్ వివరించారు.

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ఫ్రీడమ్ సన్స్థవర్ ఆయిల్ 10 లీటర్ల జార్ను మార్కెట్లోకి విడుదల చేస్తున్న ప్రముఖ యాంకర్ సుమ, జీఈఎఫ్ ఇండియా వైస్ ప్రెసిడెంట్ చంద్రశేఖర్ రెడ్డి

## 600 కోట్లతో ఫ్రీడమ్ రిఫైనరీ

రాష్ట్రంలో ఏర్పాటు చేస్తున్న సంస్థ • కంపెనీ వైస్ వైస్ ప్రెసిడెంట్ చంద్రశేఖర్ రెడ్డి వెల్లడి

హైదరాబాద్, అక్టోబర్ 11: ఫ్రీడమ్ పేరుతో వంటనూనెలను విక్రయిస్తున్న జెమినీ ఎడిబుల్ సరికొత్త జార్ను మార్కెట్లోకి విడుదల చేసింది. బహుళ వినియోగానికి సంబంధించి 10 లీటర్ల రిఫైన్డ్ సన్స్థవర్ ఆయిల్ను ప్రముఖ యాంకర్ సుమ కనకాల ప్రవేశపెట్టారు. ఈ సందర్భంగా జీఈఎఫ్ ఇండియా వైస్ ప్రెసిడెంట్ పీ చంద్రశేఖర్ రెడ్డి మాట్లాడుతూ.. తెలంగాణ రాష్ట్రంలో ఏర్పాటు చేయతలపెట్టిన రిఫైనరీని రెండు దఫాలుగా అభివృద్ధి చేయనున్నట్లు చెప్పారు. 33 ఏకరాల స్థలంలో నెలకొల్పబోతున్న ఈ రిఫైనరీ మొదటి దశలో రూ.400 కోట్ల పెట్టుబడితో మల్టీ ఆయిల్ ట్రాసెసింగ్ యూనిట్ను ఏర్పాటు చేయనున్నట్లు ప్రకటించారు. రెండో విడుదలలో భాగంగా రూ.200 కోట్ల పెట్టుబడితో

సీడ్-క్రషింగ్ ప్లాంట్ను నెలకొల్పబోతున్నది. ప్రస్తుతం సంస్థ తెలంగాణతోపాటు ఏపీ, ఒడిశా, కర్ణాటక, ఛత్తీస్ గడ్ రాష్ట్రాల్లో వంటనూనెలను విక్రయిస్తున్న సంస్థ.. త్వరలో తమిళనాడు, కేరళలో కూడా విస్తరించనున్నట్లు ఆయన ప్రకటించారు. ప్రస్తుతం సంస్థకు ఏపీలోని కాకినాడలో రెండు, కృష్ణపట్నం వద్ద రిఫైనరీలు ఉన్నాయి. వినియోగదారుల అవసరాలను నిరంతరం అంచనావేస్తునే, ప్రస్తుతం విడుదల చేసిన కొత్త పునర్వినియోగ 10 లీటర్ల మల్టీయూజ్ జార్ను పరిచయం చేస్తున్నందుకు సంతోషంగా ఉన్నదన్నారు. భారత్లో రిఫైన్డ్ సన్స్థవర్ ఆయిల్ విక్రయంలో తొలి స్థానంలో కొనసాగుతున్న సంస్థకు తెలంగాణలో 36% వాటా కలిగివుండగా, అదే ఏపీలో 67.5% వాటా ఉన్నది.

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Headline: Freedom Sunflower Oil now in 10 Ltr jar

## ఫ్రీడమ్ సన్‌ఫ్లవర్ ఆయిల్ ఇక 10 లీటర్ల జార్‌లో

○ లాంచ్ చేసిన యాంకర్ సుమ

**హైదరాబాద్, వెలుగు:** ఫ్రీడమ్ బ్రాండ్‌తో వంటనూనె అమ్ముతున్న జెమిని ఎడిబుల్స్ అండ్ ఫ్యాట్స్ బుధవారం 10 లీటర్ల ఫ్రీడమ్ సన్‌ఫ్లవర్ ఆయిల్ జార్‌ను మార్కెట్‌లోకి తెచ్చింది. తెలుగు యాంకర్ సుమ కనకాల చేతుల మీదుగా దీనిని లాంచ్ చేశారు. ఈ జార్ ధర సుమారు రూ. 1,000 ఉంటుందని కంపెనీ వైస్ ప్రెసిడెంట్ (సెల్స్ అండ్ మార్కెటింగ్) పీ చంద్ర శేఖర రెడ్డి అన్నారు. ఫ్రీడమ్ రిఫైన్డ్ సన్‌ఫ్లవర్ ఆయిల్ 200 ఎంఎల్, అర లీటర్, లీటర్ ప్యాకెట్లలో, అర లీటర్, లీటర్, 2 లీటర్ల బాటిళ్లలో అందుబాటు లో ఉంది. 5 లీటర్ల జార్, 15 లీటర్ల టీన్, 15 లీటర్ల జార్‌లలో మార్కెట్‌లో దొరుకుతోంది. తాజాగా 10 లీటర్ల జార్‌ను కంపెనీ తీసుకొచ్చింది. ఆయిల్‌ను వాడేశాక ఈ జార్‌లను ఇతర అవసరాలకు అంటే పప్పులు, రైస్ వంటివి దాచుకోవడానికి వాడుకోవచ్చని చంద్ర శేఖర రెడ్డి వెల్లడించారు. ఆంధ్రా, తెలం



గాణలోని ప్రతీ ఐదు కుటుంబాలలో మూడు ఫ్రీడమ్ సన్‌ఫ్లవర్ ఆయిల్‌ను వాడుతున్నాయని చెప్పారు. రెండు తెలుగు రాష్ట్రాల్లో ఏడాదికి 50 వేల టన్నుల సన్‌ఫ్లవర్ ఆయిల్ అవసరమవుతోందని అన్నారు. తెలంగాణలో 36 శాతం మార్కెట్ వాటాతో, ఆంధ్ర ప్రదేశ్‌లో 67.5 శాతం వాటాతో మార్కెట్ లీడర్‌గా ఫ్రీడమ్ కొనసాగుతోందని వివరించారు.

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## ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ బహుళ వినియోగదారుల జార్ విడుదల

బంజారాహిల్స్, అక్టోబర్ 11 (ప్రభన్యూస్): జెమి నీ ఎడిబుల్స్, ఫ్యాట్స్ ఇండియా లిమిటెడ్ (జీఈ ఎఫ్ ఇండియా) ఈరోజు ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ ను పునర్వినియోగించతగిన 10 లీటర్ల బహుళ వినియోగ జార్ ను విడుదల చేస్తున్నట్లు ప్రకటించింది. ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ అఫర్లకు సరికొత్త జోడింపు ఈ కొత్త 10 లీటర్ ఎస్కెయూ, ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ ప్రస్తుతం 200 ఎంఎల్, 500 ఎంఎల్, 1- లీటర్



ఫ్రీడమ్ 10లీటర్ల జార్ ను విడుదల చేస్తున్న నటి సుమ కనకాల

పాచ్, 500 ఎంఎల్, బాటిల్, 1 లీటర్ పెట్ బాటిల్, 2 లీటర్ పెట్ బాటిల్, 5 లీటర్ హెచ్డీపీఈజార్, 10 లీటర్ హెచ్డీపీఈజార్, 15కేజీ టీన్, 15 లీటర్ టీన్, 15 లీటర్ హెచ్డీపీఈజార్ వంటి వివిధ ప్యాక్ సైజులలో అందుబాటులో ఉంది. కొత్త ఎస్కెయూని ప్రముఖ యాంకర్, టాలీవుడ్ నటి సుమ కనకాల, జీఈఎఫ్ ఇండియా సీల్స్, మార్కెటింగ్ వైస్ ప్రెసిడెంట్ పి.చంద్రశేఖర రెడ్డి, జీఈఎఫ్ ఇండియా మేనేజింగ్ డైరెక్టర్ లిని విడుదలచేశారు.

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## ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ జార్ విడుదల



సవతెలంగాణ-బంజారాహిల్స్

తెమిని ఎడిటర్స్ అండ్ పబ్లిషర్స్ ఇండియా లిమిటెడ్ (జేఈఎఫ్) 10 లీటర్ల ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ జార్ను మార్కెట్లోకి విడుదల చేసింది. బుదవారం బంజారాహిల్స్ లోని హయత్ ప్యాలెస్ హోటల్లో నిర్వహించిన కార్యక్రమంలో ప్రముఖ యాంకర్ సుమ, సంస్థ సేల్స్ అండ్ మార్కెటింగ్ వైస్ ప్రెసిడెంట్ చంద్రశేఖర్ రెడ్డిలు జారును అందుబాటులోకి తెచ్చారు. వినియోగదారుల ఆవసరాలను ధృష్టిలో ఉంచుకొని నాణ్యమైన పది లీటర్ల జారును అందుబాటులోకి తెచ్చామని చెప్పారు. అనారోగ్యాల వారిన పడకుండా ఉండాలంటే కల్తీ నూనె అంటే వినియోగించిన నూనెను మళ్ళీ మళ్ళీ వినియో

గించకుండా జాగ్రత్తలు తీసుకునేది వంటింది మహారాణులైనని అటువంటి వంటింది మహారాణులకు ఈ సన్ ఫ్లవర్ ఆయిల్ వరం లాంటిదని తెలిపారు. ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ కొత్త పునర్నియోగ మల్టీ యూజ్ జార్ను పరిచయం చేసినందుకు ఎంతో సంతోషంగా ఉందన్నారు. మహిళలకు సచ్చే విధంగా అద్భుతమైన ప్యాక్ లో జార్ ను రూపొందించారని సుమ అన్నారు. నాణ్యమైన వంట నూనెలను అందించడంలో ఫ్రీడం ముందు వరుసలో ఉంటుందని ఆమె చెప్పారు. అలాగే ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ ఆఫర్లకు సరికొత్త టోడింపు ఈ కొత్త 10 లీటర్ ఎస్కేయూ ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ ప్రస్తుతం 200ఎంఎల్, 500 ఎంఎల్ పౌచ్ , 1-లీటర్ పౌచ్, 500 ఎంఎల్ పీఈటీ బాటిల్, 1 లీటర్ పీఈటీ బాటిల్, 2 లీటర్ పీఈటీ బాటిల్, 5 లీటర్ హెచ్డీపీఈ జార్, 10 లీటర్ హెచ్డీపీఈ జార్, 15 కేజీ టీన్, 15 లీటర్ టీన్ మరియు 15 లీటర్ హెచ్డీపీఈ జార్ వంటి వివిధ ప్యాక్ సైజులలో అందుబాటులో ఉన్నాయని ప్రకటించారు. వినియోగదారులు సద్వినియోగం చేసుకోవాలని కోరారు.

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Headline: 10 Litre Jar of Freedom Refined Sunflower Oil

## ఫ్రీడమ్ నుంచి 10 లీటర్ల జారు విడుదల

- సన్ ఫ్లవర్ ఆయిల్లో మార్కెట్ లీడర్
- జిఇఎఫ్ సేల్స్ వైస్ ప్రెసిడెంట్ చంద్రశేఖర రెడ్డి వెల్లడి

హైదరాబాద్ : జెమినీ ఎడిబుల్స్ అండ్ ప్యాట్స్ ఇండియా (జిఇఎఫ్) కొత్తగా 10 లీటర్ల జారులో ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ను అందుబాటులోకి తెచ్చింది. బుధవారం హైదరాబాద్లో దీనిని జిఇఎఫ్ సేల్స్ అండ్ మార్కెటింగ్ వైస్ ప్రెసిడెంట్ పి



చంద్ర శేఖర రెడ్డి, నటీ సుమ కనకాల ఆవిష్కరించారు. ఈ సందర్భంగా చంద్ర శేఖర రెడ్డి మాట్లాడుతూ.. ప్రస్తుతం బహుళ పరిమాణాల్లో తమ ఉత్పత్తులు లభిస్తున్నాయన్నారు. ఈ నూతన పునర్ వినియోగించతగిన 10లీటర్ల బహుళ వినియోగ జార్ ఆధునిక వినియోగదారుల అవసరాలను తీర్చునుందన్నారు. సమయం, స్థలాన్ని ఆదా చేయడంతో పాటుగా నిల్వ సమస్యలను నివారించడం కోసం తెలివైన ఎంపికలను చూస్తున్న మహిళలకు ఇది గొప్ప ఎంపికగా నిలుస్తుందన్నారు. వంట నూనె వినియోగం తర్వాత బహుళ వినియోగాలకు పనికి వస్తుందన్నారు. దేశంలో సన్ ఫ్లవర్ ఆయిల్ కేటగిరీలో ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ సంబర్ 1 విక్రయ బ్రాండ్ గా ఉందన్నారు. ఆంధ్రప్రదేశ్, తెలంగాణలో 50,000 టన్నులకు పైగా వినియోగంలో ఉందన్నారు. తెలంగాణలో 36 శాతం, ఆంధ్రప్రదేశ్ లో 67.5 శాతం మార్కెట్ వాటాతో మార్కెట్ లీడర్ గా ఉందన్నారు. దక్షిణాదిలోని అన్ని రాష్ట్రాల్లో కీలక వాటాను కలిగి ఉన్నామన్నారు.

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## ఫ్రీడమ్ 10 లీటర్ల బహుళ వినియోగ జార్ విడుదల



విశాలాంధ్ర

,జూబిలీహిల్స్ : జెమినీ ఎడిటర్స్ అండ్ పబ్లిషర్స్ ఇండియా లిమిటెడ్. ఈరోజు ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ను పునర్వినియోగించగల 10 లీటర్ల బహుళ వినియోగ జార్ను విడుదల చేస్తున్నట్లు ప్రకటించింది. కొత్త ఎస్కేయూని ప్రముఖ

యాంకర్ అండ్ టాలీపుడ్ నటి సుమ కనకాల, జిఈఎఫ్ ఇండియా సేల్స్ అండ్ మార్కెటింగ్ వైస్ ప్రెసిడెంట్ శ్రీ పి చంద్ర శేఖర రెడ్డి జీఈఎఫ్ ఇండియా మేనేజ్మెంట్తో కలిసి విడుదల చేశారు. ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ యొక్క ఈ నూతన పునర్వినియోగించగల 10-లీటర్ బహుళ వినియోగ జార్ ఆధునిక వినియోగదారుల అవసరాలు మరియు పునర్వినియోగించగల పర్యావరణ అనుకూల ఉత్పత్తులను ఉపయోగించటం పెరుగుతున్న ధోరణిని దృష్టిలో ఉంచుకుని ప్రత్యేకంగా రూపొందించబడింది. కుటుంబాలకు సౌకర్యాన్ని అందించడానికి ఈ నూతన పునర్వినియోగించగల బహుళ వినియోగ జార్ విడుదల చేశారు. ఈ సందర్భంగా జిఈఎఫ్ ఇండియా సేల్స్ అండ్ మార్కెటింగ్ వైస్ ప్రెసిడెంట్ పి చంద్ర శేఖర రెడ్డి మాట్లాడుతూ వినియోగదారు-కేంద్రీకృత సంస్థగా వినియోగదారుల అవసరాలను నిరంతరం అంచనా వేస్తున్నాము.

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## ఫ్రీడమ్ ఆయిల్ 10లీ జార్ విడుదల చేసిన జీఈఎఫ్ ఇండియా



బైరతాబాద్, అక్టోబర్ 11 (జనం సాక్షి): జిమినీ ఎడిటర్స్, ఫ్యాట్స్ ఇండియా లిమిటెడ్ (జీఈఎఫ్ ఇండియా) ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ను 10 లీటర్ల బహుళ విని

యోగ జార్ ను విడుదల చేసింది. ఈ మేరకు బుధవారం బంజారా హిల్స్ లోని హయత్ ప్యాలెస్ హోటల్ ఏర్పాటు చేసిన విలేకరుల సమావేశంలో ప్రముఖ యాంకర్ సుమ కనకాల, జీఈఎఫ్ ఇండియా సీల్స్, మార్కెటింగ్ వైస్ ప్రెసిడెంట్ పి.చంద్ర శేఖర రెడ్డి, జీఈఎఫ్ ఇండియా మేనేజ్మెంట్ తో కలిసి విడుదల చేశారు. ఈ

సందర్భంగా పి.చంద్ర శేఖర రెడ్డి మాట్లాడుతూ భారత దేశంలో సన్ ఫ్లవర్ ఆయిల్ కేటగిరీలో ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ నెం.1 విక్రయ బ్రాండ్ గా వెలుగొందుతుందని అన్నారు. సన్ ఫ్లవర్ ఆయిల్ మార్కెట్ పరిమాణం ఏపీ, తెలంగాణలో 50 డేల టన్నులకు పైగా ఉందన్నారు. తెలంగాణలో 36 శాతం, ఆంధ్రప్రదేశ్ లో 67.5 శాతం మార్కెట్ వాటాతో ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ ఈ విభాగంలో మార్కెట్ లీడర్ గా కొనసాగుతుందన్నారు. (నీల్సన్ బక్మ్యా డాటా క్యూ 2 2023 ప్రకారం) జీఈఎఫ్ ఇండియా ఆంధ్రప్రదేశ్ లో 3, అత్యాధునిక రిఫైనరీలను కలిగి ఉందన్నారు. వీటిలో కాకినాడలో 2, కృష్ణపట్నంలో 1 ఉన్నాయన్నారు. తెలంగాణలో రిఫైనరీని కంపెనీ త్వరలో ప్రారంభించనున్నట్లు చెప్పారు. ఆంధ్రప్రదేశ్, తెలంగాణ, కర్ణాటక, ఒడిశాలో ప్రస్తుత కార్యకలాపాలతో పాటు, ఛత్తీస్ గఢ్, తమిళనాడులో ఉనికిని విస్తరిస్తోందని తెలిపారు.

Name of the Publication: Telugu Prabha

Date: 12.10.2023

Page No: 04

Edition: Hyderabad

Headline: Gemini Edibles launches new Jar of Freedom Refined Sunflower Oil

## నూతన ఆయిల్ జార్ విడుదల చేసిన జెమిని ఫిడిబుల్స్



పంజాగుట్ట, అక్టోబర్ 11 (తెలుగుప్రభ): వినియోగదారులకు తిరిగి ఉపయోగపడేలా 10 లీటర్ల ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ నూతన జార్ ప్యాక్ విడుదల చేసినట్లు జెమిని ఫిడిబుల్స్ తోడ ఫ్యాక్ట్ ఇండియా ప్రైవేట్ లిమిటెడ్ ప్రకటించింది. అందుకు సంబంధించిన కార్యక్రమాన్ని బంజారా హిల్స్ లో నిర్వహించింది. ప్రముఖ యాంకర్, టాలీవుడ్ నటి సుమ కనకాల, సంస్థ ఇండియా సేల్స్, మార్కెటింగ్ వైస్ ప్రెసిడెంట్ పి. చంద్రశేఖర రెడ్డి ప్యాక్ ను ఆవిష్కరించారు. ఈ సందర్భంగా చంద్రశేఖర రెడ్డి మాట్లాడుతూ ఇప్పటి వరకు, 200 ఎంఎల్ నుంచి 5 లీటర్ పెట్ బాటిల్ వరకు ఆయిల్ ప్యాక్ అందిస్తున్నామన్నారు. నూతన ప్యాక్ వినియోగదారులకు ఎంతగానో ఉపయోగపడుతుంది అని వివరించారు. ప్రజల ఆవసరాలకు అనుగుణంగా ఉత్పత్తులను రూపొందించడం తమకు అలవాటు అని పేర్కొన్నారు. ఉత్తమ సేవలకు ప్రజాదరణ లభిస్తుందని ధీమా వ్యక్తం చేశారు.

Name of the Publication: Mana Telangana

Date: 12.10.2023

Page No: 08

Edition: Hyderabad

Headline: Modern consumers' needs are exciting

## ఆధునిక వినియోగదారుల

### అవసరాలు చేయడం హార్వినీయం

మన తెలంగాణ/హైదరాబాద్: ఆధునిక వినియోగదారుల అవసరాలు పునర్వినియోగించతగిన పర్యావరణ అనుకూల ఉత్పత్తులను ఉపయోగించటం పెరుగుతున్న ధోరణిని దృష్టిలో ఉంచుకుని ప్రత్యేకంగా రిఫైన్డ్ సన్ప్లవర్ అయిల్ రూపొందించడం గొప్ప విషయమని ప్రముఖ యాంకర్ సుమ పేర్కొన్నారు. ఈసందర్భంగా ఆమె నూతన ఉత్పత్తులను విడుదల అనంతరం మాట్లాడుతూ కుటుంబాలకు సౌకర్యాన్ని అందించడానికి ఈ పునర్వినియోగించ తగిన బహుళ వినియోగ జార్ విడుదల చేయబడిందన్నారు. దాని అనుకూలమైన సమకాలీన డిజైన్, ట్యాంపర్ పూర్వ మూత సులభమైన రీతిలో పోయగల సాంకేతికత ఈ జార్ ను సులభంగా నిర్వహించ తగిన రీతిలో మలిచిందని పేర్కొన్నారు. సమయం, స్థలాన్ని ఆదా చేయడంతో పాటుగా చిందటం నిల్వ సమస్యలను నివారించడం కోసం తెలివైన ఎంపికలను చూస్తున్న నేటి మహిళకు ఇది ఆదర్శవంతమైన ఎంపిక గా నిలుస్తుందన్నారు. వంటనూనె వినియోగం తర్వాత, కొత్త బహుళ వినియోగ కూజా వంటగదికి అవసరమైన వాటిని నిల్వ చేయడానికి ఉపయోగించవచ్చని వెల్లడించింది.

Name of the Publication: Ninadam

Date: 13.10.2023

Page No: 04

Edition: Hyderabad

Headline: Launch of 10 litre new Jar of Freedom Oil



## ఫ్రీడమ్ ఆయిల్ 10లీ జార్ విడుదల

భైరతాబాద్, సిటీటైమ్స్: జిమినీ ఎడిబుల్స్, ప్యాట్స్ ఇండియా లిమిటెడ్(జిఈఎఫ్ ఇండియా) ఫ్రీడమ్ రిఫైన్డ్ సన్స్లవర్ ఆయిల్ను 10 లీటర్ల బహుళ వినియోగ జార్ ను విడుదల చేసింది. ఈ మేరకు బుధవారం బంజారాహిల్స్ లోని హయత్ ప్యాలెస్ హోటల్ ఏర్పాటు చేసిన విలేకరుల సమావేశంలో ప్రముఖ యాంకర్ సుమ కనకాల, జిఈఎఫ్ ఇండియా సేల్స్, మార్కెటింగ్ వైస్ ప్రెసిడెంట్ పి.చంద్ర శేఖర రెడ్డి, జిఈఎఫ్ ఇండియా మేనేజిమెంట్తో కలిసి విడుదల చేశారు. ఈ సందర్భంగా పి.చంద్ర శేఖర రెడ్డి మాట్లాడుతూ భారత దేశంలో సన్స్లవర్ ఆయిల్ కేటగిరీలో ఫ్రీడమ్ రిఫైన్డ్ సన్స్లవర్ ఆయిల్ నెం.1 ఏకైక బ్రాండ్ గా వెలుగొందుతుందని అన్నారు. సన్స్లవర్ ఆయిల్ మార్కెట్ పరిమాణం ఏపీ, తెలంగాణలో 50 వేల టన్నులకు పైగా ఉందన్నారు. తెలంగాణలో 36 శాతం, ఆంధ్రప్రదేశ్లో 67.5 శాతం మార్కెట్ వాటాతో ఫ్రీడమ్ రిఫైన్డ్ సన్స్లవర్ ఆయిల్ ఈ విభాగంలో మార్కెట్ లీడర్ గా కొనసాగుతుందన్నారు. (నీల్సన్ ఐక్యూ డాటా క్యూ 2 2023 ప్రకారం) జిఈఎఫ్ ఇండియా ఆంధ్రప్రదేశ్లో 3, అత్తాధునిక రిఫైనరీలను కలిగి ఉందన్నారు. వీటిలో కాకినాడలో 2, కృష్ణపట్నంలో 1 ఉన్నాయన్నారు. తెలంగాణలో రిఫైనరీని కంపెనీ త్వరలో ప్రారంభించనున్నట్లు చెప్పారు. ఆంధ్రప్రదేశ్, తెలంగాణ, కర్ణాటక, ఒడిశాలో ప్రస్తుత కార్యకలాపాలతో పాటు, ఛత్తీస్ గడ్, తమిళనాడులో ఉనికిని విస్తరిస్తోందని తెలిపారు.

Name of the Publication: Surya

Date: 13.10.2023

Page No: 04

Edition: Hyderabad

Headline: Launch of 10 litre new Jar of Freedom Oil

**ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ యొక్క 10 లీటర్ల బహుళ వినియోగ జార్ విడుదల చేసిన జీఈఎఫ్ ఇండియా**



10 లీటర్ల బహుళ వినియోగ జార్ ను విడుదల చేస్తున్నట్లు ప్రకటించింది. ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ అభివృద్ధికి సంబంధించి ఈ కొత్త 10 లీటర్ల ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ ప్రస్తుతం 200, 500 పౌండ్, 1-లీటర్ పౌండ్, 500 ఎంఎల్ పెట్ బాటిల్, 1 లీటర్ పెట్ బాటిల్, 2 లీటర్ పెట్ బాటిల్, 5 లీటర్ జార్, 10 లీటర్ హెచ్ డి పి ఈ జార్, 15 లీటర్ డిస్, 15 లీటర్ డిస్ 15 లీటర్ హెచ్ డి పి ఈ జార్ వంటి వివిధ ప్యాకేజీలలో అందుబాటులో ఉంది. కొత్త ఎస్ కె యు ప్రముఖ యాంకర్ నటి సుమ కనకాల, జీఈఎఫ్ ఇండియా సీనియర్ మార్కెటింగ్ వైస్ ప్రెసిడెంట్ పి చంద్ర శేఖర రెడ్డి మేనేజ్మెంట్ కలిసి విడుదల చేశారు. ఈ సందర్భంగా పి.చంద్ర శేఖర రెడ్డి మాట్లాడుతూ, మేము వినియోగదారు-కేంద్రీకృత సంస్థ గా వినియోగదారుల అవసరాలను నిరంతరం అంచనా వేస్తున్నాము. ప్రస్తుత వినియోగదారులకు సొగ్గున మరియు అనుకూలమైనది అందించడానికి, ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ యొక్క కొత్త వనర్వినియోగ 10 లీటర్ల మట్రియాల్ జార్ల పరిచయం చేస్తున్నందుకు మేము సంతోషిస్తున్నామని అన్నారు.

హైదరాబాద్, మేజర్ స్టాన్ : జీమిసి ఎడిటర్స్ ఫ్యాక్టరీ ఇండియా లిమిటెడ్ (ఇండియా) ఈరోజు ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ వనర్వినియోగం చేయగల

Name of the Publication: Hindi Milap

Date: 12.10.2023

Page No: 10

Edition: Hyderabad

Headline: GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil

## जीईएफ इंडिया द्वारा फ्रीडम रिफाईंड सनफ्लावर ऑयल का दस लीटर का जार लांच

हैदराबाद, 11 अक्टूबर-(मिलाप ब्यूरो) जेमिनी एडिबल्स एंड फैट्स इंडिया लिमिटेड (जीईएफ इंडिया) द्वारा 10 लीटर फ्रीडम रिफाईंड सनफ्लावर ऑयल के पुनः प्रयोज्य, बहुउपयोगी जार तथा स्टॉक कीपिंग यूनिट को बाजार में उतारा गया है।

बंजारा हिल्स स्थित होटल हयात प्लेस में आज आयोजित कार्यक्रम में जीईएफ इंडिया के उपाध्यक्ष (बिक्री और विपणन) पी. चंद्रशेखर रेड्डी तथा टॉलीवुड अभिनेत्री ए. एंकर सुमा कनकला ने 10 लीटर फ्रीडम रिफाईंड सनफ्लावर ऑयल के स्टॉक कीपिंग यूनिट को लांच किया। अवसर पर बताया गया कि इस नवीनतम सुविधा को आधुनिक उपभोक्ताओं की आवश्यकताओं और पर्यावरण के अनुकूल उत्पादों का उपयोग करने की बढ़ती प्रवृत्ति को विशेष रूप से ध्यान में रखते हुए डिजाइन किया गया है। सुविधाजनक प्रारूप वाला फ्रीडम रिफाईंड सनफ्लावर ऑयल का 10 लीटर का नया जार समय, स्थान बचाने और रिसाव और भंडारण के मुद्दों से बचने के लिए भी प्रभावी है। खाद्य तेल की खपत के बाद नए बहुउपयोगी जार का उपयोग रसोई की आवश्यक वस्तुओं को संग्रहित करने के लिए किया जा सकता है। हमारा प्रयास विभिन्न प्रयासों द्वारा फ्रीडम हेल्दी कुकिंग ऑयल्स के प्रति उपभोक्ताओं



फ्रीडम सनफ्लावर ऑयल का 10 लीटर जार जारी करते जीईएफ इंडिया के उपाध्यक्ष (बिक्री और विपणन) पी. चंद्रशेखर व टॉलीवुड अभिनेत्री सुमा कनकला।

में उत्साह तथा रुचि उत्पन्न करना है।

पी. चंद्रशेखर रेड्डी ने अवसर पर कहा कि फ्रीडम रिफाईंड सनफ्लावर ऑयल भारत में सूरजमुखी तेल श्रेणी में बिकने वाला अग्रणी ब्रांड है। हमारा उद्देश्य उपभोक्ताओं की आवश्यकताओं का आकलन करते हुए इनोवेटिव पैकिंग डिजाइन के साथ उत्पादों को प्रस्तुत करना है। इस कड़ी में जीईएफ इंडिया द्वारा ग्राहकों के लिए सुंदर और सुविधाजनक स्टॉक कीपिंग यूनिट प्रदान करने के लिए फ्रीडम रिफाईंड सनफ्लावर तेल का नया तथा पुनः प्रयोज्य 10 लीटर का बहुउपयोग जार

पेश किया गया। उम्मीद है कि इस नए सुविधाजनक जार को हमारे ग्राहक तेल की खपत के बाद भंडारण के लिए उपयोग करेंगे। बताया गया कि खाद्य तेल में अग्रणी ब्रांड फ्रीडम रिफाईंड सनफ्लावर ऑयल पूरे परिवार के लिए स्वस्थ विकल्प है। यह बाजार में 200 एमएल, 500 एमएल तथा 1 लीटर पाउच के साथ-साथ 500 एमएल, 1 लीटर, 2 लीटर पेट बॉटल, 5 लीटर एचडीपीई जार, 15 केजी टिन, 15 लीटर टिन तथा 15 लीटर एचडीपीई जार के साथ-साथ अब पुनः प्रयोज्य 10 लीटर के बहु उपयोगी जार में उपलब्ध है।

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## जीईएफ इंडिया द्वारा फ्रीडम रिफाईंड सनफ्लावर ऑयल का 10 लीटर मल्टी-यूज जार लॉन्च

हैदराबाद, 11 अक्टूबर (स्वतंत्र वार्ता)। जीईएफ इंडिया द्वारा फ्रीडम रिफाईंड सनफ्लावर ऑयल का 10 लीटर मल्टी-यूज जार लॉन्च किया गया। इस संदर्भ में, इस नई एसकेयु को मशहूर एंकर व टॉलीवुड एक्ट्रेस सुश्री सुमा कनकला तथा जीईएफ बिक्री व मार्केटिंग एवं जीईएफ इंडिया का प्रबंधन उपाध्यक्ष पी. चंद्र शेखर रेड्डी द्वारा लॉन्च किया गया। जिसमें जेमिनी एडिबल्स और एम्प; फैट्स इंडिया लिमिटेड (जीईएफ इंडिया) ने फ्रीडम रिफाईंड के अपने नए पुनः प्रयोज्य 10 लीटर बहु-उपयोग जार के लॉन्च की घोषणा की। इसमें उन्होंने कहा कि सूरजमुखी का तेल जो नया 10 लीटर एसकेयु फ्रीडम रिफाईंड सनफ्लावर का नवीनतम संयोजन है। साथ ही यह फ्रीडम रिफाईंड सनफ्लावर ऑयल वर्तमान में निम्न विभिन्न पैक साइजों में उपलब्ध है, जिनमें 200 मिली, 500 मिली पाउच, 1-लीटर पाउच, 500 मिली पीईटी बोतल, 1 लीटर पीईटी बोतल, 2 लीटर पीईटी बोतल, 5 लीटर एचडीपीई जार, 10 लीटर मल्टी-यूज जार, 15 किलो टिन, 15 लीटर टिन और 15 लीटर एचडीपीई जार आदि शामिल हैं। इस लॉन्च के अवसर पर जीईएफ बिक्री व मार्केटिंग एवं जीईएफ इंडिया का प्रबंधन उपाध्यक्ष पी. चंद्र शेखर रेड्डी ने कहा कि, फ्रीडम रिफाईंड सनफ्लावर तेल का नया पुनः प्रयोज्य 10-लीटर बहु-



उपयोग जार विशेष रूप से तैयार किया गया है तथा इसका लक्ष्य बिल्कुल नए एसकेयु में सूरजमुखी तेल की बेहतरी को बढ़ावा देना है। यही नहीं इसे आधुनिक उपभोक्ताओं की आवश्यकताओं और बढ़ती प्रवृत्ति को ध्यान में रखते हुए उत्तम ढंग से डिजाइन किया गया है तथा यह पर्यावरण के अनुकूल उत्पादों का उपयोग करने से जुड़ा है, जिसका पुनः उपयोग किया जा सकता है।

इस बारे में संबंधित अधिकारियों ने आगे बताया कि, फ्रीडम रिफाईंड सनफ्लावर ऑयल भारत में सूरजमुखी तेल श्रेणी में नंबर 1 बिक्रीयोग्य ब्रांड है। तेलंगाना और आंध्र प्रदेश में सूरजमुखी तेल से जुड़ा मार्केट साइज 50,000 टन से अधिक है। इस अवसर पर बोलते हुए जीईएफ इंडिया बिक्री एवं मार्केटिंग, उपाध्यक्ष पी. चंद्र शेखर रेड्डी ने आगे कहा, हम एक उपभोक्ता-केंद्रित संगठन हैं और लगातार इस

व्यवसाय से जुड़े हैं। जिसमें उपभोक्ता आवश्यकताओं का आकलन करना शामिल है। हमें नया पुनः प्रयोज्य 10 लीटर मल्टी-प्रस्तुत करते हुए बड़ी खुरी हो रही है। एक सुंदर और सुविधाजनक एसकेयु प्रदान करने के लिए, फ्रीडम रिफाईंड सूरजमुखी तेल के जार का उपयोग करें। हम आशा करते हैं कि, वर्तमान में हमारे प्रिय ग्राहकों को यह नया सुविधाजनक पुनः प्रयोज्य बहुउपयोगी जार जरूर पसंद आएगा। इसे संरक्षक और तेल की खपत के बाद भंडारण के लिए उपयोग किया जाता है। 'फ्रीडम' मूल्य के लायक मूल्य वाला ब्रांड है तथा हमारे उपभोक्ताओं के लिए नवोन्मेषी पैकिंग डिजाइनों के साथ, सेवन करने की आजादी प्रदान की जाती है। यही नहीं यह फ्रीडम हेल्दी कुकिंग ऑयल रेंज जो फ्रीडम रिफाईंड सनफ्लावर ऑयल, फ्रीडम के रूप में उपलब्ध है।

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## فریڈم ریفائنڈ سن فلاور آئل کے تیل کا نیا 10 لیٹر ملٹی یوز جار متعارف



حیدرآباد۔ 11 اکتوبر (منصف نیوز بیورو) جمینی ایڈ-ہیلو اینڈ فیئس انڈیا لمیٹڈ کی جانب سے فریڈم ریفائنڈ سن فلاور آئل کا نیا 10 لیٹر ملٹی یوز جار لانچ کیا گیا۔ یہ نیا 10 لیٹر فریڈم ریفائنڈ سن فلاور آئل میں تازہ ترین اضافہ ہے۔ فریڈم ریفائنڈ سن فلاور آئل فی الحال مختلف سائزوں میں دستیاب ہے جس میں 200 لیٹر، 500 لیٹر پاؤچ، 1 لیٹر پاؤچ، 500 لیٹر پی ای ٹی بوتل، 1 لیٹر پی ای ٹی بوتل، 2 لیٹر پی ای ٹی بوتل، 5 لیٹر پی ای ٹی بوتل، 10 لیٹر پی ای ٹی بوتل، 15 لیٹر پی ای ٹی بوتل اور 15 لیٹر HDPE جار شامل ہے۔ نئے 10 لیٹر ملٹی یوز جار کا آغاز مشہور اسٹور اور ٹالی ووڈ اداکارہ سوما کنکالا اور نائب صدر۔ سیکرٹری اینڈ مارکیٹنگ، جی ای ایف انڈیا، اور جی ای ایف انڈیا پی چندر شیکھر ریڈی نے کیا۔ فریڈم ریفائنڈ سن فلاور آئل کے نئے 10 لیٹر ملٹی یوز جار کو خاص طور پر جدید دور کے صارفین کی ضروریات اور ماحول دوست مصنوعات کے استعمال کے بڑھتے ہوئے رجحان کو مد نظر رکھتے ہوئے بنایا گیا ہے اس جار کو دیگر مقاصد کیلئے دوبارہ استعمال کیا جاسکتا ہے۔ فریڈم ریفائنڈ سن فلاور آئل ہندوستان میں سورج مکھی کے تیل کے زمرے میں فروخت ہونے والا نمبر 1 برانڈ ہے۔ اندھرا پردیش اور تلنگانہ میں سورج مکھی کے تیل کا بازار 50,000 ٹن سے زیادہ پر مشتمل ہے۔ فریڈم ریفائنڈ سن فلاور آئل اس زمرہ میں مارکیٹ لیڈر ہے جس کا مارکیٹ شیئر تلنگانہ میں 36 فیصد اور اندھرا پردیش میں 67.5 فیصد ہے جمینی ایڈ-ہیلو اینڈ فیئس انڈیا لمیٹڈ کے پاس آندھرا پردیش میں 3 جدید ترین ریفائنریز ہیں۔ 2 کا کیناڈا میں اور 1 کرشنا پنٹم میں واقع ہیں۔ کمپنی تلنگانہ میں ایک ریفائنری قائم کرنے جارہی ہے جسے جلد شروع کیا جائے گا۔ آندھرا پردیش، تلنگانہ، کرناٹک اور اڈیشہ میں موجود جمینی ایڈ-ہیلو اینڈ فیئس انڈیا لمیٹڈ چھتیس گڑھ اور تمل ناڈو میں اپنی موجودگی کو بڑھانے میں مصروف ہے۔

جانب صدر - ٹکڑا ہوا ریڈیو، GEF اڑنے لگا، ہم ایک صارف پر مزاحمتیں ہیں اور صارفین کی ضروریات کا مسلسل جائزہ لے رہے ہیں۔ ہمیں صرف مریضوں کو علاج دینا اور دوا ہارڈ ویئر کا استعمال 10 فیصد زیادہ صارفین کو دے دینے کی ضرورت ہے، تاکہ کوئی دوا اور دوا کے صارفین کو ایک خوبصورت اور آسان SKU فراہم کیا جاسکے۔ ہمیں امید ہے کہ یہ نیا آسان دوا ہارڈ ویئر کا استعمال کیڑے استعمال جاری ہمارے سرپرستوں کو چند آگاہی کے استعمال ہونے کے بعد اسے دیکھ کر کرنے کے لیے استعمال کیا جائے گا۔ آزادی - پیسے کے رابطے کے لیے ایک قدر ہے، جدید ٹیکنالوجی اور ان کے ساتھ ہمارے صارفین کے لیے اہم - کھانے کی آزادی، مطلب انہیں دے دینے کی آزادی، فراہم کرتے ہیں۔

Name of the Website: [www.timesofindia.indiatimes.com](http://www.timesofindia.indiatimes.com)

Elink: <https://timesofindia.indiatimes.com/business/india-business/gef-to-invest-rs-600-crore-in-first-oilseed-crushing-refining-project-in-telangana/articleshow/104350095.cms?from=mdr>

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## GEF to invest Rs 600 crore in its first oil refining, oilseed crushing project in Telangana

Swati Bharadwaj / TNN / Updated: Oct 12, 2023, 08:33 IST 181 PTS SHARE AA FOLLOW US

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HYDERABAD: Edible oils manufacturer Gemini Edibles & Fats India Ltd is investing Rs 600 crore in setting up a multi-oil refinery and oil seeds crushing facility on the outskirts of Hyderabad, a top official of the company said.

The company has already been allotted 33 acres of land for the project near Kothur by the Telangana government for the project that will be developed in two phases, GEF India vice president of sales & marketing P Chandra Shekhara Reddy said on Wednesday.

Name of the Website: [www.thehindu.com](http://www.thehindu.com)

Elink: <https://www.thehindu.com/news/cities/Hyderabad/10-litre-refined-sunflower-oil-jar-launched-by-gef-india/article67409056.ece/amp/>

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## 10-litre refined sunflower oil jar launched by GEF India

October 14, 2023 07:43 am | Updated 07:43 am IST - HYDERABAD

THE HINDU BUREAU



Anchor and actor Suma Kanakala with GEF India VP-Sales and Marketing P.Chandra Shekhara Reddy at the launch of the SKU in Hyderabad on Wednesday. | Photo Credit: Arrangement

Freedom refined sunflower oil maker Gemini Edibles & Fats India Ltd. (GEF India) on Wednesday launched a new 10 litre SKU.

The reusable 10 litre multi-use jar of Freedom Refined Sunflower oil, the latest addition to the offerings that now come in pack sizes ranging from 200ml to 15 Litre HDPE jar, was launched by anchor and actor Suma Kanakala, along with the company's vice-president (sales and marketing) P.Chandra Shekhara Reddy.

The SKU has been specially designed keeping in mind the requirements of the modern-day consumer and a growing trend of using environment-friendly products. GEF India has 3 refineries in Andhra Pradesh and is setting up a refinery in Telangana. Its current operations are in Andhra Pradesh, Telangana, Karnataka and Odisha, and it is expanding presence in Chhattisgarh and Tamil Nadu, the company said in a release.

Name of the Website: [www.thehansindia.com](http://www.thehansindia.com)

Elink: <https://www.thehansindia.com/business/freedom-launches-10-lt-multi-use-sunflower-oil-jar-829561>

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## Freedom launches 10 lt multi-use sunflower oil jar

The Hans India  
Hans News Service | 13 Oct 2023 2:43 PM IST



**HIGHLIGHTS**  
Gemini Edibles and Fats India Limited (GEF India) announced the launch of new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. The...

Gemini Edibles and Fats India Limited (GEF India) announced the launch of new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. The refined sunflower oil is currently available in pack sizes of 200ml, 500ml pouch, one litre pouch, 500 ml Pet bottle, one litre Pet bottle, two litre Pet bottle, five litre HDPE jar, 10 litre multi-use jar, 15 kg tin, 15 litre tin and 15 litre HDPE jar.

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The market size for sunflower oil is over 50,000 tonnes in Andhra Pradesh and Telangana. Freedom Refined Sunflower Oil is the market leader in the category with a market share of 36 per cent in Telangana and 67.5 per cent in Andhra Pradesh (Nielsen IQ data Q2 2023). On the launch, P Chandra Shekhara Reddy, vice president – Sales and Marketing, GEF India, said: “We are happy to introduce the new reusable 10 litre multi-use jar, to provide a convenient SKU for the present-day customer.”

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## Hyderabad: New reusable 10 litre multi-use jar of Freedom Refined Sunflower Oil launched

The new SKU was launched by anchor and actor, Suma Kanakala, along with Vice President - Sales & Marketing, GEF India, P Chandra Shekhara Reddy, and the management of GEF India

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The new SKU was launched by anchor and actor, Suma Kanakala, along with Vice President - Sales & Marketing, GEF India, P Chandra Shekhara Reddy, and the management of GEF India.



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By Bizz Buzz | 13 Oct 2023 12:51 AM IST



Suma Kanakala, anchor and Tollywood actress along with P Chandra Shekhara Reddy, vice president – Sales and Marketing, GEF India launching the 10 litre sunflower oil jar

**G**emini Edibles and Fats India Limited (GEF India) announced the launch of new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. The refined sunflower oil is currently available in pack sizes of 200ml, 500ml pouch, one litre pouch, 500 ml Pet bottle, one litre Pet bottle, two litre Pet bottle, five litre HDPE jar, 10 litre multi-use jar, 15 kg tin, 15 litre tin and 15 litre HDPE jar. The market size for sunflower oil is over 50,000 tonnes in Andhra Pradesh and Telangana. Freedom Refined Sunflower Oil is the market leader in the category with a market share of 36 per cent in Telangana and 67.5 per cent in Andhra Pradesh (Nielsen IQ data Q2 2023).

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**GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil**



Supersizing the goodness of sunflower oil in the all-new SKU

Gemini Edibles & Fats India Limited (GEF India) today announced the launch of their new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. This new 10 Litre SKU is the latest addition to the Freedom Refined Sunflower Oil offerings. Freedom Refined Sunflower Oil is currently available in various pack sizes like 200ml, 500ml pouch, 1-Litre pouch, 500 ml PET bottle, 1 Litre PET bottle, 2 Litre PET bottle, 5 Litre HDPE jar, 10 Litre Multi-Use jar, 15 kg tin, 15 Litre tin and 15 Litre HDPE jar. The new SKU was launched by Ms. Suma Kanakala, Famous Anchor & Tollywood Actress along with Mr. P Chandra Shekhara Reddy, Vice President - Sales & Marketing, GEF India, and the management of GEF India.

The new reusable 10-Litre multi-use jar of Freedom Refined Sunflower oil has been specially designed keeping in mind the requirements of the modern-day consumer and a growing trend of using environment friendly products that can be reused. The new reusable multi use jar has been introduced to offer convenience to the families. Its convenient and contemporary design, with a tamper proof lid, and an easy pour technology make the jar easy to handle. It is an ideal choice for the present-day woman who is looking at intelligent choices to save time, space and avoid spillage and storage issues. After the consumption of edible oil, the new multi-use jar can be used to store the kitchen essentials.

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October 12, 2023 · Praveen · Business · 0



**HYDERABAD: 12th October 2023:** Gemini Edibles & Fats India Limited (GEF India) today announced the launch of their new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. This new 10 Litre SKU is the latest addition to the Freedom Refined Sunflower Oil offerings. Freedom Refined Sunflower Oil is currently available in various pack sizes like 200ml, 500ml pouch, 1-Litre pouch, 500 ml PET bottle, 1 Litre PET bottle, 2 Litre PET bottle, 5 Litre HDPE jar, 10 Litre Multi-Use jar, 15 kg tin, 15 Litre tin and 15 Litre HDPE jar. The new SKU was launched by Ms. Suma Kanakala, Famous Anchor & Tollywood Actress along with Mr. P Chandra Shekhara Reddy, Vice President - Sales & Marketing, GEF India, and the management of GEF India.

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Freedom Refined Sunflower Oil is the No. 1 selling brand in the sunflower oil category in India. The market size for Sunflower Oil is over 50,000 tonnes in AP & Telangana. Freedom Refined Sunflower Oil is the market leader in the category with market share of 36% in Telangana and 67.5% in Andhra Pradesh.

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12, Oct 2023

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## GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil

Praveen · October 12, 2023 · 2 min read



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**Trending Economy**

## GEF plans ₹600-crore refinery, crushing unit in Telangana

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Gemini Edibles & Fats India Limited (GEF) has announced plans to set up a refinery in Telangana, near Hyderabad, with an investment of ₹600 crore. The refinery will be commissioned in two phases, with the first phase involving the establishment of a multi-oil processing refinery costing ₹400 crore. The second phase will see the construction of a seed-crushing plant with an investment of ₹200 crore. GEF India currently holds a market share of 36% in Telangana and 67.5% in Andhra Pradesh in the sunflower oil market. The new refinery is expected to provide 1,000 direct and indirect jobs. In addition to this announcement, GEF India recently launched a 10-litre reusable multi-use jar of Freedom Refined Sunflower oil, with the product being unveiled by TV anchor and Tollywood actress Suma Kanakala. 

**Published:**  
Oct 13 2023, 4 pm



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## GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil

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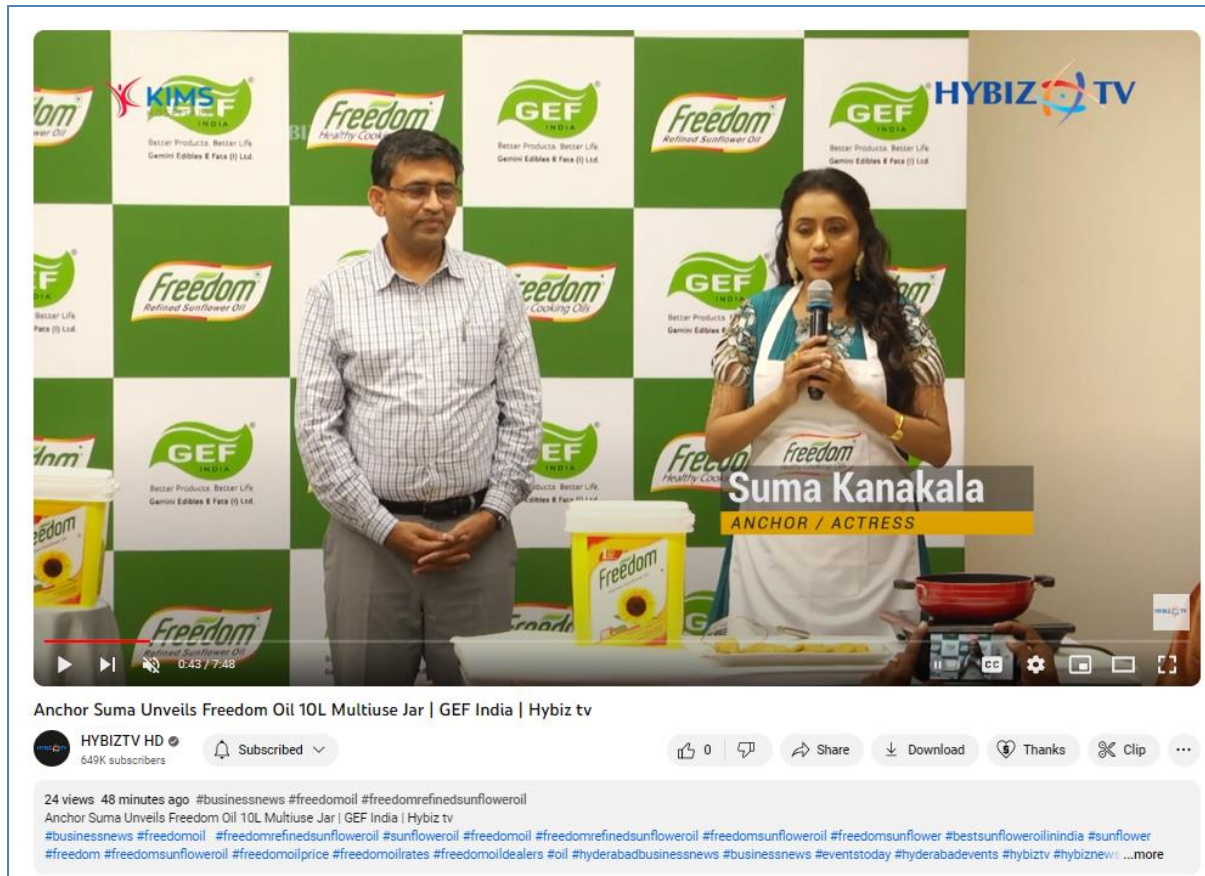
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*Supersizing the goodness of sunflower oil in the all-new SKU*

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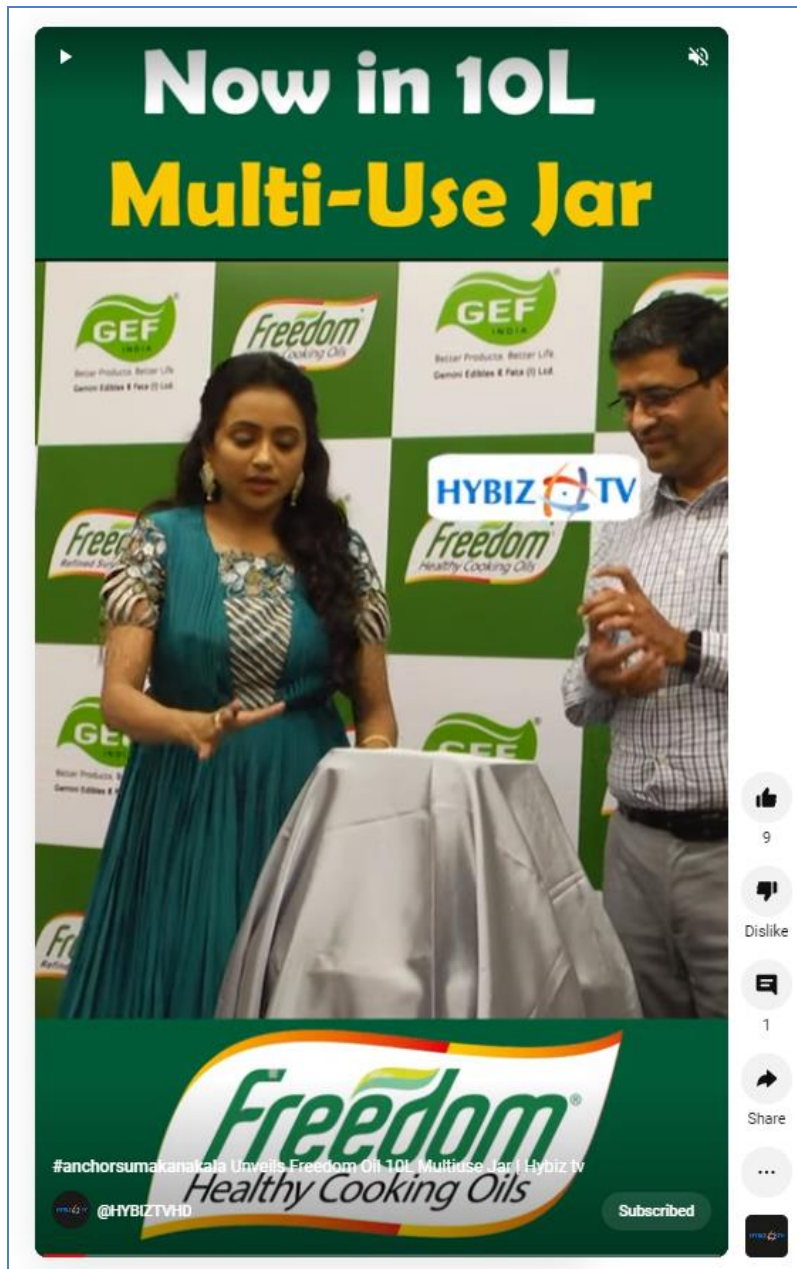
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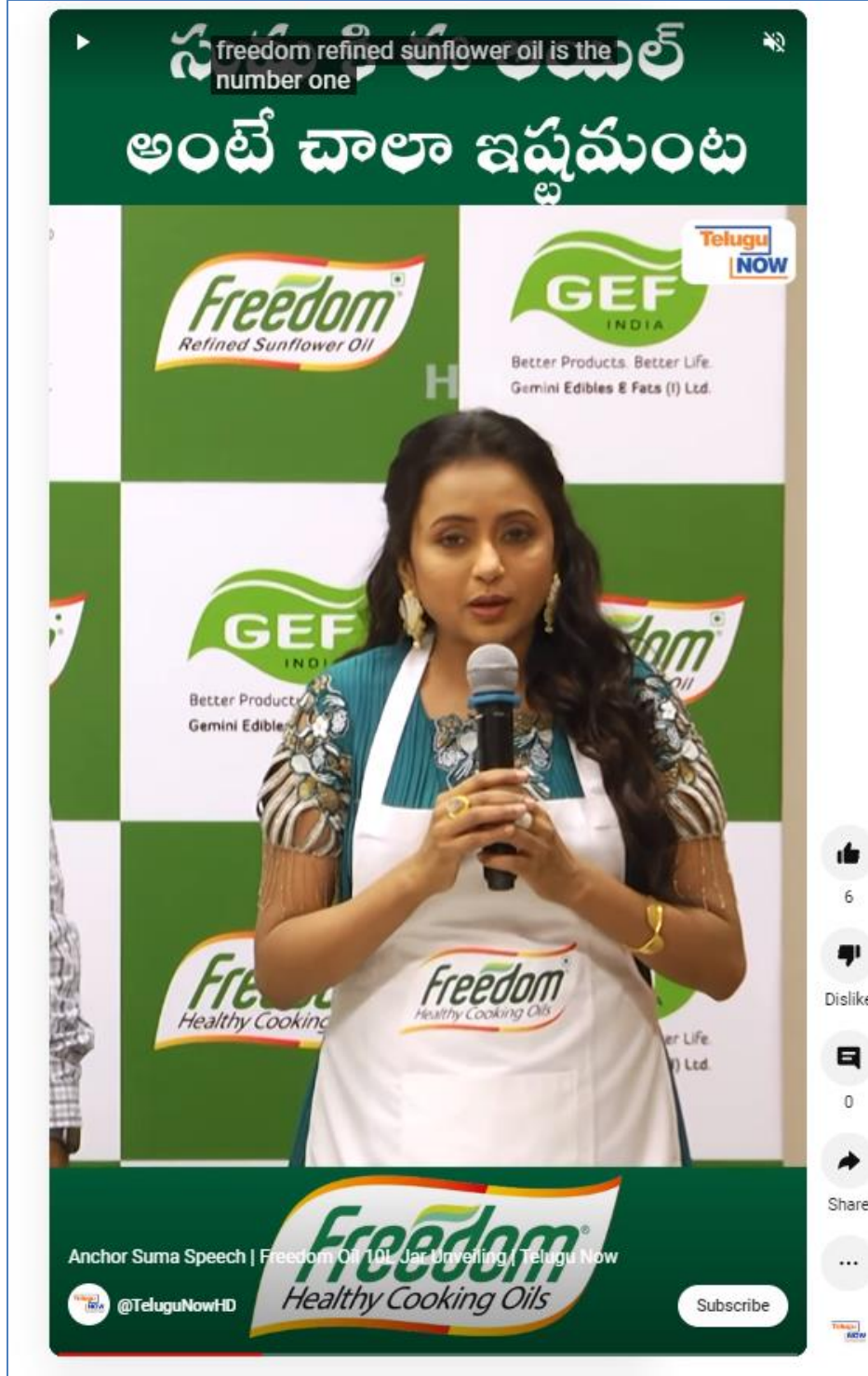
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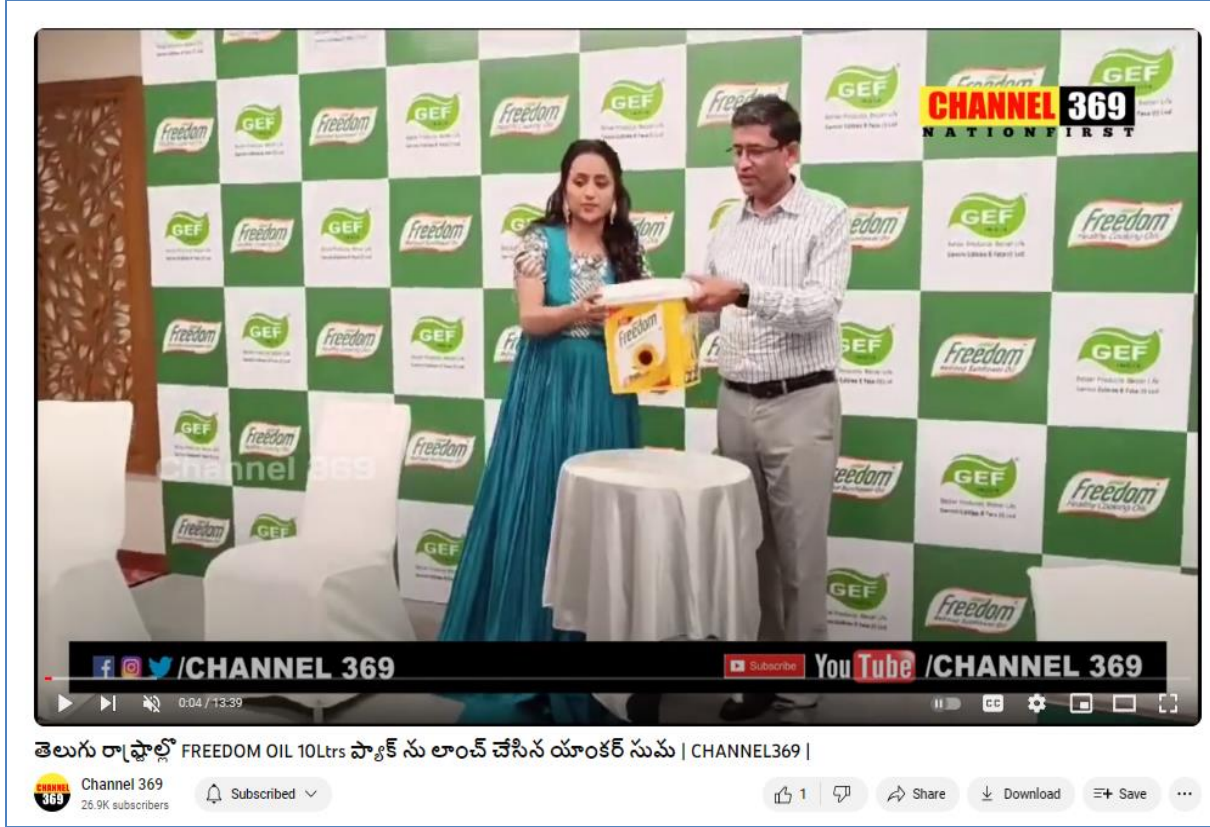
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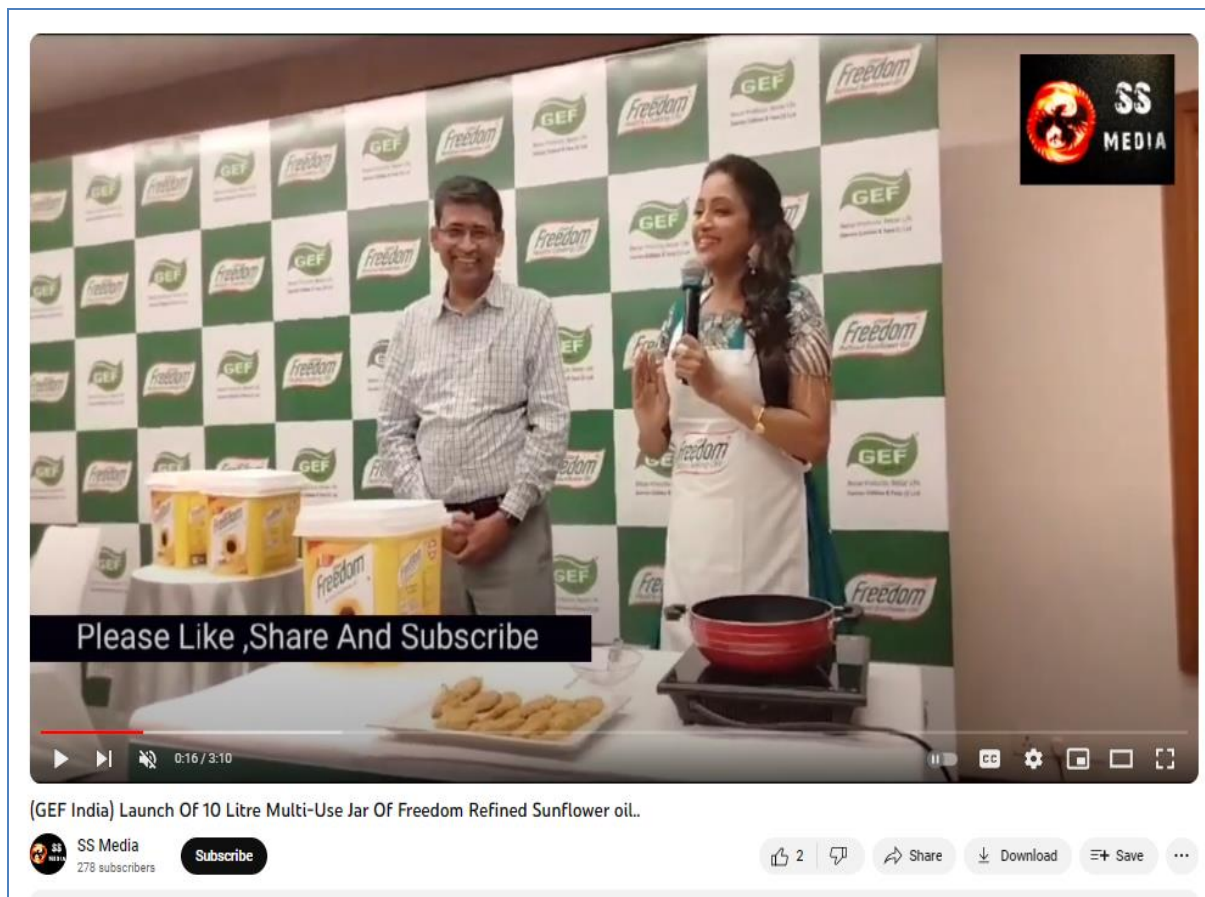
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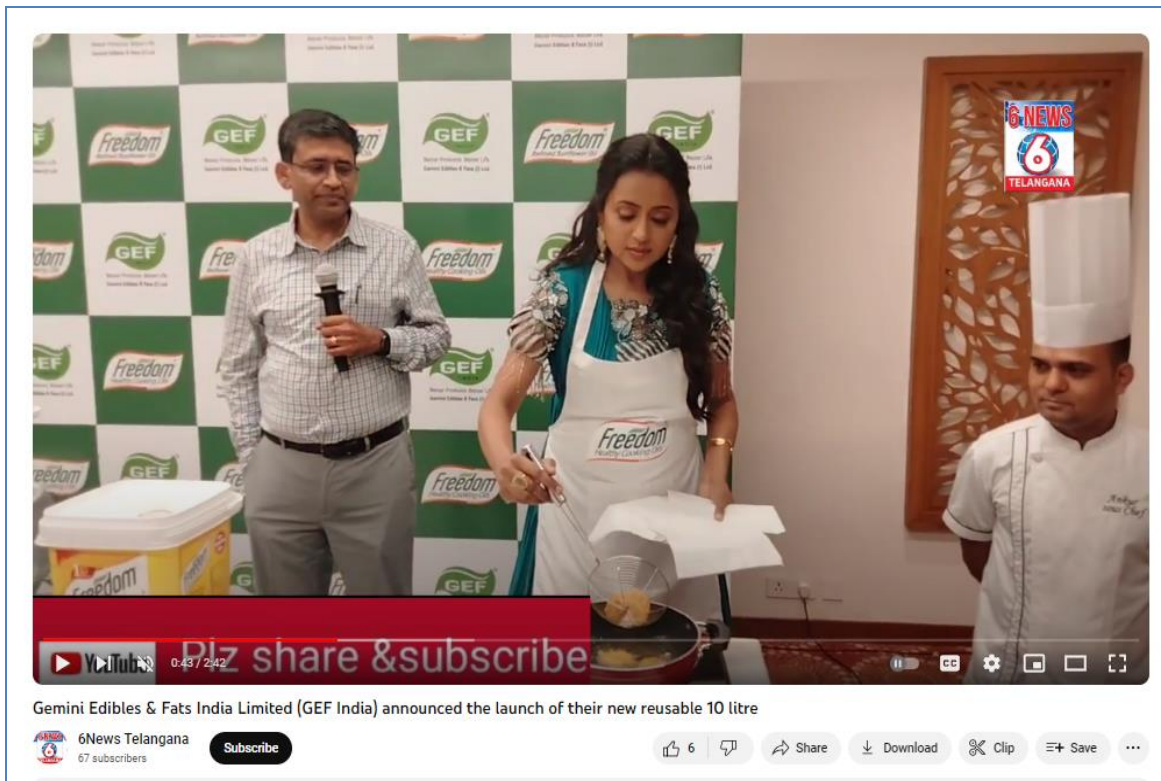
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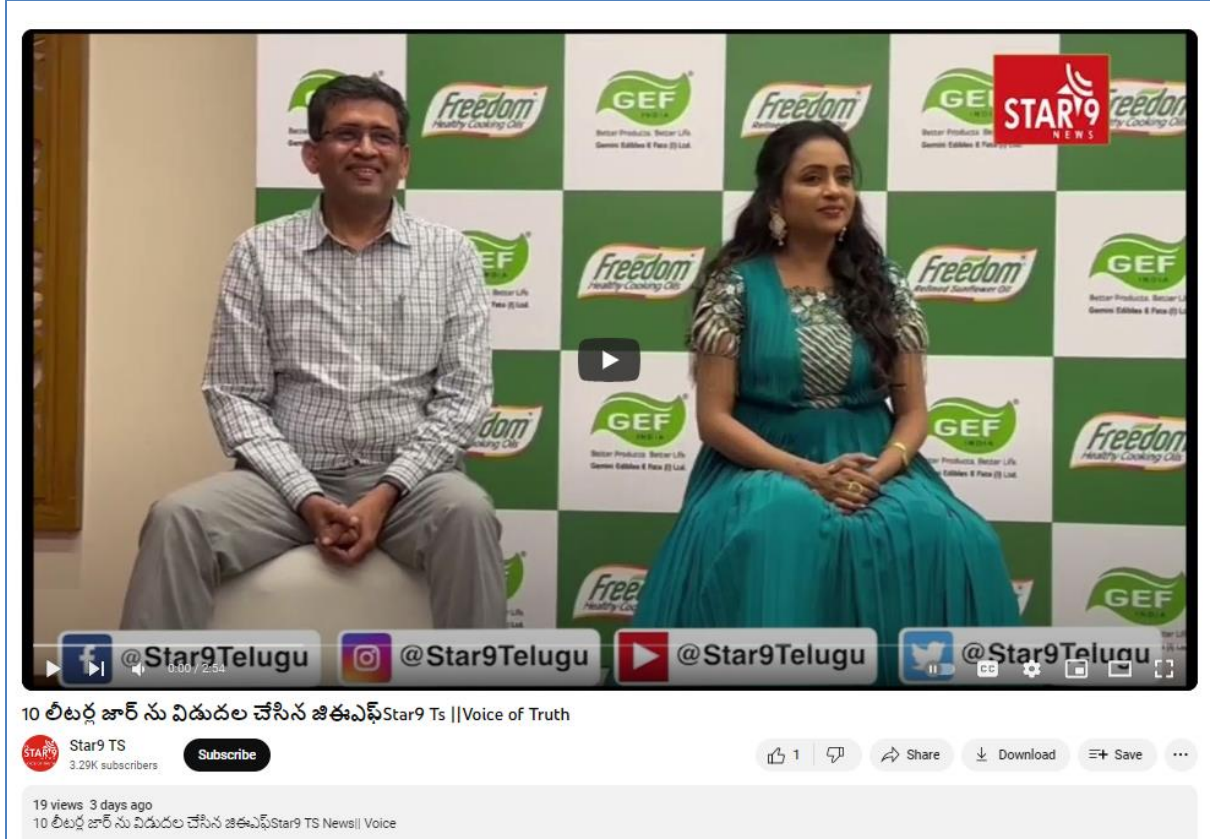
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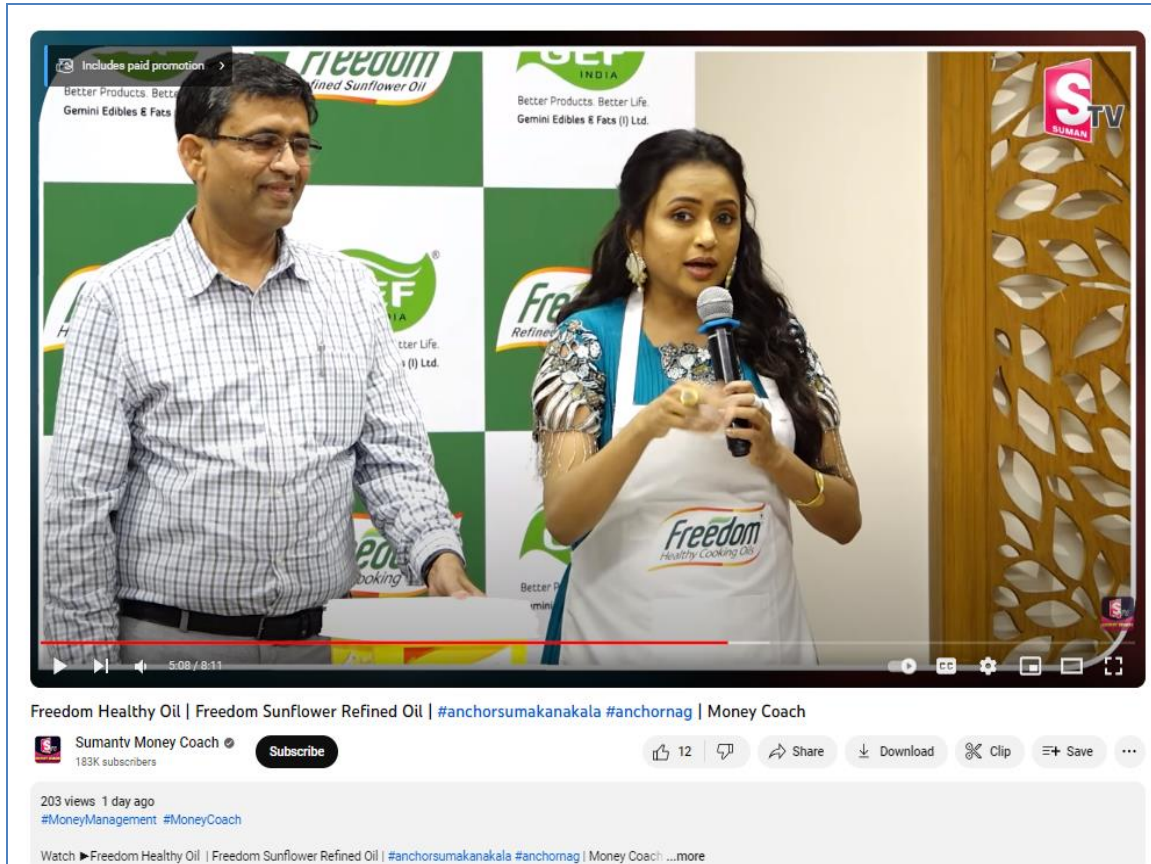
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**ಬೆಂಗಳೂರು:** ಪ್ಯಾನ್‌ಇಂಡಿಯಾ ನಟ ಯಶ್ ಮತ್ತು ರಾಧಿಕಾ ದಂಪತಿ ಫ್ರೀಡಂ ಆಯಿಲ್ ಬ್ರಾಂಡ್‌ನ ರಾಯಭಾರಿಗಳಾಗಿರುವುದರಿಂದ ಕರ್ನಾಟಕದ ಜನರೊಂದಿಗೆ ನೇರ ಸಂಪರ್ಕ ಸಾಧಿಸಲು ಸಾಧ್ಯವಾಗಿದೆ ಎಂದು ಮಾತೃಸಂಸ್ಥೆ ಜಿಇಎಫ್ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ್ ರೆಡ್ಡಿ ಹೇಳಿದ್ದಾರೆ. ಫ್ರೀಡಂ ಆಯಿಲ್ ಸಂಸ್ಥೆಯ ನೂತನ ಉತ್ಪನ್ನವಾದ ಬಹುಪಯೋಗಿ 10 ಲೀ. ಸನ್‌ಫ್ಲವರ್ ಅಡುಗೆ ಎಣ್ಣೆ ಜಾರ್ ಬಿಡುಗಡೆ ಸಂದರ್ಭ ಅವರು ಮಾತನಾಡುತ್ತಿದ್ದರು. ಈ ಸಂದರ್ಭ ರಾಧಿಕಾ ಪಂಡಿತ್ ಉಪಸ್ಥಿತರಿದ್ದರು. ಫ್ರೀಡಂ ಆಯಿಲ್ ಪ್ರಸ್ತುತ 200 ಎಂಎಲ್, 500 ಎಂಎಲ್ ಪೌಚ್ ಮತ್ತು ಬಾಟಲ್, 1 ಲೀ, 2 ಲೀ, 5 ಲೀ, 10 ಲೀ ಮತ್ತು 15 ಲೀ.ಗಳಲ್ಲಿ ಲಭ್ಯವಿದೆ.



**ಪಿ. ಚಂದ್ರಶೇಖರ್ ರೆಡ್ಡಿ, ರಾಧಿಕಾ ಪಂಡಿತ್**

ನೂತನವಾಗಿ ಬಿಡುಗಡೆಯಾಗಿರುವ 10 ಲೀ ಬಹುಪಯೋಗಿ ಜಾರ್‌ಅನ್ನು ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಪರಿಸರಸ್ನೇಹಿ ವಸ್ತುಗಳಿಂದ ಸಿದ್ಧಪಡಿಸಲಾಗಿದೆ ಎಂದು ಸಂಸ್ಥೆ ತಿಳಿಸಿದೆ.

ಮುಂದಿನ ದಿನಗಳಲ್ಲಿ ತೆಲಂಗಾಣದಲ್ಲಿ ಕರ್ನಾಟಕ ಸೇರಿದಂತೆ ಒಡಿಶಾ ಮತ್ತು ಭತ್ತೀಸ್ ಗಢ ರಾಜ್ಯಗಳಲ್ಲಿ ಘಟಕಗಳನ್ನು ತೆರೆಯುವ ಯೋಜನೆಯನ್ನು ಸಂಸ್ಥೆ ಹೊಂದಿದೆ.

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## ಮಾರುಕಟ್ಟೆಗೆ ಬಿಡುಗಡೆ ಮಾಡಿದ ನಟಿ ರಾಧಿಕಾ ಪಂಡಿತ್ 10 ಲೀ. ಜಾರ್‌ನಲ್ಲಿ ಫ್ರೀಡಂ ಆಯಿಲ್

■ ವಿಜಯವಾಣಿ ಸುದ್ದಿಜಾಲ ಬೆಂಗಳೂರು

ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್‌ಫ್ಲವರ್ ಆಯಿಲ್‌ನ ಇದೀಗ ಬಹುಬಳಕೆಯ 10 ಲೀ. ಜಾರ್‌ನಲ್ಲಿ ಲಭ್ಯವಾಗಲಿದೆ.

ನಗರದ ಖಾಸಗಿ ಹೋಟೆಲ್‌ನಲ್ಲಿ ಗುರುವಾರ ನಡೆದ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಉತ್ಪನ್ನದ ರಾಯಭಾರಿಯೂ ಆಗಿರುವ ನಟಿ ರಾಧಿಕಾ ಪಂಡಿತ್ ಮಾರುಕಟ್ಟೆಗೆ ಬಿಡುಗಡೆ ಮಾಡಿ ಮಾತನಾಡಿ, ಜೀವನದಲ್ಲಿ ಆರೋಗ್ಯಕ್ಕಾಗಿ ಎಲ್ಲರೂ ಡಯೆಟ್ ಮಾಡಲು ಉತ್ತಮ ಆಹಾರಕ್ಕಾಗಿ ಹುಡುಕಾಡುತ್ತಾರೆ. ಆದರೆ, ಪ್ರಸ್ತುತ ದಿನಗಳಲ್ಲಿ ಜೀವನ ಶೈಲಿ ಬದಲಾವಣೆ ಜತೆಗೆ ಅಡುಗೆ ಎಣ್ಣೆ ಕೂಡ ಬದಲಾವಣೆ ಮಾಡುವುದು ಬಹಳ ಮುಖ್ಯ ಎಂದರು.

ಭಾರತೀಯ ಅಡುಗೆ ಮನೆಯಗಳಲ್ಲಿ ಅಡುಗೆ ಎಣ್ಣೆ ತನ್ನದೇ ಪಾತ್ರ ವಹಿಸುತ್ತದೆ. ಮನೆಯಲ್ಲಿಯೇ ತಯಾರಿಸುವ ಬಣ್ಣಿ, ಬೋಂಡಾ, ಚಕ್ರಲಿ, ನಿಪ್ಪಟ್ಟು ನೇರಿ ಎಲ್ಲದಕ್ಕೂ ಫ್ರೀಡಂ ಎಣ್ಣೆಯು ಉತ್ತಮವಾಗಿದೆ. ಎಣ್ಣೆ ಖಾಲಿಯಾದ ಬಳಿಕ 10 ಲೀ. ಜಾರ್ ಬಹುಪಯೋಗಿಯಾಗಿದೆ ಎಂದು ಹೇಳಿದರು.

ಫ್ರೀಡಂ ಆಯಿಲ್‌ನಲ್ಲಿ ಸಾಕಷ್ಟು ಮಿಟಮಿನ್‌ಗಳಿವೆ. ಸ್ನೇಹಿತರು ಮತ್ತು ವೃತ್ತಿ ಆಯ್ಕೆ ಮಾಡಿಕೊಳ್ಳುವಾಗ ಎಚ್ಚರಿಕೆ ವಹಿಸುವಂತೆ ಜನರು ಆರೋಗ್ಯದ ವಿಚಾರದಲ್ಲಿಯೂ ಬದಲಾವಣೆಯ ನಿರ್ಧಾರಗಳನ್ನು ಕೈಗೊಳ್ಳಬೇಕು ಎಂದರು. 1,030 ರೂ.ಗೆ ಮಾರಾಟ: ಈಗಾಗಲೇ 5 ಲೀ. ಮತ್ತು 15 ಲೀ. ಜಾರ್ ಇದ್ದು, ಮನೆ ಬಳಕೆಗೆ ಅನುಕೂಲವಾಗಲಿ ಎಂಬ ಉದ್ದೇಶದಿಂದ 10 ಲೀ. ಜಾರ್ ಬಿಡುಗಡೆ ಮಾಡಲಾಗಿದೆ. 1,235 ರೂ. ಎಂಎಸ್‌ಪಿ ದರವಿದ್ದು, 1,030 ರೂ.ಗೆ ಗ್ರಾಹಕರಿಗೆ ನೀಡಲಾಗುತ್ತಿದೆ.



ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್‌ಫ್ಲವರ್ ಆಯಿಲ್ ಭಾರತದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ ನಂ.1 ಮಾರಾಟದ ಉತ್ಪನ್ನವಾಗಿದೆ. ಕರ್ನಾಟಕದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಮಾರುಕಟ್ಟೆ ಗಾತ್ರ 32 ಸಾವಿರ ಟನ್‌ಗಳಿಗಿಂತ ಹೆಚ್ಚಿದೆ. ನಮ್ಮ ಉತ್ಪನ್ನವನ್ನು ತ್ವರಿತವಾಗಿ ಸ್ವೀಕರಿಸುತ್ತಿರುವುದರಿಂದ ಕರ್ನಾಟಕವು ಕೇಂದ್ರೀಕೃತ ರಾಜ್ಯವಾಗಿದೆ.

**! ಪಿ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ** ಜಿಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಬ್ಸ್ ಇಂಡಿಯಾ ಲಿ. ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ (ಸೇಲ್ಸ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್)

ಯಶ್ ನಾನು ತಯಾರಿಸುವ ಮೆಣಸಿನಕಾಯಿ ಬಜ್ಜಿ ಮತ್ತು ಪೂರಿ ಸಖತ್ ಇಷ್ಟ ಪಡುತ್ತಾರೆ. ಆಗಾಗ್ಗೆ ಅವರು ಕೇಳಿದಾಗ ತಿಂಡಿಗಳನ್ನು ಮಾಡಿಕೊಡುತ್ತೇನೆ.

**! ರಾಧಿಕಾ ಪಂಡಿತ್ ನಟಿ**

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## 10 ಲೀಟರ್ ಜಾರ್‌ನಲ್ಲಿ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್



ಜಿಇಎಫ್ ಇಂಡಿಯಾದ ಮಾರುಕಟ್ಟೆ ವಿಭಾಗದ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಮತ್ತು ನಟಿ ರಾಧಿಕಾ ಪಂಡಿತ್ ಅವರು ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್‌ನ 10 ಲೀಟರ್ ಜಾರ್ ಬಿಡುಗಡೆ ಮಾಡಿದರು.

ಪ್ರಜಾವಾಣಿ ವಾರ್ತೆ

ಬೆಂಗಳೂರು: ಜೆಮಿನಿ ಎಡಿಬಿಲ್ಸ್ ಅಂಡ್ ಫ್ಯಾಕ್ಟ್ಸ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ (ಜಿಇಎಫ್), ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್‌ನ 10 ಲೀಟರ್ ಜಾರ್ ಬಿಡುಗಡೆ ಮಾಡಿದೆ. ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಈ ಜಾರ್ ಅನ್ನು ನಟಿ ರಾಧಿಕಾ ಪಂಡಿತ್ ಮತ್ತು ಕಂಪನಿಯ ಭಾರತದ ಮಾರುಕಟ್ಟೆ ವಿಭಾಗದ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಅವರು ಗುರುವಾರ ಬಿಡುಗಡೆ ಮಾಡಿದರು.

ಗ್ರಾಹಕರ ಅಗತ್ಯಗಳಿಗೆ

ಅನುಗುಣವಾಗಿ 10 ಲೀಟರ್‌ನ ಜಾರ್ ಪರಿಚಯಿಸಲಾಗಿದೆ.

ಗ್ರಾಹಕರಿಗೆ ಹೆಚ್ಚಿನ ಅನುಕೂಲ ಮಾಡಿಕೊಡಲು ಮರುಬಳಕೆ ಮತ್ತು ಹಲವು ಉದ್ದೇಶಗಳಿಗೆ ಬಳಸಬಹುದಾದ ಜಾರ್ ಇದಾಗಿದೆ ಎಂದು ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಅವರು ಪ್ರಕಟಣೆಯಲ್ಲಿ ತಿಳಿಸಿದರು.

ಜಿಇಎಫ್ ಇಂಡಿಯಾ ಈಗಾಗಲೇ ಕರ್ನಾಟಕ, ಆಂಧ್ರಪ್ರದೇಶ, ತೆಲಂಗಾಣ, ಒಡಿಶಾ ಮತ್ತು ಛತ್ತೀಸಗಢದಲ್ಲಿ ಕಾರ್ಯಾಚರಣೆ ನಡೆಸುತ್ತಿದೆ. ತಮಿಳುನಾಡು ಮತ್ತು ಕೇರಳದಲ್ಲಿಯೂ ವಹಿವಾಟು ವಿಸ್ತರಣೆಗೆ ಮಾಡುತ್ತಿದೆ.

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## ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್‌ನ 10 ಲೀ. ಜಾರ್ ಬಿಡುಗಡೆ

ಬೆಂಗಳೂರು: ಜೆಮಿನಿ ಎಡಿಟಲ್ಸ್ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್ (ಜೆಎಫ್ ಲಿಮಿಟೆಡ್)ನು ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್‌ನ 10 ಲೀಟರ್ ಬಹು-ಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ಉತ್ಪಾದಿಸುವ ಬ್ರಾಂಡ್ ಅಂವಾಸಿಡರ್ ನಟ ರಾಧಿಕಾ ಪಂಡಿತ್ ಮತ್ತು ಜೆಎಫ್ ಲಿಮಿಟೆಡ್ ಸೇಲ್ಸ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್‌ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಬಿಡುಗಡೆಗೊಳಿಸಿದರು.

ಗುರುವಾರ ನಗರದ ಬಾಸಗಿ ಹೋಟೆಲ್‌ನಲ್ಲಿ ಹಮ್ಮಿಕೊಂಡ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಭಾಗಿಯಾಗಿ ಮಾತನಾಡಿದ ರಾಧಿಕಾ ಪಂಡಿತ್, ಆರೋಗ್ಯಕರ ಜೀವನ ಶೈಲಿಯಲ್ಲಿ ನಾವು ಬಳಸುವ ಅಡುಗೆ ಎಣ್ಣೆಯೂ ಪ್ರಾಮುಖ್ಯತೆ ಪಡೆದುಕೊಳ್ಳುತ್ತದೆ. ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್‌ನಲ್ಲಿ ಹೆಚ್ಚು ವಿಟಮಿನ್‌ಗಳನ್ನು ಹೊಂದಿದ್ದು, ನಿತ್ಯ ತಿಂಡಿ-ತಿನಿಸುಗಳಿಗೆ ಯಾವುದೇ ಗೊಂದಲಗಳಿಲ್ಲದೇ ಬಳಸಬಹುದಾಗಿದೆ ಎಂದು ತಿಳಿಸಿದರು.

ನಮ್ಮ ಮನೆಯಲ್ಲಿಯೂ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಅನ್ನು ಬಳಸಲಾಗುತ್ತಿದೆ. ಬಾಡ್ಯ ಗಳು ಕಡಿಮೆ ಎಣ್ಣೆಯನ್ನು ಹೊಂದಿದ್ದು, ಹಬ್ಬ-ಹಬ್ಬದಿನಗಳಲ್ಲಿ ಸಂಕೋತವಿಲ್ಲದೇ ಎಣ್ಣೆ ಪದಾರ್ಥಗಳನ್ನು ಸವಿಯಬಹುದು. ಇದಿಗ 10 ಲೀ.ನ ಬಹು ಬಳಕೆ ಜಾರ್ ಅನ್ನು ಬಿಡುಗಡೆಗೊಳಿಸಿದ್ದು ಈ ಜಾರ್ 3 ಹಂತದಲ್ಲಿ ಸೀಲ್ ಆಗಿರುತ್ತದೆ. ಎಣ್ಣೆ ಬಳಕೆಯ ನಂತರ ಆ ಜಾರ್ ಅನ್ನು ಧಾನ್ಯ ಅಥವಾ ಇನ್ನಿತರೆ ವಸ್ತುಗಳ ತೇವರಣೆ ಬಳಸಬಹುದಾಗಿದೆ ಎಂದರು.

ಇದೇ ಸಂದರ್ಭದಲ್ಲಿ ಮಾತನಾಡಿದ ಜೆಎಫ್ ಲಿಮಿಟೆಡ್ ಸೇಲ್ಸ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್‌ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಬ್ರಾಂಡ್ ನ ರಾಯಭಾರಿಗಳಾದ ರಾಕಿಂಗ್ ಜೋಡಿ ಯಶ್ ಮತ್ತು ರಾಧಿಕಾ ಪಂಡಿತ್ ಅವರಿಂದ ರಾಜ್ಯದ ಬನತೆಂಡಿಗೆ ಸಂಪರ್ಕ ಸಾಧಿಸಲು ಮತ್ತು



ಬ್ರಾಂಡ್‌ನ ಅರಿವನ್ನು ಸುಧಾರಿಸುವಲ್ಲಿ ಪ್ರಮುಖ ಪಾತ್ರ ವಹಿಸಿದ್ದಾರೆ ಎಂದರು.

ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಪ್ರಸ್ತುತ 200 ಎಂಎಲ್, 500 ಎಂಎಲ್ ಹಾಗೂ ಒಂದು ಲೀಟರ್ ಪೆಟ್, 500 ಎಂಎಲ್, ಒಂದು ಲೀಟರ್ ಹಾಗೂ 2 ಲೀಟರ್‌ನ ಪೆಟ್ ಬಾಟಲ್, 5 ಲೀ.ನ ಎಟಾಡಿಟಿವ್ ಜಾರ್ ಜೊತೆಗೆ ಇದಿಗ 10 ಲೀಟರ್ ಬಹು-ಬಳಕೆ ಜಾರ್ ಸೇರಿ ಒಟ್ಟು 15 ರೀತಿಯ ವಿವಿಧ ಗಾತ್ರಗಳ ಪ್ಯಾಕ್‌ನಲ್ಲಿ ಲಭ್ಯವಿದೆ ಎಂದರು.

ನೂತನ 10 ಲೀಟರ್ ಜಾರ್‌ನ ಉಪಯೋಗ: ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್‌ನ ನೂತನ ವಾದ 10 ಲೀಟರ್ ಬಹುಬಳಕೆ ಜಾರ್ ಅನ್ನು ವಿಶೇಷವಾಗಿ ಆಧುನಿಕ ದಿನದ ಗ್ರಾಹಕರ ಅಗತ್ಯತೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದ್ದು, ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಪರಿಸರ ಸ್ನೇಹಿ ಉತ್ಪನ್ನಗಳನ್ನು ಬಳಸುವ ಪ್ರವೃತ್ತಿಯನ್ನು ಗಮನದಲ್ಲಿರಿಸಿಕೊಂಡು ಇದನ್ನು ಪರಿಚಯಿಸಲಾಗಿದೆ.

ದೇಶದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ ಫ್ರೀಡಂ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ನಂ.1 ಮಾರಾಟದ ಬ್ರಾಂಡ್ ಆಗಿದ್ದು, ಕರ್ನಾಟಕ ಒಂದರಲ್ಲಿ 32 ಸಾವಿರ ಟನ್‌ಗಳಿಗಿಂತ ಹೆಚ್ಚು ಮಾರಾಟವಾಗುತ್ತಿದೆ. ನೂತನ ವಾಗಿ ಮಾರುಕಟ್ಟೆಗೆ ಪರಿಚಯಿಸಿದ 10 ಲೀ. ಜಾರ್‌ನ ಎಂಕರ್‌ಪಿ 1235 ರೂ. ಇದ್ದರೂ, 1,030 ರೂ.ನಿಂದ 1,050 ರೂ.ವರೆಗೆ ಮಾರಾಟ ಮಾಡಲಾಗುತ್ತದೆ ಎಂದು ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಮಾಹಿತಿ ನೀಡಿದರು.

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Headline: Reusable jar launched

## ಪರಿಸರ ಸ್ನೇಹಿ ಉತ್ಪನ್ನ ಬಳಕೆ ಹೆಚ್ಚಳ

ಬೆಂಗಳೂರು,ಅ.28-ಪರಿಸರ ಸ್ನೇಹಿ ಉತ್ಪನ್ನಗಳನ್ನು ಬಳಸುವ ಪ್ರವೃತ್ತಿಯು ನಾಡಿನ ಜನಸಾಮಾನ್ಯರಲ್ಲಿ ಹೆಚ್ಚಾಗುತ್ತಿರುವುದು ಉತ್ತಮ ಬೆಳವಣಿಗೆಯಾಗಿದೆ.

ಕುಟುಂಬಗಳಿಗೆ ಅನುಕೂಲವಾಗುವಂತೆ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಪರಿಸರಸ್ನೇಹಿ ಉತ್ಪನ್ನಗಳನ್ನು ಹೆಚ್ಚು ಉಪಯೋಗಿಸಲು ಸಾರ್ವಜನಿಕರು ಮುಂದಾಗುತ್ತಿರುವುದು ಆಶಾದಾಯಕ ವಿಷಯವಾಗಿದೆ.ಈ ದಿಸೆಯಲ್ಲಿ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ನ 10 ಲೀಟರ್ ನ ಬಹುಪಯೋಗಿಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಜಾರ್

ಅನ್ನು ಬಿಡುಗಡೆ ಮಾಡಿದೆ.

ಫ್ರೀಡಂನ ರಾಯಭಾರಿ ರಾಕಿಂಗ್ ಜೋಡಿ ಯಶ್ ಮತ್ತು ರಾಧಿಕಾ ಕಂಪನಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಅವರಿದ್ದರು.ಜಾರ್ ಅನ್ನು ವಿಶೇಷವಾಗಿ ಆಧುನಿಕ-ದಿನದ ಗ್ರಾಹಕರ ಅಗತ್ಯಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟು ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ ಮತ್ತು ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಪರಿಸರ ಸ್ನೇಹಿ ಉತ್ಪನ್ನಗಳನ್ನು ಬಳಸುವ ಬೆಳೆಯುತ್ತಿರುವ ಪ್ರವೃತ್ತಿಯನ್ನು ಗಮನದಲ್ಲಿರಿಸಿಕೊಳ್ಳಲಾಗಿದೆ ಎಂದು ಪಿ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ತಿಳಿಸಿದ್ದಾರೆ.

Name of the Publication: Vaartha Bharathi

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Headline: Launch of Freedom Refined Sunflower Oil 10 ltr multi use Jar

## ‘ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್’ನ 10 ಲೀ. ಬಹುಬಳಕೆಯ ಜಾರ್ ಬಿಡುಗಡೆ



### ಜಿಇಎಫ್ ಇಂಡಿಯಾ

ಬೆಂಗಳೂರು, ಅ.26:

ಗ್ರಾಹಕರ ಅಗತ್ಯಗಳನ್ನು

ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು 10 ಲೀಟರ್ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಹೊಂದಿರುವ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಮತ್ತು ಬಹುಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ವಿದ್ಯುತ್‌ಗೋಳಿಸಲಾಗಿದೆ ಎಂದು ಜಿಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್‌ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ತಿಳಿಸಿದ್ದಾರೆ.

ಗುರುವಾರ ನಗರದ ಖಾಸಗಿ ಹೋಟೆಲ್‌ನಲ್ಲಿ ಜಿಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ (ಜಿಇಎಫ್ ಇಂಡಿಯಾ) ವತಿಯಿಂದ ಆಯೋಜಿಸಿದ್ದ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್‌ನ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ 10 ಲೀ. ಜಾರ್ ಅನ್ನು ಬಿಡುಗಡೆ ಮಾಡಿ ಅವರು ಮಾತನಾಡಿದವರು.

ಕುಟುಂಬಕ್ಕೆ ಅನುಕೂಲವಾಗುವಂತೆ 10 ಲೀ. ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್‌ನ ಜಾರ್ ಅನ್ನು ಗ್ರಾಹಕರಿಗಾಗಿ ಪರಿಚಯಿಸಲಾಗಿದೆ. ಟ್ಯಾಂಪರ್ ಪೂರ್ಣ ಮುಚ್ಚಳವನ್ನು ಜಾರ್ ಹೊಂದಿದ್ದು, ಪಾತ್ರೆಗೆ ಸುಲಭವಾಗಿ ಸುರಿಯುವ ತಂತ್ರಜ್ಞಾನವನ್ನು ಅಳವಡಿಸಲಾಗಿದೆ. ಸೋರಿಕೆ ಮತ್ತು ಶೇಖರಣಾ ಸಮಸ್ಯೆಗಳನ್ನು ತಪ್ಪಿಸಲು ಇಂದಿನ ಮಹಿಳೆಯರಿಗೆ ಇದು ಸೂಕ್ತವಾದ ಆಯ್ಕೆಯೂ ಇದಾಗಿದೆ. ಜಾರ್ ನಲ್ಲಿರುವ ತೈಲವನ್ನು ಬಳಸಿದ ನಂತರ, ಜಾರ್ ಅನ್ನು ಅಗತ್ಯ ವಸ್ತುಗಳ

ಸಂಗ್ರಹಣೆಗೆ ಬಳಸಬಹುದು ಎಂದು ಅವರು ತಿಳಿಸಿದರು.

ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಭಾರತದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಕ್ಸ್‌ಲೈವಿಟಿಗಳಲ್ಲಿ ನಂ.1 ಮಾರಾಟದ ಬ್ರಾಂಡ್ ಆಗಿದೆ. ಸೂರ್ಯಕಾಂತಿ ಎಕ್ಸ್‌ಲೈವಿಟಿ ಮಾರುಕಟ್ಟೆ ಗಾತ್ರ ಕರ್ನಾಟಕದಲ್ಲಿ 32 ಸಾವಿರ ಟನ್‌ಗಳಿಗಿಂತ ಹೆಚ್ಚಿದೆ.

ಆಂಧ್ರಪ್ರದೇಶ, ತೆಲಂಗಾಣ, ಕರ್ನಾಟಕ, ಒಡಿಶಾ ಮತ್ತು ಛತ್ತೀಸ್‌ಗಢದಲ್ಲಿ ಪ್ರಸ್ತುತ ಕಾರ್ಯಾಚರಣೆಗಳ ಜೊತೆಗೆ, ಕಂಪೆನಿಯು ತಮಿಳುನಾಡು ಮತ್ತು ಕೇರಳದಲ್ಲಿ ಅಸ್ತಿತ್ವವನ್ನು ವಿಸ್ತರಿಸುತ್ತಿದೆ ಎಂದು ಅವರು ಹೇಳಿದರು.

ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್‌ನ 200ಎಂಎಲ್, 500ಎಂಎಲ್ ಪೌಚ್, 1 ಲೀಟರ್ ಪೌಚ್, 500ಎಂಎಲ್ ಬಾಟಲ್, 1 ಲೀ. ಬಾಟಲ್, 2 ಲೀ. ಬಾಟಲ್, 5 ಲೀ. ಜಾರ್ ಈಗಾಗಲೇ ಮಾರುಕಟ್ಟೆಯಲ್ಲಿವೆ. ಈಗ 10 ಲೀ. ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಹೊಂದಿರುವ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಮತ್ತು ಬಹುಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ಬಿಡುಗಡೆ ಮಾಡಲಾಗಿದೆ ಎಂದು ಅವರು ಹೇಳಿದರು.

ರಾಕಿಂಗ್ ಜೋಡಿ ಯಶ್ ಮತ್ತು ರಾಧಿಕಾ ಪಂಡಿತ್ ಅವರನ್ನು ನಮ್ಮ ರಾಯಭಾರಿ(ಬ್ರಾಂಡ್ ಅಂಬಾಸಿಡರ್)ಗಳಾಗಿ ಹೊಂದಿರುವುದು ಕರ್ನಾಟಕದ ಜನರೊಂದಿಗೆ ಸಂಪರ್ಕ ಸಾಧಿಸಲು ಮತ್ತು ಬ್ರಾಂಡ್‌ನ ಅವಿವಸ್ಥೆ ಸುಧಾರಿಸಲು ನಮಗೆ ಸಹಾಯ ಮಾಡಿದೆ ಎಂದು ಪಿ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ತಿಳಿಸಿದರು. ಸುದ್ದಿಗೋಷ್ಠಿಯಲ್ಲಿ ನಟಿ ರಾಧಿಕಾ ಪಂಡಿತ್ ಉಪಸ್ಥಿತರಿದ್ದರು.

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Headline: Launch of Freedom Oil 10 ltr Jar

## ಫ್ರೀಡಂ ಎಣ್ಣೆ 10 ಲೀ. ಜಾರ್ ಬಿಡುಗಡೆ

ಬೆಂಗಳೂರು: ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್‌ಫ್ಲವರ್ ಆಯಿಲ್‌ನ ಹೊಸ ಮಾದರಿಯ 10 ಲೀಟರ್ ಜಾರ್ ಅನ್ನು ಖ್ಯಾತ ನಟಿ ರಾಧಿಕಾ ಪಂಡಿತ್ ಇತ್ತೀಚೆಗೆ ಬಿಡುಗಡೆ ಮಾಡಿದರು. ಗ್ರಾಹಕರ ಅಗತ್ಯತೆಗಳನ್ನು ಗಮದಲ್ಲಿಟ್ಟುಕೊಂಡು ನೂತನಜಾರ್‌ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ. ಎಣ್ಣೆ ಖಾಲಿಯಾದ ಬಳಿಕ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಈ ಜಾರ್ ಟ್ಯಾಂಪರ್‌ಪ್ರೂಫ್ ಆಗಿದೆ. ಎಣ್ಣೆಯನ್ನು ಸುಲಭವಾಗಿ ಸುರಿಯಲು ಸಾಧ್ಯವಾಗುವಂತೆ ಸಮಕಾಲೀನವಿನ್ಯಾಸಹೊಂದಿದೆ.



ಸೋರಿಕೆ, ಶೇಖರಣೆ ಸಮಸ್ಯೆಗೆ ಈ ಜಾರ್‌ಪರಿಹಾರವಾಗಿದೆ ಎಂದು ಕಂಪನಿಯ ಸೀಲ್ಸ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್ ವಿಭಾಗದ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ತಿಳಿಸಿದ್ದಾರೆ.

Name of the Publication: Vishwa Vaaridhi

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Headline: GEF India launches 10 Litre Multi-Use Jar

## ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್‌ನಿಂದ 10 ಲೀಟರ್ ಬಹುಬಳಕೆಯ ಜಾರ್ ಬಿಡುಗಡೆ

ಬೆಂಗಳೂರು  
ರಾಕಿಂಗ್ ಜೋಡಿ ಯಶ್ ಮತ್ತು ರಾಧಿಕಾ ಅವರನ್ನು ಸಮ್ಮಿ ಬ್ಯಾಂಡ್ ಅಂಬಾಸಿಡರ್ ಗಳಾಗಿ ಹೊಂದಿರುವುದು ಕರ್ನಾಟಕದ ಜನರೊಂದಿಗೆ ಸಂಪರ್ಕ ಸಾಧಿಸಲು ಮತ್ತು ಬ್ಯಾಂಡ್ ನ ಅರಿವನ್ನು ಸುಧಾರಿಸಲು ಸಮಗ್ರ ಸಹಾಯ ಮಾಡಿದೆ ಎಂದು ಪ್ರಚಾರಕೇಪರ ರೆಡ್ಡಿ ಸೇಲ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್, ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ರಾಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ನ ಓರಿಯಂ ಉಪಾಧ್ಯಕ್ಷರು



ಹೇಳಿದರು.  
ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ & ಫ್ರಾಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಇಂದು ತಮ್ಮ ಹೊಸ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ 10 ಲೀಟರ್ ಬಹು-ಬಳಕೆಯ ಜಾರ್ ಪ್ರಚಾರ ರಿಲೈನ್ಸ್ ಸನ್ ಫ್ಲವರ್ ಆಯುಲ್ ಅನ್ನು ಇತ್ತೀಚೆಗೆ ಡಬ್ಬಿಂಗ್ ಮಾಡಿದೆ. ಹೊಸ ಎಸಕೆಯನ್ನು ಕನ್ನಡದ ಖ್ಯಾತ ನಟ ರಾಧಿಕಾ ನಂದಿತ್, ಪ್ರಸಿದ್ಧ ಕೇಪರ ರೆಡ್ಡಿ, ಸೀನಿಯರ್ ಉಪಾಧ್ಯಕ್ಷರು - ಸೇಲ್ & ಮಾರ್ಕೆಟಿಂಗ್,

ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ & ಫ್ರಾಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಮತ್ತು ತುರ್ತು ಇಂಡಿಯಾದ ಮ್ಯಾಜೀನ್ ಮೆಂಟ್ ಸೊಂಡಿಗೆ ಬಿಡುಗಡೆ ಮಾಡಿದರು. ಈ ಹೊಸ 10 ಲೀಟರ್ ಎಸಕೆಯು ಪ್ರಚಾರ ರಿಲೈನ್ಸ್ ಸನ್ ಫ್ಲವರ್ ಆಯುಲ್ ಕೊಡುಗೆಗಳಿಗೆ ಇತ್ತೀಚಿನ ಸೇರ್ಪಡೆಯಾಗಿದೆ. ಪ್ರಚಾರ ರಿಲೈನ್ಸ್ ಸನ್ ಫ್ಲವರ್ ಆಯುಲ್ ಪ್ರಸ್ತುತ 200ಎಂ, 500ಎಂ ಪೌಚ್, 1-ಲೀಟರ್ ಪೌಚ್, 500 ಎಂ ಪಿಲಿ ಬಾಟಲ್, 1 ಲೀಟರ್ ಪಿಲಿ

ಬಾಟಲ್, 2 ಲೀಟರ್ ಪಿಲಿ ಬಾಟಲ್, 5 ಲೀಟರ್ ಎಸಕೆಡಿಪಿಲಾಟಾ, 10 ಲೀಟರ್ ಮಲ್ಟಿ-ಯೂಸ್ ಜಾರ್, 15 ಸಂಪನ್ಮೂಲ ಖ್ಯಾತ್ ಗಾತ್ರದಲ್ಲಿ ಲಭ್ಯವಿದೆ. ಪ್ರಚಾರ ರಿಲೈನ್ಸ್ ಸನ್ ಫ್ಲವರ್ ಆಯುಲ್ ನ ಹೊಸ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ 10-ಲೀಟರ್ ಬಹು-ಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ವಿಶೇಷವಾಗಿ ಆಧುನಿಕ-ವಿನಯ ಗ್ರಾಹಕರ ಆಗತ್ಯಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ.

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## ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್‌ನಿಂದ 10 ಲೀಟರ್ ಬಹುಬಳಕೆಯ ಜಾರ್ ಬಿಡುಗಡೆ

ಬೆಂಗಳೂರು: ರಾಕಿಂಗ್ ಜೋಡಿ ಯಶ್ ಮತ್ತು ರಾಧಿಕಾ ಅವರನ್ನು ನಮ್ಮ ಬ್ರಾಂಡ್ ಅಂಬಾಸಿಡರ್ ಗಳಾಗಿ ಹೊಂದಿರುವುದು ಕರ್ನಾಟಕದ ಜನರೊಂದಿಗೆ ಸಂಪರ್ಕ ಸಾಧಿಸಲು ಮತ್ತು ಬ್ರಾಂಡ್ ನ ಅರಿವನ್ನು ಸುಧಾರಿಸಲು ನಮಗೆ ಸಹಾಯ ಮಾಡಿದೆ ಎಂದು ಪಿ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ, ಸೀಲ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್, ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷರು ಹೇಳಿದರು.



ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ & ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಇಂದು ತಮ್ಮ ಹೊಸ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ 10 ಲೀಟರ್ ಬಹು-ಬಳಕೆಯ ಜಾರ್ ಫ್ರೀಡಂ ರಿಫ್ಲೆಕ್ಸ್ ಸನ್ ಪ್ಲವರ್ ಆಯಿಲ್ ಅನ್ನು ಇತ್ತೀಚೆಗಷ್ಟೇ ಬಿಡುಗಡೆ ಮಾಡಿದೆ. ಹೊಸ ಎಸ್‌ಕೆಯುಅನ್ನು ಕನ್ನಡದ ಪಾಕ ನಟಿ ರಾಧಿಕಾ ಪಂಡಿತ್, ಪಿ.ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ, ಸೀನಿಯರ್ ಉಪಾಧ್ಯಕ್ಷರು - ಸೀಲ್ & ಮಾರ್ಕೆಟಿಂಗ್, ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ & ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಮತ್ತು ಈ.ಇ.ಎಫ್ ಇಂಡಿಯಾದ ಮ್ಯಾನೇಜ್ ಮೆಂಟ್ ನೋಂದಿಗೆ ಬಿಡುಗಡೆ ಮಾಡಿದರು. ಈ ಹೊಸ 10 ಲೀಟರ್ ಎಸ್‌ಕೆಯುಫ್ರೀಡಂ ರಿಫ್ಲೆಕ್ಸ್ ಸನ್ ಪ್ಲವರ್ ಆಯಿಲ್ ಕೊಡುಗೆಗಳಿಗೆ ಇತ್ತೀಚಿನ ಸೇರ್ಪಡೆಯಾಗಿದೆ. ಫ್ರೀಡಂ ರಿಫ್ಲೆಕ್ಸ್ ಸನ್ ಪ್ಲವರ್ ಆಯಿಲ್ ಪ್ರಸ್ತುತ 200ಎಂ, 500ಎಂ ಪೌಚ್, 1-ಲೀಟರ್ ಪೌಚ್, 500 ಎಂ ಪಿಇಟಿ ಬಾಟಲ್, 1 ಲೀಟರ್ ಪಿಇಟಿ ಬಾಟಲ್, 2 ಲೀಟರ್ ಪಿಇಟಿ ಬಾಟಲ್, 5 ಲೀಟರ್ ಎಬ್‌ಡಿಪಿಇಜಾರ್, 10 ಲೀಟರ್ ಮಲ್ಟಿ-ಯೂಸ್ ಜಾರ್, 15 ಸಂತಪ ವಿವಿಧ ಪ್ಯಾಕ್ ಗಾತ್ರಗಳಲ್ಲಿ ಲಭ್ಯವಿದೆ.

ಫ್ರೀಡಂ ರಿಫ್ಲೆಕ್ಸ್ ಸನ್ ಪ್ಲವರ್ ಆಯಿಲ್ ನ ಹೊಸ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ 10-ಲೀಟರ್ ಬಹು-ಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ವಿಶೇಷವಾಗಿ ಆಧುನಿಕ-ದಿನದ ಗ್ರಾಹಕರ ಅಗತ್ಯಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ.

ಮತ್ತು ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಪರಿಸರ ಸ್ನೇಹಿ ಉತ್ಪನ್ನಗಳನ್ನು ಬಳಸುವ ಬೆಳೆಯುತ್ತಿರುವ ಪ್ರವೃತ್ತಿಯನ್ನು ಗಮನದಲ್ಲಿರಿಸಿಕೊಳ್ಳಲಾಗಿದೆ. ಕುಟುಂಬಗಳಿಗೆ ಅನುಕೂಲವಾಗುವಂತೆ ಹೊಸ ಮರುಬಳಕೆಯ ಬಹು ಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ಪರಿಚಯಿಸಲಾಗಿದೆ. ಅದರ ಅನುಕೂಲಕರ ಮತ್ತು ಸಮಕಾಲೀನ ವಿನ್ಯಾಸ, ಟ್ಯಾಂಪರ್ ಪ್ಲಾಸ್ಟ್ ಮುಚ್ಚಳವನ್ನು ಮತ್ತು ಸುಲಭವಾಗಿ ಸುರಿಯುವ ತಂತ್ರಜ್ಞಾನವು ಜಾರ್ ಅನ್ನು ನಿರ್ವಹಿಸಲು ಸುಲಭವಾಗಿದೆ. ಸಮಯ, ಸ್ಥಳವನ್ನು ಉಳಿಸಲು ಮತ್ತು ಸೋರಿಕೆ ಮತ್ತು ಶೇಖರಣಾ ಸಮಸ್ಯೆಗಳನ್ನು ತಪ್ಪಿಸಲು ಬುದ್ಧಿವಂತ ಅಂಶಗಳನ್ನು ನೋಡುತ್ತಿರುವ ಇಂದಿನ ಮಹಿಳೆಗೆ ಇದು ಸೂಕ್ತವಾದ ಆಯ್ಕೆಯಾಗಿದೆ. ಪಾದ್ಯ ತೈಲವನ್ನು ಸೇವಿಸಿದ ನಂತರ, ಹೊಸ ಬಹು-ಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ಅಗತ್ಯ ವಸ್ತುಗಳನ್ನು ಸಂಗ್ರಹಿಸಲು ಬಳಸಬಹುದು.

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## ಫ್ರೀಡಂ ಆಯಿಲ್‌ನ 10 ಲೀಟರ್ ಮಲ್ಟಿ-ಯೂಸ್ ಜಾರ್ ಜಡುಗಡೆ ಮಾಡಿದ ಜೀಕೇಎಫ್ ಇಂಡಿಯಾ

ಬೆಂಗಳೂರು : ರಾಕಿಂಗ್ ಜೋಡಿ ಆಯಿಲ್ ಮತ್ತು ರಾಢಿಕಾ ಅವರನ್ನು ನಮ್ಮ ಬ್ರಾಂಡ್ ಅಂಚಾಸಿಡಲ್ ಗಳಾಗಿ ಹೊಂದಿರುವುದು ಕರ್ನಾಟಕದ ಜನರೊಂದಿಗೆ ಸಂಪರ್ಕ ಸಾಧಿಸಲು ಮತ್ತು ಬ್ರಾಂಡ್ ನ ಅವಿವರಣೆ ಸುಧಾರಿಸಲು ನಮಗೆ ಸಹಾಯ ಮಾಡಿದ ಎಂದು ಪಿ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ, ಸೇಲ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್, ಜೆಮಿನಿ ಎಡಿಟಲ್ ಮತ್ತು ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷರು ಹೇಳಿದರು.

ಜೆಮಿನಿ ಎಡಿಟಲ್ & ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ (GEF ಇಂಡಿಯಾ) ಇಂದು ತಮ್ಮ ಹೊಸ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ 10 ಲೀಟರ್ ಬಹು-ಬಳಕೆಯ ಜಾರ್ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಅನ್ನು ಇತ್ತೀಚೆಗಷ್ಟೇ ಬಿಡುಗಡೆ ಮಾಡಿದೆ. ಹೊಸ ಏವಿಗಿ ಅನ್ನು ಕನ್ನಡದ ಪ್ರಾತಿನಿಧಿಕ ಶ್ರೀಮತಿ ರಾಢಿಕಾ ಪಂಡಿತ್, ಶ್ರೀ ಪಿ. ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ, ಸೀನಿಯರ್ ಉಪಾಧ್ಯಕ್ಷರು - ಸೇಲ್ & ಮಾರ್ಕೆಟಿಂಗ್, ಜೆಮಿನಿ ಎಡಿಟಲ್ & ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಮತ್ತು



ಉಪಕಾ ಇಂಡಿಯಾದ ಮಾನೇಜ್ ಮೆಂಟ್ ನೊಂದಿಗೆ ಬಿಡುಗಡೆ ಮಾಡಿದರು.

ಈ ಹೊಸ 10 ಲೀಟರ್ ಏವಿಗಿ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಕೊಡುಗೆಗಳಿಗೆ ಇತ್ತೀಚಿನ ಸೇರ್ಪಡೆಯಾಗಿದೆ.

ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಪ್ರಸ್ತುತ 200ml, 500ml ಪೌಚ್, 1-ಲೀಟರ್ ಪೌಚ್, 500 ಟಿಟಿ ಕಿವಿ ಬಾಟಲ್, 1 ಲೀಟರ್ ಕಿವಿ ಬಾಟಲ್, 2

ಲೀಟರ್ PET ಬಾಟಲ್, 5 ಲೀಟರ್ HDPE ಜಾರ್, 10 ಲೀಟರ್ ಮಲ್ಟಿ-ಯೂಸ್ ಜಾರ್, 15 ಸಂತಪ ವಿವಿಧ ಪಾಕ್ ಗಾತ್ರಗಳಲ್ಲಿ ಲಭ್ಯವಿದೆ.

ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ನ ಹೊಸ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ 10-ಲೀಟರ್ ಬಹು-ಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ವಿಶೇಷವಾಗಿ ಆಧುನಿಕ-ದಿನದ ಗ್ರಾಹಕರ ಅಗತ್ಯಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ ಮತ್ತು ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಪರಿಸರ ಸ್ನೇಹಿ ಉತ್ಪನ್ನಗಳನ್ನು ಬಳಸುವ ಬೆಳೆಯುತ್ತಿರುವ ಪ್ರವೃತ್ತಿಯನ್ನು ಗಮನದಲ್ಲಿರಿಸಿಕೊಳ್ಳಲಾಗಿದೆ.

ಕುಟುಂಬಗಳಿಗೆ ಅನುಕೂಲವಾಗುವಂತೆ ಹೊಸ ಮರುಬಳಕೆಯ ಬಹು ಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ಪರಿಚಯಿಸಲಾಗಿದೆ. ಅದರ ಅನುಕೂಲಕರ ಮತ್ತು ಸಮಕಾಲೀನ ವಿನ್ಯಾಸ, ಟ್ಯಾಂಪರ್ ಪ್ರೂವ್ ಮುಚ್ಚಳವನ್ನು ಮತ್ತು ಸುಲಭವಾಗಿ ಸುರಿಯುವ ತಂತ್ರಜ್ಞಾನವು ಜಾರ್ ಅನ್ನು ನಿರ್ವಹಿಸಲು ಸುಲಭವಾಗಿದೆ.

ಸಮಯ, ಸ್ಥಳವನ್ನು ಉಳಿಸಲು ಮತ್ತು ಸೋರಿಕೆ ಮತ್ತು

ಶೇಖರಣಾ ಸಮಸ್ಯೆಗಳನ್ನು ತಪ್ಪಿಸಲು ಬುದ್ಧಿವಂತ ಅಂಚುಗಳನ್ನು ನೋಡುತ್ತಿರುವ ಇಂದಿನ ಮಹಿಳೆಗೆ ಇದು ಸೂಕ್ತವಾದ ಆಯ್ಕೆಯಾಗಿದೆ.

ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಭಾರತದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ ನಂ. 1 ಮಾರಾಟದ ಬ್ರಾಂಡ್ ಆಗಿದೆ.

ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಮಾರುಕಟ್ಟೆ ಗಾತ್ರ ಕರ್ನಾಟಕದಲ್ಲಿ 32,000 ಟನ್ಗಳಿಗಿಂತ ಹೆಚ್ಚಿದೆ. ಕರ್ನಾಟಕದಲ್ಲಿ ಫ್ರೀಡಂ ಆಯಿಲ್‌ನ ಅಡುಗೆ ಎಣ್ಣೆಗಳ ಬ್ರಾಂಡ್ ಅನ್ನು ತ್ವರಿತವಾಗಿ ಸ್ಥಿರೀಕರಿಸಲಾಗುತ್ತಿರುವುದರಿಂದ ಕರ್ನಾಟಕವು ಕೇಂದ್ರೀಕೃತ ರಾಜ್ಯವಾಗಿದೆ.

GEF ಇಂಡಿಯಾ ಅಂಧಪ್ರದೇಶದಲ್ಲಿ 3 ಆತ್ಮಾಧುನಿಕ-ಸಂಸ್ಕರಣಾಗಾರಗಳನ್ನು ಹೊಂದಿದೆ. 'ಫ್ರೀಡಂ' ಎಂಬುದು ಹಣಕಾಸಿಗೆ ಮೌಲ್ಯಯುತವಾಗಿದೆ.

ನವೀನ ಪ್ಯಾಕಿಂಗ್ ವಿನ್ಯಾಸಗಳೊಂದಿಗೆ ನಮ್ಮ ಗ್ರಾಹಕರಿಗೆ ತಿನ್ನಲು ಸ್ವಾತಂತ್ರ್ಯ ಆನಂದಿಸಲು ಸ್ವಾತಂತ್ರ್ಯವನ್ನು ಒದಗಿಸುತ್ತದೆ ಎಂದರು.

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## ಫ್ರೀಡಂ ಆಯಿಲ್ ಮಲ್ಟಿ-ಯೂಸ್ ಜಾರ್ ತುಡುಗಡೆ ಮಾಡಿದ ನಟಿ ರಾಧಿಕಾ ಪಂಡಿತ್



ರಾಧಿಕಾ ಪಂಡಿತ್ ಮತ್ತು ರಾಧಿಕಾ ಅವರನ್ನು ನಮ್ಮ ಬ್ಯಾಂಡ್ ಆಯಿಲ್ ಗೆಲಾಗಿ ಹೊಂದಿರುವುದು ಕರ್ನಾಟಕದ ಜನರೊಂದಿಗೆ ಸಂಪರ್ಕ ಸಾಧಿಸಲು ಮತ್ತು ಬ್ಯಾಂಡ್ ನ ಆರಿವನ್ನು ಸುಧಾರಿಸಲು ನಮಗೆ ಸಹಾಯ ಮಾಡಿದೆ ಎಂದು ಪಿ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ, ಸೇಲ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್, ಜೆಮಿನಿ ಎಡಿಟರ್ ಮತ್ತು ಫ್ಯಾಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷರು ಹೇಳಿದರು. ಜೆಮಿನಿ ಎಡಿಟರ್, ಫ್ಯಾಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಇಂದು ತಮ್ಮ ಹೊಸ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ 10 ಲೀಟರ್ ಬಹು-ಬಳಕೆಯ ಜಾರ್ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಅನ್ನು ಇತ್ತೀಚೆಗಷ್ಟೇ ಬಿಡುಗಡೆ ಮಾಡಿದೆ. ಹೊಸ ಬಿಡುಗಡೆ ಅನ್ನು ಕನ್ನಡದ ಖ್ಯಾತ ನಟಿ ರಾಧಿಕಾ ಪಂಡಿತ್, ಶ್ರೀ ಪಿ. ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ, ಸೀನಿಯರ್ ಉಪಾಧ್ಯಕ್ಷರು - ಸೇಲ್ ಮಾರ್ಕೆಟಿಂಗ್, ಜೆಮಿನಿ ಎಡಿಟರ್, ಫ್ಯಾಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಮತ್ತು ಉಣಕು ಇಂಡಿಯಾದ ಮ್ಯಾನೇಜ್ ಮೆಂಟ್ ಸೊಂಡಿಗೆ ಬಿಡುಗಡೆ ಮಾಡಿದರು.

ಈ ಹೊಸ 10 ಲೀಟರ್ ಬಿಡುಗಡೆ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಕೊಡುಗೆಗಾಗಿ ಇತ್ತೀಚಿನ ಸೇರ್ಪಡೆಯಾಗಿದೆ. ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಪ್ರಸ್ತುತ 200ಟಿ.ಟಿ., 500ಟಿ.ಟಿ. ಪೌಚ್, 1-ಲೀಟರ್ ಪೌಚ್, 500 ಟಿ.ಟಿ. ಕಾನ್ ಟಾನ್, 1 ಲೀಟರ್ ಕಾನ್ ಟಾನ್, 2 ಲೀಟರ್ ಕಾನ್ ಟಾನ್, 5 ಲೀಟರ್ ಉಣಕು ಜಾರ್, 10 ಲೀಟರ್ ಮಲ್ಟಿ-ಯೂಸ್ ಜಾರ್, 15 ಸಂಪದ ವಿವಿಧ ಬ್ಯಾಕ್ ಗಾತ್ರಗಳಲ್ಲಿ ಲಭ್ಯವಿದೆ. ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ನ ಹೊಸ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ 10-ಲೀಟರ್ ಬಹು-ಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ವಿಶೇಷವಾಗಿ ಆಧುನಿಕ-ದಿನದ ಗೃಹಿಣಿರ ಆಗತ್ಯತೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ ಮತ್ತು ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಪರಿಸರ ಸ್ಪೆಷಿ ಉತ್ಪನ್ನಗಳನ್ನು ಬಳಸುವ ಬೆಳೆಯುತ್ತಿರುವ ಪ್ರವೃತ್ತಿಯನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಳ್ಳಲಾಗಿದೆ. ಕುಟುಂಬಗಳಿಗೆ ಅನುಕೂಲವಾಗುವಂತೆ ಹೊಸ ಮರುಬಳಕೆಯ ಬಹು ಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ಪರಿಚಯಿಸಲಾಗಿದೆ. ಅದರ ಅನುಕೂಲಕರ ಮತ್ತು ಸಮಕಾಲೀನ ವಿನ್ಯಾಸ, ಬ್ಯಾಂಡರ್ ಪ್ಯಾಕ್ ಮುಚ್ಚಳವನ್ನು ಮತ್ತು ಸುಲಭವಾಗಿ ಸುರಿಯುವ ತಂತ್ರಜ್ಞಾನವು ಜಾರ್ ಅನ್ನು ನಿರ್ವಹಿಸಲು ಸುಲಭವಾಗಿದೆ. ಸಮಯ, ಸ್ಥಳವನ್ನು ಉಳಿಸಲು ಮತ್ತು ಸೋರಿಕೆ ಮತ್ತು ಶೇಖರಣಾ ಸಮಸ್ಯೆಗಳನ್ನು ತಪ್ಪಿಸಲು ಬುದ್ಧಿವಂತ ಆಯ್ಕೆಗಳನ್ನು ಸೋಡಾಕೃತರವ ಇಂದಿನ ಮೆಟಿಂಗ್ ಇಮೆ ಸೂಕ್ತವಾದ ಆಯ್ಕೆಯಾಗಿದೆ. ವಿವಿಧ ಕೈಲವನ್ನು ಸೇರಿಸಿದ ನಂತರ, ಹೊಸ ಬಹು-ಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ಆಗತ್ಯ ವಸ್ತುಗಳನ್ನು ಸಂಗ್ರಹಿಸಲು ಬಳಸಬಹುದು. ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಭಾರತದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ ನಂ.1 ಮಾದರವ ಬ್ಯಾಂಡ್ ಆಗಿದೆ. ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಮಾರುಕಟ್ಟೆ ಗಾತ್ರ ಕರ್ನಾಟಕದಲ್ಲಿ 32,000 ಟನ್ ಗಳಿಗಿಂತ ಹೆಚ್ಚಿದೆ. ಕರ್ನಾಟಕದಲ್ಲಿ ಫ್ರೀಡಂ ಅಡೋಪ್ಶನ್ ಅಡುಗೆ ಎಣ್ಣೆಗಳ ಬ್ಯಾಂಡ್ ಅನ್ನು ತ್ವರಿತವಾಗಿ ಸ್ವೀಕರಿಸಲಾಗುತ್ತಿರುವುದರಿಂದ ಕರ್ನಾಟಕವು ಕೇಂದ್ರೀಕೃತ ರಾಜ್ಯವಾಗಿದೆ.

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बेंगलूरु. जेमिनी एडिबल्स एंड फैट्स इंडिया लिमिटेड के फ्रीडम रिफाईंड सनफ्लावर ऑयल के नए पुनर्उपयोगी 10 लीटर जार लॉन्च करती अभिनेत्री राधिक पंडित। साथ में कंपनी के वरिष्ठ उपाध्यक्ष (सेल्स एंड मार्केटिंग) पी. चंद्रशेखर रेड्डी।

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## लांच हुआ फ्रीडम रिफाईंड सनपलावर ऑयल का बहुउपयोगी 10 लीटर जार

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बेंगलूरु। जेमिनी एडिबल्स एंड फैट्स इंडिया लिमिटेड ने गुरुवार को बेंगलूरु बाजार में फ्रीडम रिफाईंड सनपलावर ऑयल के अपने नए बहुउपयोगी 10 लीटर जार को लांच किया। फ्रीडम रिफाईंड तेल पहले विभिन्न क्षमता वाले पाउच, बोतल व जार पहले से ही बाजार में उपलब्ध है। प्रसिद्ध कन्नड़ अभिनेत्री राधिका पंडित ने कम्पनी के सेल्स एंड मार्केटिंग के वरिष्ठ उपाध्यक्ष पी चंद्रशेखर रेड्डी के साथ इस नए जार को लॉन्च किया। फ्रीडम रिफाईंड ऑयल का नया 10-लीटर का बहुउपयोगी जार विशेष रूप से आधुनिक उपभोक्ताओं की आवश्यकताओं और पर्यावरण के अनुकूल उत्पादों का उपयोग करने की बढ़ती प्रवृत्ति को ध्यान में रखते हुए डिजाइन किया गया है, जिनका पुनः उपयोग

किया जा सकता है। आयल के उपयोग के बाद इस नए बहुउपयोगी जार का उपयोग रसोई के आवश्यक सामानों को संग्रहीत करने के लिए किया जा सकता है। फ्रीडम हेल्दी कुकिंग ऑयल्स के लिए कर्नाटक प्राथमिक राज्य है क्योंकि इस ब्रांड को कर्नाटक में तेजी से स्वीकार किया जा रहा है।

कम्पनी के वरिष्ठ उपाध्यक्ष चंद्रशेखर रेड्डी ने कहा कि हमारी कम्पनी एक उपभोक्ता-केंद्रित कम्पनी हैं। हमें उम्मीद है कि यह नया सुविधाजनक पुनः प्रयोज्य बहुउपयोगी जार हमारे ग्राहकों को पसंद आएगा और तेल की खपत के बाद भंडारण के लिए इसका उपयोग किया जाएगा। 'फ्रीडम' पैसा वसूल ब्रांड है, जो इनोवेटिव पैकिंग डिजाइन के साथ हमारे उपभोक्ताओं को 'खाने की आजादी, आनंद लेने की आजादी' प्रदान करता है। राधिका पंडित ने भी इस नए रचनात्मक जार के लांच पर खुशी जताई।

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## GEF इंडियाकडून फ्रीडम रिफाईंड सनफ्लॉवर ऑईलचे १० लिटर मल्टीयूज जार लाँच

बेंगळूर : जेमिनी एडिबल्स अँड फॅट्स इंडिया लिमिटेड (GEF इंडिया) ने आज त्यांच्या फ्रीडम रिफाईंड सनफ्लॉवर तेलाचे नवीन पुन्हा वापरता येण्याजोगे १० लिटर बहुवापर जार लाँच करण्याची घोषणा केली. हे नवीन १० लिटर एसकेयू फ्रीडम रिफाईंड सनफ्लॉवर ऑईल ऑफरिंगमध्ये नवीनतम जोड आहे. फ्रीडम रिफाईंड सनफ्लॉवर ऑईल सध्या २०० मिली, ५०० मिली पाउच, १-लिटर पाउच, ५०० मिली पीईटी बॉटल, १ लिटर पीईटी बॉटल, २ लिटर पीईटी बॉटल, ५ लिटर एचडीपीई जार, १० लिटर मल्टीयूज जार, १५ लिटर अशा विविध पैके आकारात उपलब्ध आहे.

केजी टिन, १५ लिटर कविल आणि १५ लिटर एचडीपीई जार नवीन एसकेयू राधिका पंडित, प्रसिद्ध कन्नड अभिनेत्री आणि पी. चंद्रशेखर रेड्डी, वरिष्ठ उपाध्यक्ष-विक्री आणि विपणन, जेमिनी एडिबल्स अँड फॅट्स इंडिया लिमिटेड आणि GEF



इंडियाच्या व्यवस्थापनाने लाँच केले. फ्रीडम रिफाईंड सनफ्लॉवर ऑईल हा भारतातील सूर्यफूल तेल श्रेणीतील नंबर १ विक्री करणारा ब्रँड आहे. कर्नाटकात सूर्यफूल तेलाची बाजारपेठ ३२,००० टनापेक्षा जास्त आहे. कर्नाटक हे ब्रँड झपाट्याने स्वीकारले जात असल्याने फ्रीडम हेल्दी कुकिंग ऑईलसाठी केंद्रित राज्य आहे. GEF इंडियाच्या आंध्र प्रदेशात ३, काकीनाडा येथे २ आणि कृष्णापट्टणममध्ये १ अत्याधुनिक

रिफायनरी आहे. कंपनी तेलंगणामध्ये एक रिफायनरी घेऊन येत आहे. आंध्र प्रदेश, तेलंगणा, कर्नाटक, ओडिशा आणि छत्तीसगडमधील सध्याच्या कामकाजाव्यतिरिक्त कंपनी तामिळनाडू व केरळमध्ये उपस्थिती वाढवत आहे.

याप्रसंगी बोलताना पी. चंद्रशेखर रेड्डी, जेमिनी एडिबल्स अँड फॅट्स इंडिया लि. चे विक्री आणि विपणन, वरिष्ठ उपाध्यक्ष म्हणाले, "आम्ही ग्राहककेंद्रित संस्था

आहोत आणि ग्राहकांच्या गरजांचे सतत मूल्यांकन करत असतो. आजकालच्या ग्राहकांना एक शोभिवंत आणि सोपेस्वर एसकेयू प्रदान करण्यासाठी, फ्रीडम रिफाईंड सनफ्लॉवर तेलाचे नवीन पुन्हा वापरता येण्याजोगे १० लिटर बहुवापर जार सादर करताना आम्हाला आनंद होत आहे.

आम्हाला आशा आहे की हे नवीन सोपेस्वर पुन्हा वापरता येण्याचे मल्टीयूज जार आमच्या ग्राहकांना आवडले असेल आणि ते तेल वापरल्यानंतर साठविण्यासाठी वापरले जाईल. यश आणि राधिका हे रॉकिंग जोडपे आमचे ब्रँड ॲम्बेसेडर असल्यामुळे आम्हाला कर्नाटकातील लोकांशी संपर्क साधण्यात आणि ब्रँडवॅल जागरूकता सुधारण्यास मदत झाली आहे. 'स्वातंत्र्य' हे पैशाच्या ब्रँडचे मूल्य आहे, नाविन्यपूर्ण पैकिंग डिझाइनसह जे आमच्या ग्राहकांना खाण्याचे स्वातंत्र्य, आनंद घेण्याचे स्वातंत्र्य प्रदान करते.

Name of the Publication: Dina Thanthi

Date: 27.10.2023

Page No: 04

Edition: Bangalore

Headline: GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil

**ஜெமினி எடிபிள்ஸ் இந்தியா சார்பில்  
10 லிட்டர் சுத்திகரிக்கப்பட்ட  
சூரியகாந்தி எண்ணெயை அறிமுகம்**



ஜெமினி எடிபிள்ஸ் - ஃபேட்ஸ் இந்தியா லிமிடெட் நிறுவனம் ஃபிரீடம் சுத்திகரிக்கப்பட்ட சூரியகாந்தி எண்ணெயின் புதிய 10 லிட்டர் மல்டி யூஸ் ஜாரை அறிமுகப்படுத்துவதாக அறிவித்தது. சுத்திகரிக்கப்பட்ட சூரியகாந்தி எண்ணெய் தற்போது 200, 500மி.லி. பை, 1லிட்டர் பை, 500 பாட்டில், 1லிட்டர் பாட்டில், 2 லிட்டர் பாட்டில், 5 லிட்டர் ஜாடி, 10 லிட்டர் 15 போன்ற பல்வேறு பேக் அளவுகளில் கிடைக்கிறது. கிலோ டின், 15 லிட்டர் டின் மற்றும் 15 லிட்டர் பிளூறினி ஜாடி. புதிய ஷரிஹி ஐ பிரபல கன்னட நடிகையான திருமதி ராதிகா பண்டிட் மற்றும் இந்தியாவின் நிர்வாகத்தின் முத்த துணைத் தலைவர் சேல்ஸ் - மார்கெட்டிங், ஜெமினி எடிபிள்ஸ் - ஃபேட்ஸ் இந்தியா லிமிடெட் மற்றும் நிர்வாகத்தின் துணைத் தலைவர் திரு. பி சந்திர சேகர ரெட்டி ஆகியோர் இணைந்து அறிமுகப்படுத்தினர்.

Name of the Publication: Dinasudar

Date: 28.10.2023

Page No: 02

Edition: Bangalore

Headline: Launch of Freedom Refined Sunflower Oil 10 ltr multi use Jar

## ராக்கிங் ஜோடி யஷ் ராதிகா நிறுவன தூதர்களாக நியமனம்



அறிமுகப்படுத்தியது. புதிய எஸ்கேயுவை பிரபல கன்னட நடிகை திருமதி ராதிகா பண்டிட், பி. சந்திர சேகர ரெட்டி, சீனியர் துணைத் தலைவர் - விற்பனை மற்றும் சந்தைப்படுத்தல், ஜெமினி எடிபிள்ஸ்

பெங்களூர், அக். 27- ராக்கிங் ஜோடி யஷ் மற்றும் ராதிகா எங்கள் பிராண்ட் அம்பாசிடர்களாக இருப்பது, கர்நாடக மக்களுடன் தொடர்பு கொள்ளவும், பிராண்ட் விழிப்புணர்வை மேம்படுத்தவும் எங்களுக்கு உதவியது என்று ஜெமினி எடிபிள்ஸ் அண்ட் ஃபேட்ஸ் இந்தியாவின் விற்பனை மற்றும் சந்தைப்படுத்தல் மூத்த துணைத் தலைவர் பி.சந்திரசேகர ரெட்டி கூறினார். வரையறுக்கப்பட்ட ஜெமினி எடிபிள்ஸ் ஃபேட்ஸ் இந்தியா லிமிடெட் சமீபத்தில் புதிய 10 லிட்டர் மல்டி யூஸ் ஜார் ஃப்ரீடம் சுத்திகரிக்கப்பட்ட சூரியகாந்தி எண்ணெயை

ஃபேட்ஸ் இந்தியா லிமிடெட் மற்றும் இந்தியா நிர்வாகத்துடன் வெளியிடப்பட்டது. இந்த புதிய 10 லிட்டர் என்பது சுதந்திர சுத்திகரிக்கப்பட்ட சூரியகாந்தி எண்ணெய் வழங்குவதில் சமீபத்திய கூடுதலாகும். சுதந்திர சுத்திகரிக்கப்பட்ட சூரியகாந்தி எண்ணெயின் புதிய மறுபயன்பாட்டு 10-லிட்டர் பல-பயன்பாட்டு ஜாடி, நவீன கால நுகர்வோரின் தேவைகளையும், மறுசுழற்சி செய்யக்கூடிய சுற்றுச்சூழல் நட்பு தயாரிப்புகளைப் பயன்படுத்தும் வளர்ந்து வரும் போக்கையும் கருத்தில் கொண்டு சிறப்பாக வடிவமைக்கப்பட்டுள்ளது என்று குறிப்பிடப்பட்டு உள்ளது

Name of the Publication: Star of Mysore

Date: 28.10.2023

Page No: 09

Edition: Bangalore

Headline: Radhika Pandit launches 10-litre multi-use jar of Freedom Refined Sunflower Oil

**Radhika Pandit launches 10-litre multi-use jar of Freedom Refined Sunflower Oil**



**P. Chandra Shekhara Reddy, Sr. Vice-President, Sales & Marketing, Gemini Edibles & Fats India Ltd. and film actress Radhika Pandit, the Brand Ambassador, launching the new re-usable 10-litre multi-use jar of Freedom Refined Sunflower Oil in Bengaluru yesterday.**

Bengaluru, Oct. 27: Gemini Edibles and Fats India Limited (GEF India) yesterday launched the new re-usable 10-litre multi-use jar of Freedom Refined Sunflower Oil. This new 10-litre SKU is the latest addition to the Freedom Refined Sunflower Oil offerings.

Freedom Refined Sunflower Oil is currently available in various pack sizes like 200 ml, 500 ml pouch, 1-litre pouch, 500 ml PET bottle, 1 litre PET bottle, 2 litre PET bottle, 5 litre HDPE jar, 10-litre multi-use jar, 15-kg tin, 15-litre tin and 15-litre HDPE jar.

The new SKU was launched by noted Kannada film actress Radhika Pandit along with P. Chandra Shekhara Reddy, Sr. Vice-President, Sales & Marketing, Gemini Edibles & Fats India Ltd., and the management of GEF India.

The new re-usable 10-litre multi-use jar of Freedom Refined Sunflower Oil has been specially designed keeping in mind the requirements of the modern-day consumer and a growing trend of using environment-friendly products that can be re-used.

The new re-usable multi-use jar has been introduced to offer convenience to the families. Its convenient and contemporary design, with a tamper-proof lid and an easy pour technology make the jar easy to handle. It is an ideal choice for the present day woman, who is looking at intelligent choices to save time, space and avoid spillage and storage issues. After the consumption of edible oil, the new jar can be used to store the kitchen essentials.

Speaking on the occasion, Chandra Shekhara Reddy said, "We are a consumer-focused organisation and are constantly assessing consumer requirements. We are happy to introduce the new re-usable 10-litre multi-use jar of Freedom Refined Sunflower Oil and hope this jar is liked by our patrons and used for storage after the oil is consumed. Having the rocking couple Yash and Radhika as our Brand Ambassadors has helped us connect with the people of Karnataka and improve the awareness of the brand."

Name of the Publication: Mysore Mithra

Date: 30.10.2023

Page No: 03

Edition: Bangalore

Headline: Launch of Freedom Refined Sunflower Oil 10 ltr multi use Jar

## ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್‌ಫ್ಲವರ್ ಆಯಿಲ್ 10 ಲೀಟರ್ ಜಾರ್ ಬಿಡುಗಡೆ



ಮೈಸೂರು, ಅ.28- ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ ಅಂಡ್ ಫ್ಯಾಕ್ಟ್ಸ್ (ಜಿಇಎಫ್) ಇಂಡಿಯಾ ವತಿಯಿಂದ 10 ಲೀಟರ್ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಶೇಖರಣೆಯ ಬಹುಬಳಕೆ ಜಾರ್ ಅನ್ನು ಇತ್ತೀಚೆಗೆ ಬಿಡುಗಡೆ ಮಾಡಿದೆ.

ಬ್ರಾಂಡ್ ಅಂಬಾಸಿಡರ್‌ಗಳಲ್ಲಿ ಒಬ್ಬರಾದ ಜನಪ್ರಿಯ ನಟಿ ರಾಧಿಕಾ ಪಂಡಿತ್, ಜಿಇಎಫ್ ಇಂಡಿಯಾದ ಕಂಪನಿಯ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಹಾಗೂ ಆಡಳಿತ ಮಂಡಳಿಯವರು ಜೊತೆಗೂಡಿ 10 ಲೀಟರ್ ಆಯಿಲ್ ಶೇಖರಣೆಯುಳ್ಳ

ನೂತನ ಅತ್ಯಾಕರ್ಷಕ ಜಾರ್ ಅನ್ನು ಬಿಡುಗಡೆ ಮಾಡಿದ್ದಾರೆ.

ಈ ವೇಳೆ ಮಾತನಾಡಿದ ಪಿ.ಚಂದ್ರಶೇಖರರೆಡ್ಡಿ, ನಮ್ಮದು ಗ್ರಾಹಕ ಕೇಂದ್ರಿತ ಸಂಸ್ಥೆಯಾಗಿದ್ದು ಅವರ ಅಗತ್ಯತೆಗಳ ಬಗ್ಗೆ ನಿರಂತರವಾಗಿ ಮೌಲ್ಯಮಾಪನ ನಡೆಸಲಾಗುತ್ತಿದೆ. ರಾಕಿಂಗ್ ಜೋಡಿ ಯಶ್ ಹಾಗೂ ರಾಧಿಕಾ ಅವರು ನಮ್ಮ ಬ್ರಾಂಡ್ ಅಂಬಾಸಿಡರ್‌ಗಳಾಗಿರುವುದರಿಂದ ಕರ್ನಾಟಕದ ಜನರೊಂದಿಗೆ ಸಂಪರ್ಕ ಸಾಧಿಸಿ, ಉತ್ಪನ್ನದ ಗುಣಮಟ್ಟದ ಬಗ್ಗೆ ಅರಿವು ಮೂಡಿಸಲು ತುಂಬಾ ಸಹಕಾರಿಯಾಯಿತು ಎಂದು ಹೇಳಿದರು.

ನಮ್ಮದು ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ ದೇಶದಲ್ಲೇ ನಂ.1 ಮಾರಾಟದ ಬ್ರಾಂಡ್ ಆಗಿದೆ. 200 ಮಿ.ಲೀ., 500 ಮಿ.ಲೀ., 1 ಲೀಟರ್ ಪೌಚ್, 500 ಮಿ.ಲೀ., 1 ಲೀಟರ್ ಹಾಗೂ 2 ಲೀಟರ್ ಪೆಟ್ ಬಾಟಲ್, 5 ಲೀಟರ್ ಹೆಚ್‌ಡಿಪಿಇ ಜಾರ್ ಜೊತೆಗೆ ಇದೀಗ ಹೊಸ ವಿನ್ಯಾಸದ 10 ಲೀಟರ್ ಜಾರ್ ಪರಿಚಯಿಸಿರುವುದಕ್ಕೆ ಸಂತಸವಿದೆ. ಉತ್ಪನ್ನ ಬಳಸಿದ ಬಳಿಕ ಈ ಅತ್ಯಾಕರ್ಷಕ ಜಾರ್‌ನಲ್ಲಿ ಅಗತ್ಯ ವಸ್ತುಗಳ ಶೇಖರಣೆ ಮಾಡಿಕೊಳ್ಳಬಹುದು. ಇದು ಟ್ಯಾಂಪರ್ ಪ್ರೂಫ್ ಮುಚ್ಚಳ ಹೊಂದಿದ್ದು, ಆಯಿಲ್ ಅನ್ನು ಸುಲಭವಾಗಿ ಸುರಿಯುವಂತೆ ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ. ಆದ್ದರಿಂದ ಗ್ರಾಹಕರಿಗೆ ತುಂಬಾ ಇಷ್ಟವಾಗಲಿದೆ. ಹಣಕಾಸು ಫ್ರೀಡಂ(ಸ್ವಾತಂತ್ರ್ಯ) ಮೌಲ್ಯ ಯುತವಾದದ್ದು. ಈ ನಿಟ್ಟಿನಲ್ಲಿ ನಮ್ಮ ಆಹಾರ ಆಸ್ವಾದಿಸುವ ಸ್ವಾತಂತ್ರ್ಯ ಒದಗಿಸಿದೆ ಎಂದು ಹರ್ಷ ವ್ಯಕ್ತಪಡಿಸಿದರು.

Name of the Website: [www.hospibuz.com](http://www.hospibuz.com)

Elink: <https://hospibuz.com/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/>

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## GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil

<#> [Buzzing Now](#) [Beverage Business News](#)

24/10/2023



**Bangalore: 26<sup>th</sup> October, 2023:** Gemini Edibles & Fats India Limited (GEF India) today announced the launch of their new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. This new 10 Litre SKU is the latest addition to the Freedom Refined Sunflower Oil offerings. Freedom Refined Sunflower Oil is currently available in various pack sizes like 200ml, 500ml pouch, 1-Litre pouch, 500 ml PET bottle, 1 Litre PET bottle, 2 Litre PET bottle, 5 Litre HDPE jar, 10 Litre Multi-Use jar, 15 kg tin, 15 Litre tin and 15 Litre HDPE jar. The new SKU was launched by **Ms. Radhika Pandit**, Famous Kannada Actress along with **Mr. P Chandra Shekhara Reddy**, Sr. Vice President – Sales & Marketing, Gemini Edibles & Fats India Ltd and the management of GEF India.

The new reusable 10-Litre multi-use jar of Freedom Refined Sunflower oil has been specially designed keeping in mind the requirements of the modern-day consumer and a growing trend of using environment friendly products that can be reused. The new reusable multi use jar has been introduced to offer convenience to the families. Its convenient and contemporary design, with a tamper proof lid, and an easy pour technology make the jar easy to handle. It is an ideal choice for the present-day woman who is looking at intelligent choices to save time, space and avoid spillage and storage issues. After the consumption of edible oil, the new multi-use jar can be used to store the kitchen essentials.

Freedom Refined Sunflower Oil is the **No. 1** selling brand in the sunflower oil category in India. The market size for Sunflower Oil is over **32,000 tonnes** in Karnataka. Karnataka is the focus state for Freedom healthy Cooking Oils as the brand is rapidly being accepted in Karnataka. GEF India has 3 state-of-the-art-refineries in Andhra Pradesh, 2 in Kakinada and 1 in Krishnapatnam. The company is coming up with a refinery in Telangana which should get commissioned soon. Besides the current operations in Andhra Pradesh, Telangana, Karnataka, Odisha & Chhattisgarh, the company is expanding the presence in Tamil Nadu & Kerala.

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Name of the Website: www.uniindia.com

Elink: <http://www.uniindia.com/gef-india-launches-10-litre-multi-use-jar-freedom-refined-sunflower-oil/business-economy/news/3076382.html>



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## Business Economy

Posted at: Oct 26 2023 2:01PM

### GEF India launches 10 litre multi-use jar Freedom Refined Sunflower Oil

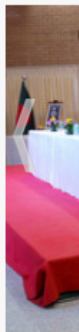
Bengaluru, Oct 26 (UNI) Gemini Edibles and Fats India Limited (GEF India) on Thursday announced the launch of their new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil.

This new 10 Litre SKU is the latest addition to the Freedom Refined Sunflower Oil offerings.

Freedom Refined Sunflower Oil is currently available in various pack sizes like 200ml, 500ml pouch, 1-Litre pouch, 500 ml PET bottle, 1 Litre PET bottle, 2 Litre PET bottle, 5 Litre HDPE jar, 10 Litre Multi-Use jar, 15 kg tin, 15 Litre tin and 15 Litre HDPE jar.

The new SKU was launched by Kannada actress Radhika Pandit along with P Chandra Shekhara Reddy, Senior Vice President - Sales and Marketing, Gemini Edibles and Fats India Ltd and the management of GEF India.

The new reusable 10-litre multi-use jar of Freedom Refined Sunflower oil has been specially designed keeping in mind the requirements of the modern-day consumer and a growing trend of using environment-friendly products that can be reused.



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Name of the Website: www.vijayavani.net

Elink: https://www.vijayavani.net/radhika-pandit-likes-to-eat-this-snack-with-a-mouthful-of-yash

**ವಿಜಯವಾಣಿ** ವಿಜಯವಾಣಿ

ನೂತ್ನ್ > ಜಿಲ್ಲೆ > ಕ್ರೀಡೆ ವಾಣಿಜ್ಯ ಲೈಫ್‌ಸ್ಟೈಲ್ ಸಿನಿಮಾ > ಅಂಕಣ > ಜ್ಯೋತಿಷ್ಯ > CONTACT US

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## ರಾಧಿಕಾ ಪಂಡಿತ್ ಕೈರುಚಿಯ ಈ ತಿಂಡಿಯನ್ನು ಯಶ್ ಬಾಯಿ ಚಪ್ಪರಿಸಿಕೊಂಡು ತಿಂತಾರಂತೆ!

28/10/2023 7:35 PM



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**ಬೆಂಗಳೂರು:** ಯಶ್‌ಗೆ ನಾನು ತಯಾರಿಸುವ ಮೆಣಸಿನಕಾಯಿ ಬಜ್ಜಿ ಮತ್ತು ಪೂರಿ ಸಖತ್ ಇಷ್ಟ ಪಡುತ್ತಾರೆ. ಅವರು ಕೇಳಿದಾಗ ತಿಂಡಿಗಳನ್ನು ಮಾಡಿಕೊಡುತ್ತೇನೆ ಎಂದು ನಟಿ ರಾಧಿಕಾ ಪಂಡಿತ್ ಹೇಳಿದ್ದಾರೆ.

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Elink: <https://www.prajavani.net/business/commerce-news/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil-2537671>

ಪ್ರಜಾವಾಣಿ

ಶುಕ್ರವಾರ, 27 ಅಕ್ಟೋಬರ್ 2023

ಅಕ್ಷರಗಳ ಮೇಲೆ ಪಾಕ್ ಗುಂಡಿನ ದಾಳಿ: BSF ಯೋಧ, 4 ನಾಗರಿಕರಿಗೆ ಗಾಯ | 'ಇಂಡಿಯಾ ಮೊಟೊರ್ಸ್' ಉದ್ಘಾಟಿಸಿದ ಪ್ರಧಾನಿ ಮೋದಿ: 100 '5ನೇ ಲ್ಯಾಬ್' ಪ್ರದರ್ಶನ | ರಾಮನಗರ

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10 ಲೀಟರ್ ಜಾರ್‌ನಲ್ಲಿ ಫ್ರೀಡಂ ರಿಫ್ರೆನ್ಸ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್

ಪ್ರಜಾವಾಣಿ ವಾರ್ತೆ

Published 26 ಅಕ್ಟೋಬರ್ 2023, 21:15 IST | Last Updated 26 ಅಕ್ಟೋಬರ್ 2023, 21:15 IST

ಅಕ್ಷರ ಗಾತ್ರ

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ಜೀಎಫ್ ಇಂಡಿಯಾದ ಮಾರುಕಟ್ಟೆ ವಿಭಾಗದ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಮತ್ತು ನಟ ರಾಧಿಕಾ ಪಂಡಿತ್ ಅವರು ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್‌ನ 10 ಲೀಟರ್ ಜಾರ್ ದಿಡುಗಡೆ ಮಾಡಿದರು.

**ಬೆಂಗಳೂರು:** ಜೆಮಿನಿ ಎಡಿಟಿಲ್ ಆಂಡ್ ಫ್ಯಾಕ್ಟ್ಸ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ (ಜೀಎಫ್), ಫ್ರೀಡಂ ರಿಫ್ರೆನ್ಸ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್‌ನ 10 ಲೀಟರ್ ಜಾರ್ ದಿಡುಗಡೆ ಮಾಡಿದೆ. ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಈ ಜಾರ್ ಅನ್ನು ನಟ ರಾಧಿಕಾ ಪಂಡಿತ್ ಮತ್ತು ಕಂಪನಿಯ ಭಾರತದ ಮಾರುಕಟ್ಟೆ ವಿಭಾಗದ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಅವರು ಗುರುವಾರ ದಿಡುಗಡೆ ಮಾಡಿದರು.

Name of the Website: www.varthabharati.in

Elink: <https://www.varthabharati.in/state/10-liters-of-freedom-refined-sunflower-oil-gef-india-launches-multi-use-jar-1971015>

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26 Oct 2023 9:18 PM IST

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ಬೆಂಗಳೂರು, ಅ.26: ಗ್ರಾಹಕರ ಅಗತ್ಯತೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು 10 ಲೀಟರ್ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಹೊಂದಿರುವ ಮರುಬಳಕೆ ಮಾಡಬಹುದಾದ ಮತ್ತು ಬಹುಬಳಕೆಯ ಜಾರ್ ಅನ್ನು ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ ಎಂದು ಜಿಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್‌ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಜಂಧ್ರಶೇಖರ ರೆಡ್ಡಿ ತಿಳಿಸಿದ್ದಾರೆ.

ಟ್ರೆಂಡಿಂಗ್  
ರಾಷ್ಟ್ರೀಯ ಮುಂಚೈ ಮಾರ್ಕೆಟಿಂಗ್ ಸಂಘದ ಬಿಡುಗಡೆ  
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ರಾಷ್ಟ್ರೀಯ ಗಾರ್ಡ್: ಗುಂಪು ಸಾವಿನ ಸರಣಿ

Name of the Website: [www.indianretailer.com](http://www.indianretailer.com)

Elink: <https://www.indianretailer.com/news/retail-india-news-gemini-edibles-and-fats-india-unveils-10-litre-multi-use-jar-freedom-refined>

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## Unveils 10-Litre Multi-Use Jar for Freedom Refined Sunflower Oil

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Retail & Business

### Retail India News: Gemini Edibles and Fats India Unveils 10-Litre Multi-Use Jar for Freedom Refined Sunflower Oil

BY : Indian Retailer Bureau  
Sub Editor  
Oct 27, 2023 / 4 MIN READ



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Gemini Edibles and Fats India Limited (GEF India) has unveiled a new addition to its Freedom Refined Sunflower Oil range, a reusable 10-liter multi-use jar. This latest product expands the options available for Freedom Refined Sunflower Oil, which is currently offered in various sizes, including 200ml, 500ml pouch, 1-liter pouch, 500ml PET bottle, 1-liter PET bottle, 2-liter PET bottle, 5-liter HDPE jar, 10-liter multi-use jar, 15kg tin, 15-liter tin, and 15-liter HDPE jar. The launch event was graced by the presence of Ms. Radhika Pandit, a renowned Kannada Actress, and P. Chandra Shekhara Reddy, Senior Vice President - Sales and Marketing, Gemini Edibles and Fats India Ltd, along with the GEF India management.

Name of the Website: [www.starofmysore.com](http://www.starofmysore.com)

Elink: <https://starofmysore.com/radhika-pandit-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/>

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A photograph showing a man in a blue blazer and a woman in a pink saree, both holding large yellow jars of Freedom Refined Sunflower Oil. They are standing in front of a backdrop featuring the Freedom and GEF logos.

News

## Radhika Pandit Launches 10-Litre Multi-Use Jar Of Freedom Refined Sunflower Oil

October 27, 2023

**Bengaluru:** Gemini Edibles and Fats India Limited (GEF India) yesterday launched the new re-usable 10-litre multi-use jar of **Freedom Refined Sunflower Oil**. This new 10-litre SKU is the latest addition to the Freedom Refined Sunflower Oil

Name of the Website: [www.passionateinmarketing.com](http://www.passionateinmarketing.com)

Elink: <https://www.passionateinmarketing.com/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil-2/>

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## GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil

By Passionate in Marketing · October 26, 2023 · 196

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GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil

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**Bangalore: 26<sup>th</sup> October, 2023:** Gemini Edibles & Fats India Limited (GEF India) today announced the launch of their new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. This new 10 Litre SKU is the latest addition to the Freedom Refined Sunflower Oil offerings. Freedom Refined Sunflower Oil is currently available in various pack sizes like 200ml, 500ml pouch, 1-Litre pouch, 500

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The influx of seasoned professionals aims to ignite innovation, boost capabilities, and help the company achieve its ambitious expansion plans.

Name of the Website: [www.businessnewsthisweek.com](http://www.businessnewsthisweek.com)

Elink: <https://businessnewsthisweek.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/>

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**HYDERABAD: 12th October 2023:** Gemini Edibles & Fats India Limited (GEF India) today announced the launch of their new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. This new 10 Litre SKU is the latest addition to the Freedom Refined Sunflower Oil offerings. Freedom Refined Sunflower Oil is currently available in various pack sizes like 200ml, 500ml pouch, 1-Litre pouch, 500 ml PET bottle, 1 Litre PET bottle, 2 Litre PET bottle, 5 Litre HDPE jar, 10 Litre Multi-Use jar, 15 kg tin, 15 Litre tin and 15 Litre HDPE jar. The new SKU was launched by Ms. Suma Kanakala, Famous Anchor & Tollywood Actress along with Mr. P Chandra Shekhara Reddy, Vice President - Sales & Marketing, GEF India, and the management of GEF India.

The new reusable 10-Litre multi-use jar of Freedom Refined Sunflower oil has been specially designed keeping in mind the requirements of the modern-day consumer and a growing trend of using environment friendly products that can be reused. The new reusable multi use jar has been introduced to offer convenience to the families. Its convenient and contemporary design, with a tamper proof lid, and an easy pour technology make the jar easy to handle. It is an ideal choice for the present-day woman who is looking at intelligent choices to save time, space and avoid spillage and storage issues. After the consumption of edible oil, the new multi-use jar can be used to store the kitchen essentials.

Elink: <https://mediaexpress24.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/>



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# GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil

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12, Oct 2023



## GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil



**HYDERABAD: 12th October 2023:** Gemini Edibles & Fats India Limited (GEF India) today announced the launch of their new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. This new 10 Litre SKU is the latest addition to the Freedom Refined Sunflower Oil offerings. Freedom Refined Sunflower Oil is currently

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Elink: <https://hellokotpad.com/business/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/>

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business

## GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil

Praveen · October 12, 2023 · 2 min read



**HYDERABAD: 12th October 2023:** Gemini Edibles & Fats India Limited (GEF India) today announced the launch of their new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. This new 10 Litre SKU is the latest addition to the Freedom Refined Sunflower Oil offerings. Freedom Refined Sunflower Oil is currently available in various pack sizes like 200ml, 500ml pouch, 1-Litre pouch, 500 ml PET bottle, 1 Litre PET bottle, 2 Litre PET bottle, 5 Litre HDPE jar, 10 Litre Multi-Use jar, 15 kg tin, 15 Litre tin and 15 Litre HDPE jar. The new SKU was launched by Ms. Suma Kanakala, Famous Anchor & Tollywood Actress along with Mr. P Chandra Shekhara Reddy, Vice President – Sales & Marketing, GEF India, and the management of GEF India.

The new reusable 10-Litre multi-use jar of Freedom Refined Sunflower oil has been specially designed keeping in mind the requirements of the modern-day consumer and a growing trend of using environment friendly products that can be reused. The new reusable multi use jar has been introduced to offer convenience to the families. Its convenient and contemporary design, with a tamper proof lid, and an easy pour technology make the jar easy to handle. It is an ideal choice for the present-day woman who is looking at intelligent choices to save time, space and avoid spillage and storage issues. After the consumption of edible oil, the new multi-use jar can be used to store the kitchen essentials.

Freedom Refined Sunflower Oil is the No. 1 selling brand in the sunflower oil category in India. The market size for Sunflower Oil is over 50,000 tonnes in AP & Telangana. Freedom Refined Sunflower Oil is the market leader in the category with market share of 36% in Telangana and 67.5% in Andhra Pradesh (as per Nielsen IQ data Q2 2023). GEF India has 3 state-of-the-art-refineries in Andhra Pradesh, 2 in Kakinada and 1 in Krishnapatnam. The company is coming up with a refinery in Telangana which should get commissioned soon. Besides the current operations in Andhra Pradesh, Telangana, Karnataka and Odisha, the company is expanding the presence in Chhattisgarh and Tamil Nadu.

Name of the Website: [www.konexionnetwork.com](http://www.konexionnetwork.com)

Elink: <https://konexionnetwork.com/NewsDetails.aspx?newsid=47cba111-5303-4a7a-9626-2a67452860a2>

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## GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil

by Our Correspondent - Oct 26, 2023



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*Supersizing the goodness of sunflower oil in the all-new SKU*

**Bangalore:** Gemini Edibles & Fats India Limited (GEF India) today announced the launch of their new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. This new 10 Litre SKU is the latest addition to the Freedom Refined Sunflower Oil offerings. Freedom Refined Sunflower Oil is currently available in various pack sizes like 200ml, 500ml pouch, 1-Litre pouch, 500 ml PET bottle, 1 Litre PET bottle, 2 Litre PET bottle, 5 Litre HDPE jar, 10 Litre Multi-Use jar, 15 kg tin, 15 Litre tin and 15 Litre HDPE jar. The new SKU was launched by Ms. Radhika Pandit, Famous Kannada Actress along with Mr. P Chandra Shekhara Reddy, Sr. Vice President - Sales & Marketing, Gemini Edibles & Fats India Ltd and the management of GEF India.

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Name of the Website: www.pelikken.com

Elink: https://pelikken.com/single/news/18178

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## GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil



 Press Release

26-10-2023



**Bangalore: 26th October, 2023:** Gemini Edibles & Fats India Limited (GEF India) today announced the launch of their new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. This new 10 Litre SKU is the latest addition to the Freedom Refined Sunflower Oil offerings. Freedom Refined Sunflower Oil is currently available in various pack sizes like 200ml, 500ml pouch, 1-Litre pouch, 500 ml PET



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Name of the Website: [www.gpmediaweb.wordpress.com](http://www.gpmediaweb.wordpress.com)

Elink: <https://gpmediaweb.wordpress.com/2023/10/26/gef-india-launches-10-litre-multi-use-jar-of-freedom-refined-sunflower-oil/>

## GEF India launches 10 Litre Multi-Use Jar of Freedom Refined Sunflower Oil

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**Supersizing the goodness of sunflower oil in the all-new SKU**

Bangalore: 26th October, 2023: Gemini Edibles & Fats India Limited (GEF India) today announced the launch of their new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil. This new 10 Litre SKU is the latest addition to the Freedom Refined Sunflower Oil offerings. Freedom Refined Sunflower Oil is currently available in various pack sizes like 200ml, 500ml pouch, 1-Litre pouch, 500 ml PET bottle, 1 Litre PET bottle, 2 Litre PET bottle, 5 Litre HDPE jar, 10 Litre Multi-Use jar, 15 kg tin, 15 Litre tin and 15 Litre HDPE jar. The new SKU was launched by Ms. Radhika Pandit, Famous Kannada Actress along with Mr. P Chandra Shekhara

Elink: <https://thekashmirhorizon.com/2023/10/27/gef-india-launches-10-litre-multi-use-jar-freedom-refined-sunflower-oil/>

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## GEF India launches 10 litre multi-use jar Freedom Refined Sunflower Oil

by K.H Business Desk — October 27, 2023 In Business Reading Time: 2min read



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Bengaluru: Gemini Edibles and Fats India Limited (GEF India) on Thursday announced the launch of their new reusable 10 litre multi use jar of Freedom Refined Sunflower oil.

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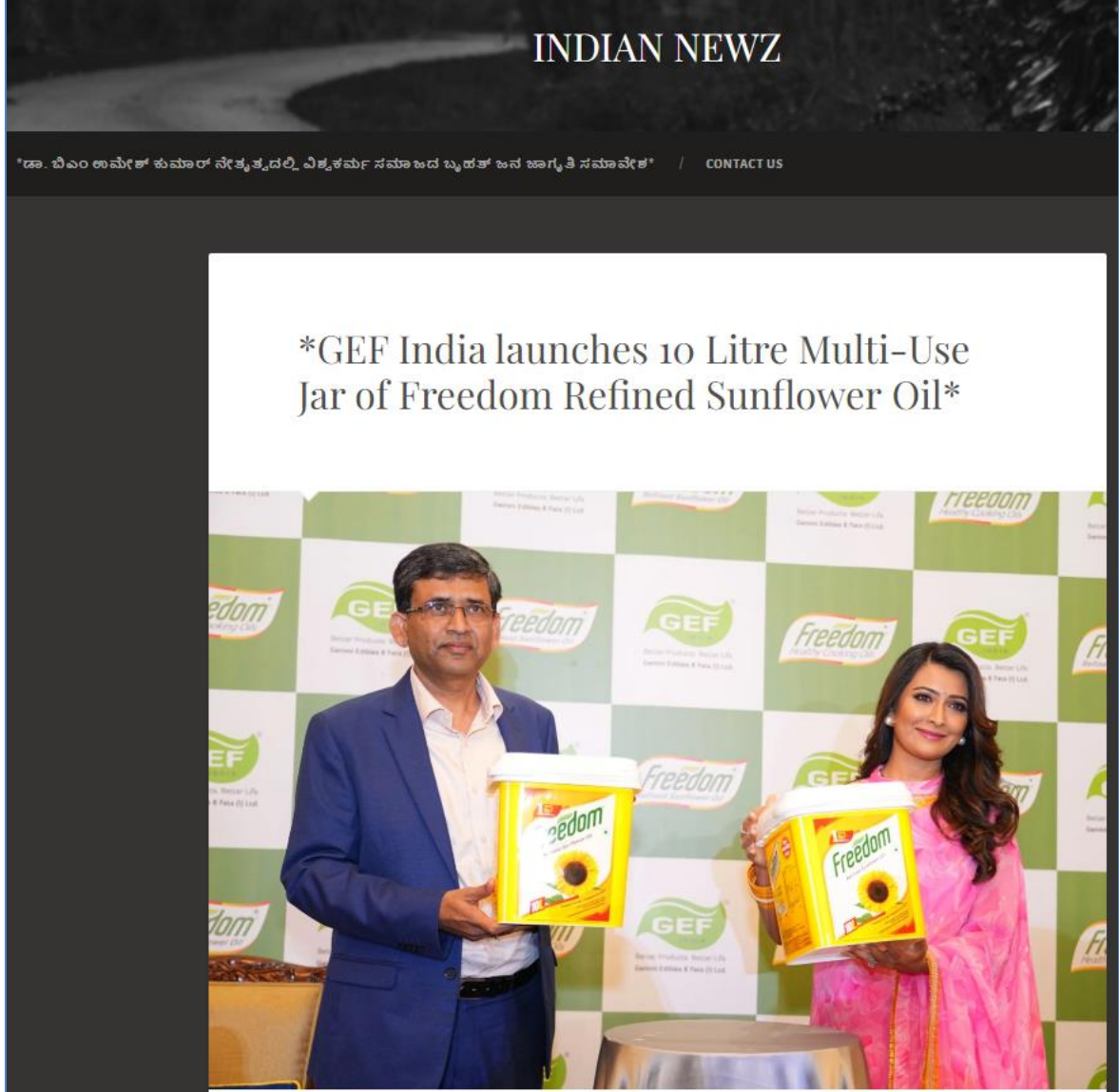
The new SKU was launched by Kannada actress Radhika Pandit along with P Chandra Shekhara Reddy, Senior Vice President - Sales and Marketing, Gemini Edibles and Fats India Ltd and the management of GEF India.

The new reusable 10 litre multi-use jar of Freedom Refined Sunflower oil has been specially designed keeping in mind the requirements of the modern day consumer and a growing trend of using environment friendly products that can be reused.

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Name of the Website: [www.indiannewz.wordpress.com](http://www.indiannewz.wordpress.com)

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ಫ್ರೀಡಮ್ 10 ಲೀ.  
ಸನ್ ಫ್ಲವರ್,  
ಮಲ್ಟಿ-ಯೂಸ್  
ಜಾರ್ ಬಿಡುಗಡೆ.

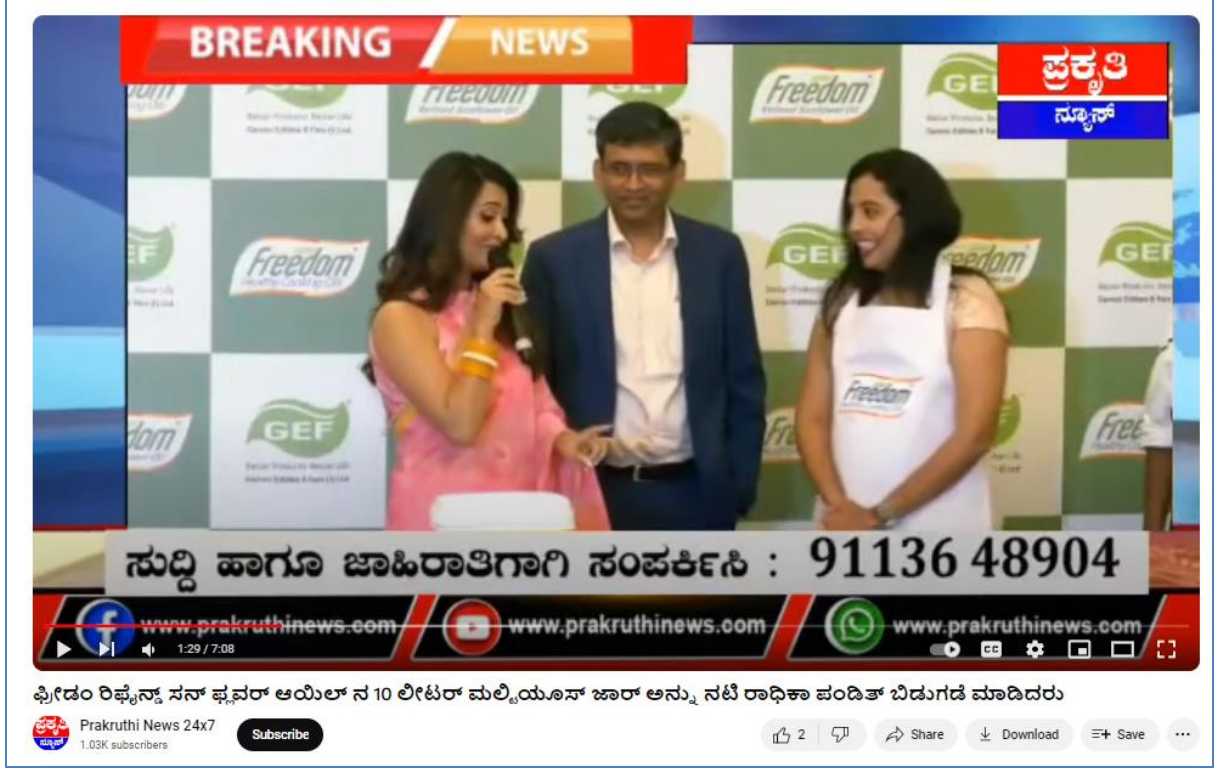
Kannada famous actress Radhika Pandhit Released the 10 Lt. Freedom Sunflower Oil.

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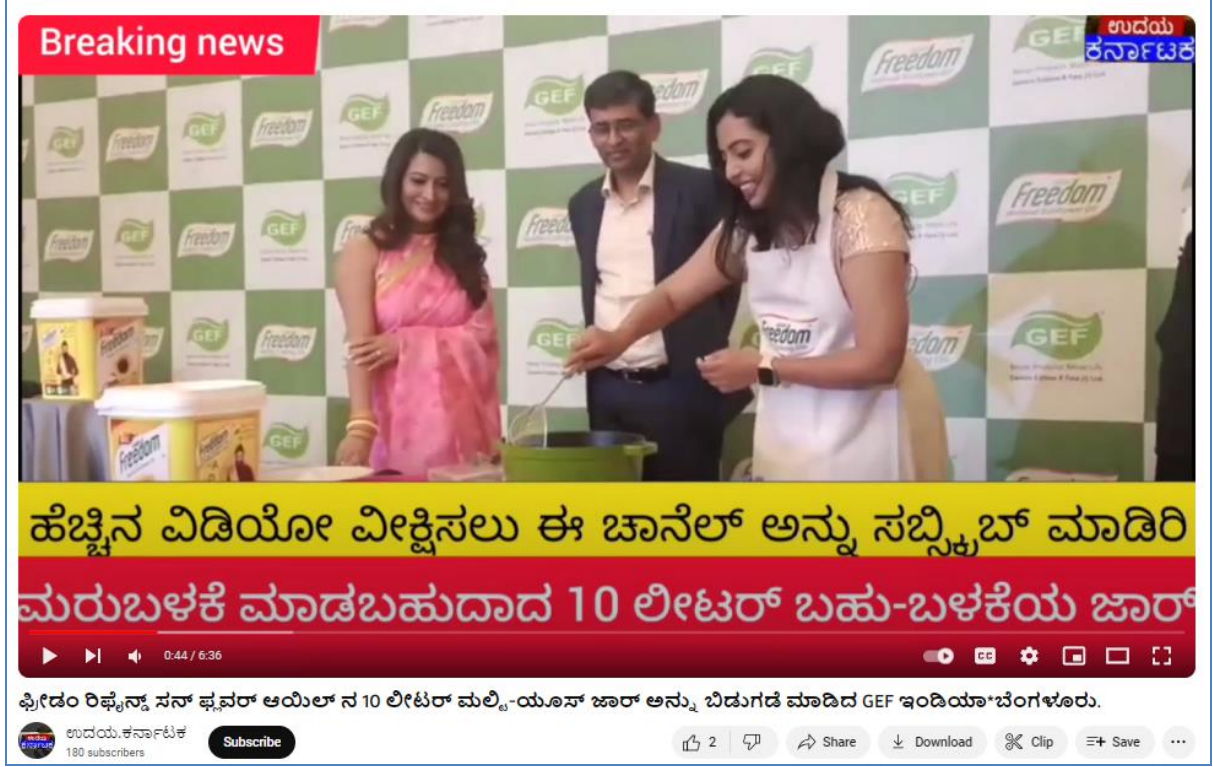
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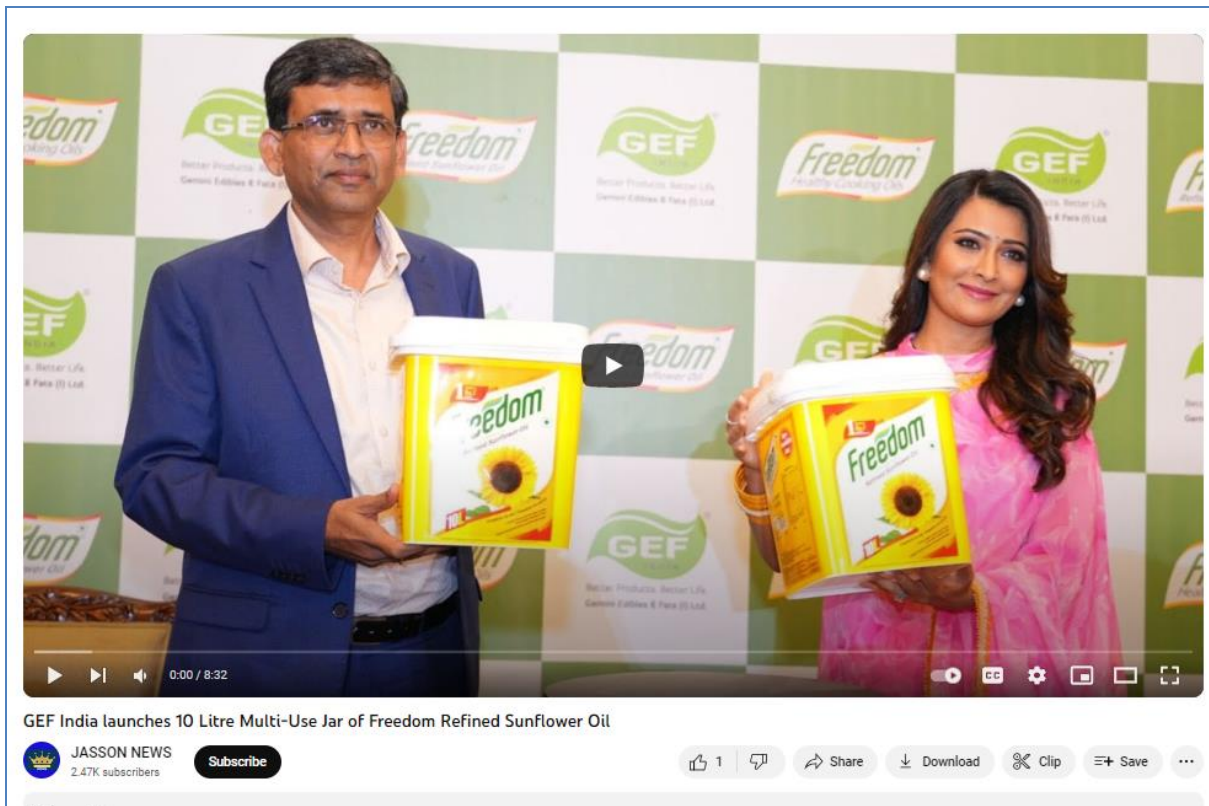
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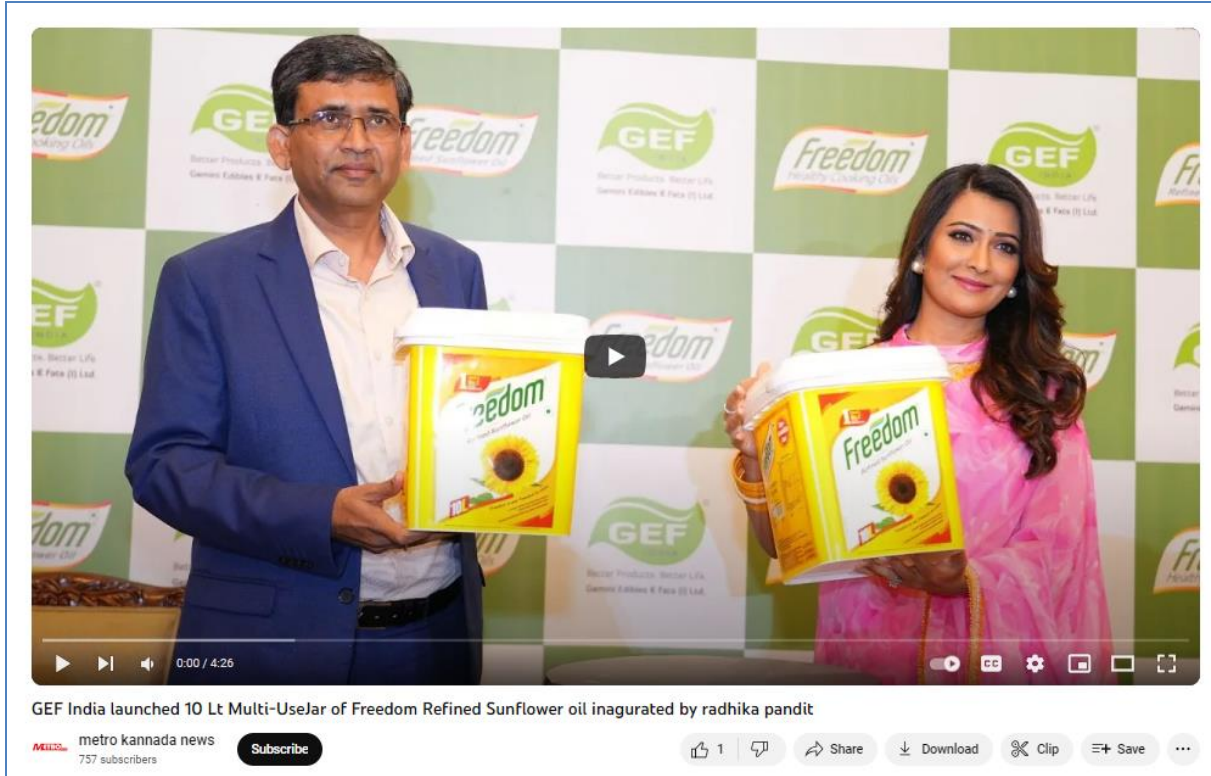
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ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ನ

10 ಲೀಟರ್ ಮಲ್ಟಿ-ಯೂಸ್ ಜಾರ್ ಬಿಡುಗಡೆ...

Radhika Pandith ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ನ 10 Ltr ಮಲ್ಟಿ-ಯೂಸ್ ಜಾರ್ ಬಿಡುಗಡೆ.Rocking star Yash

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**ಮಲ್ಟಿ ಯೂಸ್  
ಜಾರ್ ಬಿಡುಗಡೆ  
ಮಾಡಿದ  
GEF ಇಂಡಿಯಾ**

ಫ್ರೀಡಂ ರಿಫ್ರೆಸ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ನ 10 ಲೀಟರ್ ಮಲ್ಟಿ-ಯೂಸ್ ಜಾರ್ ಅನ್ನು ಬಿಡುಗಡೆ ಮಾಡಿದ GEF ಇಂಡಿಯಾ

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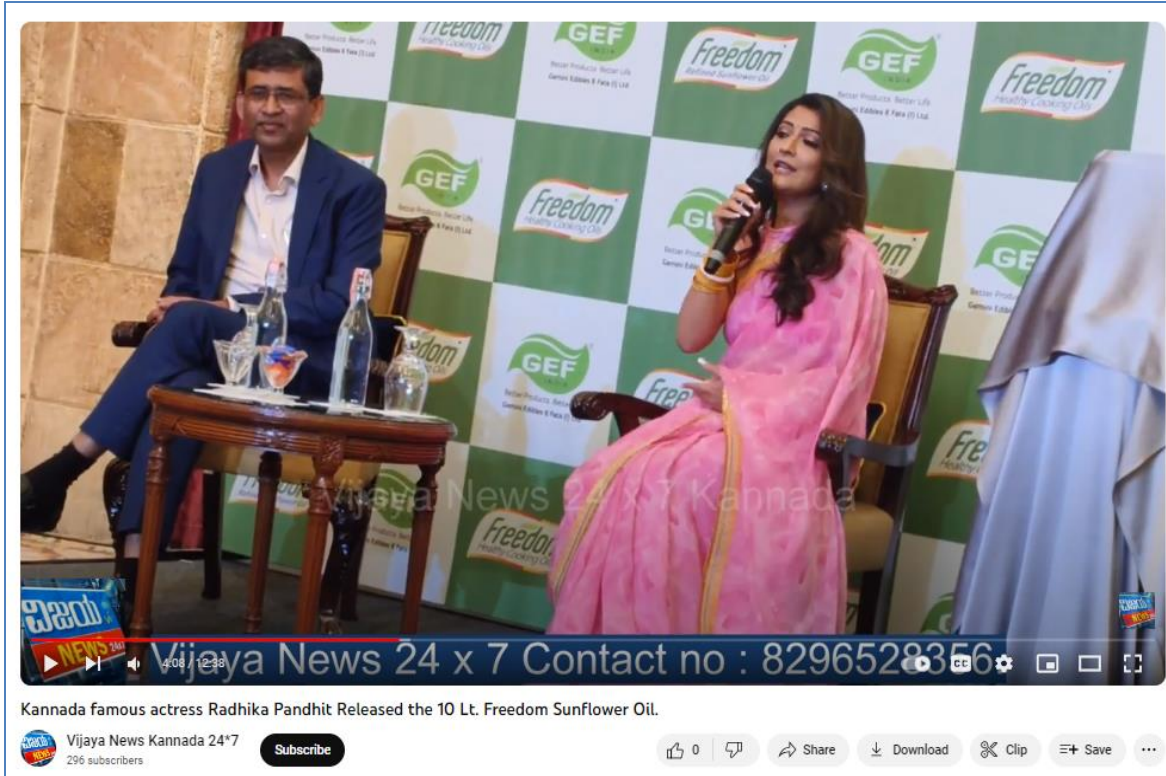
Name of the Channel: PUBLIC TV



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