

Consolidated E-Dossier

FREEDOM HEALTHY COOKING OILS



Date: December 01st – 31st, 2024

Prepared by



COVERAGE INDEX

PRINT COVERAGES			
S.No	Date	Publication	Headline
From 'Courtroom Campaign' to Factory Visit – Freedom Oil Reinforces its focus on Quality			
01.	13.12.2024	Metro India	Freedom Healthy Cooking Oils launch 'Swaasthya Bharo Bharat Bharo' campaign
02.	13.12.2024	The south India Times	From 'Courtroom Campaign' to Factory Visit – Freedom Oil reinforces its focus on Quality
03.	13.12.2024	Nava Telangana	From 'Courtroom Campaign' to Factory Visit – Freedom Oil Reinforces its focus on Quality
04.	13.12.2024	Janam Sakshi	Freedom Oil Reinforces its focus on Quality
05.	13.12.2024	Surya	Tanikella Bharani visited the Freedom Oils manufacturing unit
06.	13.12.2024	Vijayakranthi	Tanikella Bharani visited the Freedom Oil manufacturing unit
07.	14.12.2024	Global Connect	From 'Courtroom Campaign' to Factory visit – Freedom Oil Reinforces its focus on Quality
08.	14.12.2024	Vijayavani	New Campaign from Freedom Oil
09.	13.12.2024	Vishwa Vaaridhi	New Campaign from Freedom Healthy Cooking Oils
10.	13.12.2024	Sanje Samaya	New Campaign from Freedom Healthy Cooking Oils
11.	13.12.2024	Bharath Sarathi	New Campaign from Freedom Healthy Cooking Oils
12.	14.12.2024	Vijaydwaja	New Campaign from Freedom Healthy Cooking Oils
13.	13.12.2024	Sanje Prabha	New Campaign from Freedom Healthy Cooking Oils

14.	13.12.2024	Sanje Mugilu	New Campaign from Freedom Healthy Cooking Oils
15.	13.12.2024	Dinasudar	New Campaign from Freedom Healthy Cooking Oils
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Freedom Refined Sunflower Oil Recognized as India’s “Most Preferred Brand 2024-25”			
34.	21.12.2024	Metro India	Freedom Oil recognized as India’s “Most Preferred Brand 2024-25”
35.	21.12.2024	The south India Times	Freedom Oil recognized as India’s “Most Preferred Brand 2024-25”

36.	22.12.2024	Andhra Jyothi	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand"
37.	21.12.2024	Andhra Prabha	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"
38.	22.12.2024	Nava Telangana	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand"
39.	22.12.2024	Mana Telangana	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand"
40.	21.12.2024	Telugu Prabha	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"
41.	21.12.2024	Janam Sakshi	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"
42.	21.12.2024	Vijayakranthi	Freedom Oil recognized as India's "Most Preferred Brand 2024-25"
43.	22.12.2024	Surya	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"
44.	25.12.2024	Hindi Milap	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"
45.	21.12.2024	Siasat Daily	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"
46.	21.12.2024	Munsif Daily	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"
47.	22.12.2024	Rahnuma-E-Deccan	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"
48.	22.12.2024	Global Connect	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"
49.	21.12.2024	Vijay Karnataka	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"
50.	23.12.2024	Vijayavani	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand"
51.	22.12.2024	Suvarna Times of	Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

		Karnataka	
52.	22.12.2024	Vishwa Vaaridhi	Freedom Oil Recognized “Most Preferred Brand 2024-25”
53.	23.12.2024	Eesanje	Freedom Refined Sunflower Oil Recognized as India’s “Most Preferred Brand”
54.	23.12.2024	Sanje Prabha	Freedom Refined Sunflower Oil Recognized as India’s “Most Preferred Brand 2024-25”
55.	23.12.2024	Bharath Sarathi	Freedom Refined Sunflower Oil Recognized as India’s “Most Preferred Brand”
56.	21.12.2024	Sanje Samaya	Freedom Refined Sunflower Oil Recognized as India’s “Most Preferred Brand 2024-25”
57.	24.12.2024	Indu Sanje	Freedom Oil Recognized as India’s “Most Preferred Brand 2024-25”
58.	21.12.2024	Dinasudar	Freedom Refined Sunflower Oil Recognized as India’s “Most Preferred Brand 2024-25”
59.	26.12.2024	Tarun Bharat	Freedom Refined Sunflower Oil Recognized as India’s “Most Preferred Brand 2024-25”
60.	25.12.2024	Dharitri Daily	Freedom Refined Sunflower Oil Recognized as India’s “Most Preferred Brand 2024-25”
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		preferred-brand-2024-25/
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Name of the Publication: Metro India

Date: 13.12.2024

Page No: 02

Edition: Hyderabad

Headline: Freedom Healthy Cooking Oils launch 'Swaasthya Bharo Bharat Bharo' campaign

Freedom Healthy Cooking Oils launch 'Swaasthya Bharo Bharat Bharo' campaign

METRO INDIA NEWS | HYDERABAD

Freedom Cooking Oils, under its "Swaasthya Bharo Bharat Bharo" campaign, has introduced new initiatives to promote health-conscious cooking practices. This initiative emphasizes high-quality, safe, and healthy edible oils.

The campaign focuses on raising awareness about the health benefits of consuming good quality oils while promoting healthier lifestyles. The company is committed to adhering to international standards of food safety and quality, providing cooking oils free of trans fats and low in saturated fats. These oils



are fortified with essential vitamins to enhance nutritional value.

All products undergo rigorous testing and are certi-

fied by international quality standards like ISO and FSSAI. The campaign educates consumers on selecting the right cooking oils. Freedom aims

to address issues like non-communicable diseases by encouraging the use of healthier alternatives. The oils are now available in over 101 distribution locations nationwide, ensuring accessibility. Freedom introduced PET packaging to maintain freshness and ensure convenience for consumers.

Chandra Shekhar, a senior executive, stated "Freedom Cooking Oils has always prioritized consumer health and satisfaction. With our 'Swaasthya Bharo Bharat Bharo' initiative, we aim to educate and empower customers to make healthier choices, contributing to the nation's well-being."

Name of the Publication: The south India Times

Date: 13.12.2024

Page No: 07

Edition: Hyderabad

Headline: From 'Courtroom Campaign' to Factory Visit – Freedom Oil reinforces its focus on Quality

From 'Courtroom Campaign' to Factory Visit – Freedom Oil Reinforces its focus on Quality

Actor Tanikella Bharani – the judge in 'Courtroom Campaign' visits the Freedom Oils manufacturing unit to reconfirm the Purity, Hygiene and Safety of Freedom Healthy Cooking Oils and is amazed at the state-of-the-art plant free from human touch"

Hyderabad: 12th December, 2024: Freedom Healthy Cooking Oils has unveiled a bold new campaign that brings its commitment to quality and hygiene to the forefront. This initiative serves as an extension of the highly successful Courtroom series, known for its impactful storytelling and compelling message. The campaign takes viewers on a journey alongside Judge Tanikella Bharani, who is personally escorted by a senior representative from Gemini Edibles & Fats India Limited (GEF India) – the makers of Freedom Healthy Cooking Oils to the brand's state-of-the-art manufacturing plant. The visit offers an exclusive, behind-the-scenes look at Freedom Oil's fully automated plant ensuring pure, high-quality sunflower oil.

As the actor Tanikella Bharani steps into the plant, he is amazed to witness the use of cutting-edge automation with complete packing integration at Freedom Healthy Cooking Oils plant. The refining of the imported crude edible oil is process done in the latest refinery from the Belgian Company Desmet Ballestra ensuring high standards of purity. GEF India is the only edible oil company which has an inhouse SKU making unit and an automated assembly line for packing the refined oil for the customers. The manufacturing and packaging process at GEF India is meticulously handled by advanced machinery, ensuring consistency and hygiene at all stages free from human touch.



The Refined oil also passes through 101 stringent quality checks before it is packed. The plant strictly adheres to ISO and FSSAI guidelines, showcasing the brand's steadfast commitment to quality and safety. The meticulous attention to detail and state-of-the-art technology highlights how Freedom Oil goes above and beyond to ensure its oil is pure, safe, and of the highest quality.

The campaign also highlights how Freedom's commitment extends beyond quality. The plant's rigorous quality checks, including above-ground effluent treatment for early detection of potential issues, underscore the brand's dedication to maintaining high standards. These innovative measures are integrated

seamlessly into the campaign, showcasing how Freedom Healthy Cooking Oils prioritizes the health and safety of consumers. By emphasizing these practices, Freedom reaffirms its leadership in the industry, setting a benchmark for responsible and high-quality oil production.

Mr. P. Chandra Shekhara Reddy, Sr. Vice President, Sales & Marketing, Gemini Edibles & Fats India Limited, said, "At Freedom Healthy Cooking Oils, we are committed to setting new benchmarks in quality and hygiene. This campaign is a testament to our dedication to transparency and consumer trust, demonstrating how we prioritize purity at every stage of production. We are the only

edible oil brand that has integrated a PET manufacturing unit for edible oil in our manufacturing line to ensure the complete hygiene and quality of packaged Freedom Cooking Oil's. We hope this initiative reinforces the consumers' confidence in Freedom Healthy Cooking Oils and help them to make well-informed choices and recognize the value of choosing an oil that meets the highest standards of quality and safety."

Adding to this Mr. Chetan Pimpalkhute, GM Marketing, Gemini Edibles & Fats India Ltd "Our campaign is crafted to resonate with consumers by blending impactful storytelling with our core values of trust and excellence. Before accepting the role of the judge for the 'Courtroom Advertisement', Mr. Tanikella Bharani – the judge in the advertisement expressed his desire to visit our factory and reaffirm the quality and the state-of-the-art infrastructure claims made by Freedom Oil. We were delighted to showcase our state-of-the-art manufacturing unit with an automated assembly line from refining to packaging that is free from human touch. By providing an inside look at our rigorous standards and dedication to quality, we aim to empower consumers with the knowledge needed to make informed decisions that benefit their health and well-being. Freedom Cooking Oil is more than just a brand; it's a promise of purity, innovation, and care that families can rely on every day."

Headline: From ‘Courtroom Campaign’ to Factory Visit – Freedom Oil Reinforces its focus on Quality

[illegible]

Name of the Publication: Janam Sakshi

Date: 13.12.2024

Page No: 04

Edition: Hyderabad

Headline: Freedom Oil Reinforces its focus on Quality

నాణ్యతపై లక్ష్యం పునరుద్ఘాటించిన ఫ్రీడమ్ ఆయిల్

ఔరంగాబాద్, డిసెంబర్ 12 (జనం సాక్షి) : ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ నాణ్యత మరియు పరిశుభ్రత వట్ల తన నిబద్ధతను తెరపైకి తెచ్చే సాహసో పేత కొత్త ప్రచారాన్ని ప్రారంభించినట్లు జెమినీ ఎడి బుల్స్, ఫ్యాట్స్ ఇండియా లిమిటెడ్ సేల్స్, మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి.చంద్ర శేఖర రెడ్డి తెలిపారు. ఆయన మాట్లాడుతూ దాని ప్రభావం తమైన కథనానికి, అకట్టుకునే సందేశానికి పేరు గాంచిన ఈ కార్యక్రమం, విజయవంతమైన కోర్ట్ రూమ్ సిరీస్ కి కొనసాగింపుగా పనిచేస్తుందన్నారు. ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ తయారీదారులైన జెమినీ ఎడిబుల్స్, ఫ్యాట్స్ ఇండియా లిమిటెడ్ (జీఈఎఫ్ ఇండియా)కి చెందిన సీనియర్ ప్రతినిధి వ్యక్తిగతంగా ఎస్సార్టీ చేయగా, న్యాయమూర్తి తనికెళ్ల భరణి ఫ్యాక్టరీ తనిఖీ చేస్తున్న కలిసి ఈ ప్రచారం, వీక్షకులను బ్రాండ్ అత్యాధునిక తయారీకి తీసుకువెళుతుందన్నారు. జెమినీ ఎడిబుల్స్, ఫ్యాట్స్ ఇండియా లిమిటెడ్ జీఎం చేతన్ పింపాల్ ఖాటే మాట్లాడుతూ ఈ సందర్భం ఫ్రీడమ్ ఆయిల్ యొక్క పూర్తి ఆటోమేటెడ్ ప్లాంట్లో స్వచ్ఛమైన, అధిక-నాణ్యత గల సన్ ఫ్లవర్ ఆయిల్ను నిర్ధారిస్తూ ప్రత్యేకమైన, తెరవెనుక రూపాన్ని ప్రదర్శిస్తుందన్నారు.

Name of the Publication: Surya

Date: 13.12.2024

Page No: 05

Edition: Hyderabad

Headline: Tanikella Bharani visited the Freedom Oils manufacturing unit

ఫ్రీడమ్ ఆయిల్స్ తయారీ యూనిట్‌ని సందర్శించిన తనికెళ్ల భరణి



హైదరాబాద్ మేజర్ స్కూస్ : ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ నాణ్యత మరియు పరిశుభ్రత పట్ల తన నిబద్ధతను తెరపైకి తెచ్చే సాహసోపేత కొత్త ప్రచారాన్ని ప్రారంభించింది. ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ తయారీదారులైన జెమిని ఎడిబుల్స్ , ఫ్యాట్స్ ఇండియా లిమిటెడ్ (జీఈఎఫ్ ఇండియా)కి చెందిన సీనియర్ ప్రతినిధి వ్యక్తిగతంగా ఎస్పార్ట్ చేయగా, న్యాయమూర్తి తనికెళ్ల భరణి ఫ్యాక్టరీ తనిఖీ చేస్తున్న కఠిన ఈ ప్రదారం, వీక్షకులను బ్రాండ్ ఆత్మాధునిక తయారీకి తీసుకువెళుతుంది. ఈ సందర్భం ఫ్రీడమ్ ఆయిల్ యొక్క పూర్తి అటోమేటెడ్ ప్లాంట్‌లో స్వచ్ఛమైన, అధిక-నాణ్యత గల సన్‌ఫ్లవర్ ఆయిల్‌ను నిర్ధారిస్తూ ప్రత్యేకమైన, తెరవెనుక రూపాన్ని ప్రదర్శిస్తుంది. నటుడు తనికెళ్ల భరణి ప్లాంట్‌లోకి అడుగుపెడుతున్నచేత, ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ ప్లాంట్‌లో పూర్తి ప్యాకింగ్ అంబిగ్రేషన్‌తో సహా ఆత్మాధునిక అటోమేషన్‌ను ఉపయోగించడం చూసి ఆశ్చర్యపోయారు. దిగుమతి చేసుకున్న ముడి ఎడిబుల్ ఆయిల్‌ను శుద్ధి చేయడం అనేది వెల్డయన్ కంపెనీ డెస్కెట్ బిల్లెస్ట్రా నుండి తీసుకువచ్చిన తాజా శుద్ధి కర్మాగారంలో జరగటం చేత అధిక స్వచ్ఛత ప్రమాణాలకు భరోసానిస్తుంది. జీఈఎఫ్ ఇండియా అనేది అంతర్గత ఎస్కెయూ మేకింగ్ యూనిట్ మరియు కస్టమర్ కోసం రిఫైన్డ్ ఆయిల్‌ను ప్యాకింగ్ చేయడానికి

అటోమేటెడ్ అసెంబ్లీ లైన్‌ను కలిగి ఉన్న ఏకైక ఎడిబుల్ ఆయిల్ కంపెనీ. జీఈఎఫ్ ఇండియాలో తయారీ మరియు ప్యాకేజింగ్ ప్రక్రియ అధునాతన యంత్రాల ద్వారా సూక్ష్మంగా నిర్వహించబడుతుంది, మానవ స్పర్శ లేకుండా అన్ని దశలలో స్థిరత్వం మరియు పరిశుభ్రతను నిర్ధారిస్తుంది. శుద్ధి చేసిన నూనె, ప్యాక్ చేయడానికి ముందు 101 కఠినమైన నాణ్యత తనిఖీలను ఎదుర్కొంటుంది. ప్లాంట్ బిఎస్ఓ మరియు ఎఫ్ఎస్ఐఎస్ఐఐ మార్గదర్శకాలకు అచ్చుతంగా కట్టుబడి ఉంది, ఈ సందర్భంగా జెమిని ఎడిబుల్స్ , ఫ్యాట్స్ ఇండియా లిమిటెడ్ సేచ్య , మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి. చంద్ర శేఖర రెడ్డి,చేతన్ మార్కెటింగ్, జెమిని ఎడిబుల్స్ %౯౯ ఫ్యాట్స్ ఇండియా లిమిటెడ్ జీఎం పింపాల్‌ఖాటే, లు మాట్లాడుతూ, "ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్‌లో, నాణ్యత మరియు పరిశుభ్రతలో కొత్త ప్రమాణాలను నిర్దేశించటానికి మేము కట్టుబడి ఉన్నాము. ఈ ప్రదారం పారదర్శకత మరియు వినియోగదారుల విశ్వాసం పట్ల మా అంతిమభావానికి నిదర్శనం, ఉత్పత్తి యొక్క ప్రతి దశలో మేము స్వచ్ఛతకు ఎలా ప్రాధాన్యత ఇస్తామనేది ఇది వెల్లడిస్తుంది. ప్యాక్ చేయబడిన ఫ్రీడమ్ కుకింగ్ ఆయిల్ యొక్క పూర్తి పరిశుభ్రత మరియు నాణ్యతను నిర్ధారించడానికి మా తయారీ శ్రేణిలో వంట నూనె కోసం పి ఈ డి తయారీ యూనిట్‌ను ఏకీకృతం చేసిన ఏకైక ఎడిబుల్ ఆయిల్ బ్రాండ్ కూడా మాడే . ఈ కార్యక్రమం, ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ పై వినియోగదారుల విశ్వాసాన్ని బలోపేతం చేస్తుందని , నాణ్యత మరియు భద్రత యొక్క అత్యున్నత ప్రమాణాలకు అనుగుణంగా ఉండే నూనెను ఎంపికగా వాల్చిన ఆవశ్యకతను గుర్తించి, మంచి సమాచారంతో కూడిన ఎంపికలు చేయడంలో వారికి సహాయపడుతుందని మేము ఆశిస్తున్నాము..." అని అన్నారు.

Name of the Publication: Vijayakranthi

Date: 13.12.2024

Page No: 06

Edition: Hyderabad

Headline: Tanikella Bharani visited the Freedom Oil manufacturing unit



ప్రీడమ్ ఆయిల్ ఫ్యాక్టరీని సందర్శించిన తనికెళ్ల భరణి

హైదరాబాద్ సిటీబ్యూరో, డిసెంబర్ 12 (విజయవ్రాంతి): ప్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్.. పరిశుభ్రత, నాణ్యతా ప్రమాణాలను పాటిస్తుందని, ఈ క్రమంలోనే వినియోగదారుల నమ్మకాన్ని, పొరదర్శకతను చూరగొన్నదని జెమినీ ఎడిటూర్స్ అండ్ ఫ్యాబ్స్ ఇండియా సేల్స్, మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పీ చంద్రశేఖర్ రెడ్డి తెలిపారు. ఉత్పత్తి దశ నుంచే స్వచ్ఛతకు

ప్రాధాన్యం ఇస్తామని చెప్పారు. కోర్ట్ రూమ్ ఆడ్వర్టైజ్ మెంట్ కోసం న్యాయమూర్తి పాత్రను సీసీనటుడు తనికెళ్ల భరణి అంగీకరించడం పట్ల ఆయన హర్షం వ్యక్తం చేశారు. ఈ సందర్భంగా ఫ్యాక్టరీని సందర్శించిన నటుడు తనికెళ్ల భరణి ప్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ భద్రత, పరిశుభ్రత, నాణ్యతా ప్రమాణాల పట్ల సంకృప్తి వ్యక్తం చేసినట్లు తెలిపారు.

Name of the Publication: Global Connect

Date: 14.12.2024

Page No: 02

Edition: Bangalore

Headline: From 'Courtroom Campaign' to Factory visit – Freedom Oil Reinforces its focus on Quality

From 'Courtroom Campaign' to Factory Visit – Freedom Oil Reinforces its focus on Quality



Bengaluru: Freedom Healthy Cooking Oils has unveiled a bold new campaign that brings its commitment to quality and hygiene to the forefront. This initiative serves as an extension of the highly successful Courtroom series, known for its impactful storytelling and compelling message. The campaign takes viewers on a journey alongside Judge Tanikella Bharani, who is personally escorted by a senior representative from Gemini Edibles & Fats India Limited (GEF India) – the makers of Freedom Healthy Cooking Oils to the brand's state-of-the-art manufacturing plant. The visit offers an exclusive, behind-the-scenes look at Freedom Oil's fully automated plant ensuring pure, high-quality sunflower oil.

As the actor Tanikella Bharani steps into the plant, he is amazed to witness the use of cutting-edge automation with complete packing integration at Freedom Healthy Cooking Oils plant. The refining of the imported crude edible oil is process done in the latest refinery from the Belgian Company Desmet Ballestra ensuring high standards of purity. GEF India is the only edible oil company which has an inhouse SKU making unit and an automated assembly line for packing the refined oil for the customers. The manufacturing and packaging process at GEF India is meticulously handled by advanced machinery, ensuring consistency and hygiene at all stages free from human touch. The Refined oil also passes through 101 stringent quality checks before it is packed. The plant strictly adheres to ISO and FSSAI guidelines, showcasing the brand's steadfast commitment to quality and safety. The meticulous attention to detail and state-of-the-art technology highlights how Freedom Oil goes above and beyond to ensure its oil is pure, safe, and of the highest quality.

Mr. P. Chandra Shekhara Reddy, Sr. Vice President, Sales & Marketing, Gemini Edibles & Fats India Limited, said, "At Freedom Healthy Cooking Oils, we are committed to setting new benchmarks in quality and hygiene. This campaign is a testament to our dedication to transparency and consumer trust, demonstrating how we prioritize purity at every stage of production. We are the only edible oil brand that has integrated a PET manufacturing unit for edible oil in our manufacturing line to ensure the complete hygiene and quality of packaged Freedom Cooking Oil's. We hope this initiative reinforces the consumers' confidence in Freedom Healthy Cooking Oils and help them to make well-informed choices and recognize the value of choosing an oil that meets the highest standards of quality and safety."

Name of the Publication: Vijayavani

Date: 14.12.2024

Page No: 04

Edition: Bangalore

Headline: New Campaign from Freedom Oil

ಪ್ರೀಡಂ ಆಯಿಲ್ ಹೊಸ ಅಭಿಯಾನ

ಬೆಂಗಳೂರು: 'ಕೋರ್ಟ್ ರೂಮ್ ಕ್ಯಾಂಪೇನ್' ನಿಂದ ಫ್ಯಾಕ್ಟರಿ ಭೇಟಿಯವರೆಗೆ ಪ್ರೀಡಂ ಹೆಲ್ಮೆ ಕುಕಿಂಗ್ ಆಯಿಲ್ ಹೊಸ ಅಭಿಯಾನ ಹಮ್ಮಿಕೊಂಡಿದೆ.

ಜಿಮಿನಿ ಎಡಿಬಲ್ಸ್ ಆಂಡ್ ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಲಿ.ನ (ಜಿಇಎಫ್ ಇಂಡಿಯಾ) ಹಿರಿಯ ಪ್ರತಿನಿಧಿಯೊಂದಿಗೆ

» **ಗುಣಮಟ್ಟ ಮತ್ತು ಸುರಕ್ಷತೆಗೆ ದೃಢವಾದ ಬದ್ಧತೆ** ವೈಯಕ್ತಿಕವಾಗಿ ಬೆಂಗಳೂರಿನಲ್ಲಿ ನಟ ತನಿಕೆಲ್ಲಾ ಭರಣಿ ಅವರೊಂದಿಗೆ ಈ ಅಭಿಯಾನವು ವೀಕ್ಷಕರನ್ನು ಹೊಸದೊಂದು ಪ್ರಯಾಣಕ್ಕೆ ಕರೆದೊಯ್ಯುತ್ತದೆ. ತನಿಕೆಲ್ಲ ಭರಣಿ, ಪ್ರೀಡಂ ಹೆಲ್ಮೆ ಕುಕಿಂಗ್ ಆಯಿಲ್

ಸಂಪೂರ್ಣ ಪ್ಯಾಕಿಂಗ್ ಏಕೀಕರಣದೊಂದಿಗೆ ಅತ್ಯಾಧುನಿಕ ಯಾಂತ್ರಿಕತೆಗೊಳಿಸುವಿಕೆಯ ಬಳಕೆಯನ್ನು ನೋಡಿ ಆಶ್ಚರ್ಯಚಕಿತರಾದರು.

ಜಿಇಎಫ್ ಇಂಡಿಯಾ ಏಕೈಕ ಖಾದ್ಯತೈಲ ಕಂಪನಿಯಾಗಿದ್ದು, ಗ್ರಾಹಕರಿಗೆ ಸಂಸ್ಕರಿಸಿದ ತೈಲದ ಪ್ಯಾಕೇಜಿಂಗ್ ಪ್ರಕ್ರಿಯೆಯನ್ನು ಸುಧಾರಿತ ಯಂತ್ರೋಪಕರಣಗಳು ಸೂಕ್ಷ್ಮವಾಗಿ ನಿರ್ವಹಿಸುತ್ತವೆ. ಸಂಸ್ಕರಿಸಿದ ತೈಲವನ್ನು ಪ್ಯಾಕ್ ಮಾಡುವ ಮೊದಲು 101 ಕಠಿಣ ಗುಣಮಟ್ಟದ ತಪಾಸಣೆಗಳ ಮೂಲಕ



ಹಾದುಹೋಗುತ್ತದೆ. ಸ್ವಾವರವು ಐಎಸ್‌ಒ ಮತ್ತು ಎಫ್‌ಎಸ್‌ಎಸ್‌ಎಐ ಮಾರ್ಗಸೂಚಿಗಳನ್ನು ಕಟ್ಟುನಿಟ್ಟಾಗಿ ಅನುಸರಿಸುತ್ತದೆ. ಇದು ಗುಣಮಟ್ಟ ಮತ್ತು ಸುರಕ್ಷತೆಗೆ ಬ್ಯಾಂಡ್‌ನ ದೃಢವಾದ ಬದ್ಧತೆಯನ್ನು ಪ್ರದರ್ಶಿಸುತ್ತದೆ. ನವೀನ ಕ್ರಮಗಳನ್ನು ಅಭಿಯಾನದಲ್ಲಿ ಸಂಯೋಜಿಸಲಾಗಿದೆ.

ಪ್ರೀಡಂ ಅಡುಗೆ ಎಣ್ಣೆ ಮೂಲಕ ಗುಣಮಟ್ಟ ಮತ್ತು ನೈರ್ಮಲ್ಯದಲ್ಲಿ ಹೊಸ ಮಾನದಂಡ ಸ್ಥಾಪಿಸಲು ಬದ್ಧರಾಗಿದ್ದೇವೆ. ಈ ಅಭಿಯಾನವು ಪಾರದರ್ಶಕತೆ ಮತ್ತು ಗ್ರಾಹಕರ ನಂಬಿಕೆಗೆ ಸಾಕ್ಷಿಯಾಗಿದೆ ಎಂದು ಜಿಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಲಿ.ನ ಸೇಲ್ಸ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್‌ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ತಿಳಿಸಿದ್ದಾರೆ.

Name of the Publication: Vishwa Vaaridhi

Date: 13.12.2024

Page No: 06

Edition: Bangalore

Headline: New Campaign from Freedom Healthy Cooking Oils

ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಹೊಸ ಅಭಿಯಾನ

ವಿಶ್ವವಾರಿಧಿ | ಬೆಂಗಳೂರು

ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಗುಣಮಟ್ಟ ಮತ್ತು ನೈರ್ಮಲ್ಯದ ಬದ್ಧತೆಯನ್ನು ಮುಂಚೂಣಿಗೆ ತರುವುದಿಟ್ಟುಹೊಸ ಅಭಿಯಾನವನ್ನು ಆನಾವರಣ ಗೊಳಿಸಿದೆ.

ಈ ಉಪಕ್ರಮವು ಅತ್ಯಂತ ಯಶಸ್ವಿ ಕೋರ್ಟ್ ರೂಮ್ ಸರಣಿಯ ವಿಸ್ತರಣೆಯಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತದೆ. ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ತಯಾರಕರಾದ ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ & ಫ್ಯಾಕ್ಟ್ಸ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ (ಜೆಇಎಫ್ ಇಂಡಿಯಾ) ನ ಹಿರಿಯ ಪ್ರತಿನಿಧಿಯೊಂದಿಗೆ ವೈಯಕ್ತಿಕವಾಗಿ ಬೆಂಗಳೂರಿನಲ್ಲಿ ನ್ಯಾಯಾಧೀಶ ತನಿಕೆಲ್ಲಾ ಭರಣಿ ಅವರೊಂದಿಗೆ ಈ ಅಭಿಯಾನವು ವೀಕ್ಷಕರನ್ನು ಹೊಸದೊಂದು ಪ್ರಯಾಣಕ್ಕೆ ಕರೆದೊಯ್ಯುತ್ತದೆ.

ನಟ ತನಿಕೆಲ್ಲಾ ಭರಣಿ, ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಸಂಪೂರ್ಣ ಪ್ಯಾಕಿಂಗ್ ಏಕೀಕರಣದೊಂದಿಗೆ ಆತ್ಮಾಧುನಿಕ ಯಾಂತ್ರಿಕತೆಗೊಳಿಸುವಿಕೆಯ ಬಳಕೆಯನ್ನು ನೋಡಿ ಅವರು ಆಶ್ಚರ್ಯಚಕಿತರಾದರು.



ಆಮದು ಮಾಡಿದ ಕಚ್ಚಾ ಖಾದ್ಯ ತೈಲದ ಸಂಸ್ಕರಣೆಯನ್ನು ಬೆಲ್ಜಿಯಂ ಕಂಪನಿ ಡೆಸ್ಟೆಟ್ ಬ್ಯಾಲೆಸ್ಟಾದಿಂದ ಇತ್ತೀಚಿನ ಸಂಸ್ಕರಣಾಗಾರದಲ್ಲಿ ಮಾಡಲಾಗುತ್ತದೆ.

ಜೆಇಎಫ್ ಇಂಡಿಯಾ ಏಕೈಕ ಖಾದ್ಯ ತೈಲ ಕಂಪನಿಯಾಗಿದ್ದು, ಗ್ರಾಹಕರಿಗೆ ಸಂಸ್ಕರಿಸಿದ ತೈಲವನ್ನು ಪ್ಯಾಕ್ ಮಾಡಲು ಆಂತರಿಕ ವಿಸ್ತೆಯು ಉತ್ಪಾದನಾ ಘಟಕ ಮತ್ತು

ಸ್ವಯಂಚಾಲಿತ ಜೋಡಣೆ ಮಾರ್ಗವನ್ನು ಹೊಂದಿದೆ. ಜೆಇಎಫ್ ಇಂಡಿಯಾದಲ್ಲಿ ಉತ್ಪಾದನೆ ಮತ್ತು ಪ್ಯಾಕೇಜಿಂಗ್ ಪ್ರಕ್ರಿಯೆಯನ್ನು ಸುಧಾರಿತ ಯಂತ್ರೋಪಕರಣಗಳು ಸೂಕ್ಷ್ಮವಾಗಿ ನಿರ್ವಹಿಸುತ್ತವೆ, ಮಾನವ ಸ್ಪರ್ಶದಿಂದ ಮುಕ್ತವಾದ ಎಲ್ಲಾ ಹಂತಗಳಲ್ಲಿ ಸ್ಥಿರತೆ ಮತ್ತು ನೈರ್ಮಲ್ಯವನ್ನು ಖಚಿತಪಡಿಸುತ್ತವೆ.

ಫ್ರೀಡಂ ಬದ್ಧತೆಯು ಗುಣಮಟ್ಟವನ್ನು ಮೀರಿ ಹೇಗೆ ವಿಸ್ತರಿಸುತ್ತದೆ ಎಂಬುದನ್ನು ಈ ಅಭಿಯಾನವು ಎತ್ತಿ ತೋರಿಸುತ್ತದೆ. ಸಂಭಾವ್ಯ ಸಮಸ್ಯೆಗಳನ್ನು ಮುಂಚಿತವಾಗಿ ಪತ್ತೆಹಚ್ಚಲು ನೆಲದ ಮೇಲಿನ ತ್ಯಾಜ್ಯ ಸಂಸ್ಕರಣೆ ಸೇರಿದಂತೆ ಸ್ಥಾವರದ ಕಠಿಣ ಗುಣಮಟ್ಟದ ತಪಾಸಣೆಗಳು ಉನ್ನತ ಮಾನದಂಡಗಳನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳಲು ಬ್ರಾಂಡ್ ಸಮರ್ಪಣೆಯನ್ನು ಒತ್ತಿಹೇಳುತ್ತವೆ. ಈ ನವೀನ ಕ್ರಮಗಳನ್ನು ಅಭಿಯಾನದಲ್ಲಿ ತಡೆರಹಿತವಾಗಿ ಸಂಯೋಜಿಸಲಾಗಿದೆ, ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಅಡುಗೆ ಎಣ್ಣೆಗಳು ಗ್ರಾಹಕರ ಆರೋಗ್ಯ ಮತ್ತು ಸುರಕ್ಷತೆಗೆ ಹೇಗೆ ಆದ್ಯತೆ ನೀಡುತ್ತವೆ ಎಂಬುದನ್ನು ಪ್ರದರ್ಶಿಸುತ್ತದೆ.

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ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ ಅಭಿಯಾನ

ಸಂಚೆ ಸಮಯ ಸುದ್ದಿ,
ಬೆಂಗಳೂರು, ಡಿ. 12:

ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ ಗುಣಮಟ್ಟ ಮತ್ತು ನೈರ್ಮಲ್ಯದ ಬದ್ಧತೆಯನ್ನು ಮುಂಚೂಣಿಗೆ ತರುವ ದಿಟ್ಟ ಹೊಸ ಅಭಿಯಾನವನ್ನು ಅನಾವರಣಗೊಳಿಸಿದೆ. ಈ ಉಪಕ್ರಮವು ಆತ್ಮತೃಪ್ತಿ ಯಶಸ್ವಿ ಕೋರ್ಟ್ ರೂಮ್ ಸರಣಿಯ ವಿಸ್ತರಣೆಯಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತದೆ.



ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ ತಯಾರಕರಾದ ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ & ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ (ಜಿಇಎಫ್ ಇಂಡಿಯಾ) ನ ಹಿರಿಯ ಪ್ರತಿನಿಧಿಯೊಂದಿಗೆ ವೈಯಕ್ತಿಕವಾಗಿ ಬೆಂಗಳೂರಿನಲ್ಲಿ ನ್ಯಾಯಾಧೀಶ ತನಿಕೆಲ್ಲಾ ಭರಣಿ ಅವರೊಂದಿಗೆ ಈ ಅಭಿಯಾನವು ವೀಕ್ಷಕರನ್ನು ಹೊಸದೊಂದು ಪ್ರಯಾಣಕ್ಕೆ ಕರೆದೊಯ್ಯುತ್ತದೆ.

ನಟ ತನಿಕೆಲ್ಲಾ ಭರಣಿ, ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ ಸಂಪೂರ್ಣ ಪ್ಯಾಕಿಂಗ್ ಏಕೀಕರಣದೊಂದಿಗೆ ಅತ್ಯಾಧುನಿಕ ಯಾಂತ್ರಿಕತೆಗಳೊಳಿಸುವಿಕೆಯ ಬಳಕೆಯನ್ನು ನೋಡಿ ಅವರು ಆಶ್ಚರ್ಯಚಕಿತರಾದರು. ಆಮದು ಮಾಡಿದ ಕಚ್ಚಾ ಖಾದ್ಯ ತೈಲದ ಸಂಸ್ಕರಣೆಯನ್ನು ಬೆಲ್ಜಿಯಂ ಕಂಪನಿ ಡೆಸ್ಟೆಕ್ ಬ್ಯಾಲೆಸ್ಟಾದಿಂದ ಇತ್ತೀಚಿನ ಸಂಸ್ಕರಣಾಗಾರದಲ್ಲಿ ಮಾಡಲಾಗುತ್ತದೆ. ಜಿಇಎಫ್ ಇಂಡಿಯಾ ಏಕೈಕ ಖಾದ್ಯ ತೈಲ ಕಂಪನಿಯಾಗಿದ್ದು, ಗ್ರಾಹಕರಿಗೆ ಸಂಸ್ಕರಿಸಿದ ತೈಲವನ್ನು ಪ್ಯಾಕ್ ಮಾಡಲು ಆಂತರಿಕ ಎಸೆಯು ಉತ್ಪಾದನಾ ಘಟಕ ಮತ್ತು ಸ್ವಯಂಚಾಲಿತ ಜೋಡಣೆ ಮಾರ್ಗವನ್ನು ಹೊಂದಿದೆ. ಜಿಇಎಫ್ ಇಂಡಿಯಾದಲ್ಲಿ ಉತ್ಪಾದನೆ ಮತ್ತು ಪ್ಯಾಕೇಜಿಂಗ್ ಪ್ರಕ್ರಿಯೆಯನ್ನು ಸುಧಾರಿತ ಯಂತ್ರೋಪಕರಣಗಳು ಸೂಕ್ಷ್ಮವಾಗಿ ನಿರ್ವಹಿಸುತ್ತವೆ, ಮಾನವ ಸ್ಪರ್ಶದಿಂದ ಮುಕ್ತವಾದ ಎಲ್ಲಾ ಹಂತಗಳಲ್ಲಿ ಸ್ಥಿರತೆ ಮತ್ತು ನೈರ್ಮಲ್ಯವನ್ನು ಖಚಿತಪಡಿಸುತ್ತವೆ.

ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ & ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಜೀವಂ ಮಾರ್ಕೆಟಿಂಗ್ ಶ್ರೀ ಚೇತನ್ ಪಿಂಪಲ್ಕುಟೆ, 'ನಮ್ಮ ಪ್ರಮುಖ ಮೌಲ್ಯಗಳಾದ ನಂಬಿಕೆ ಮತ್ತು ಉತ್ಕೃಷ್ಟತೆಯೊಂದಿಗೆ ಪರಿಣಾಮಕಾರಿ ಕಠಿಣ ಹೇಳುವಿಕೆಯನ್ನು ಬೆರಸುವ ಮೂಲಕ ಗ್ರಾಹಕರೊಂದಿಗೆ ಅನುರಣಿಸಲು ನಮ್ಮ ಅಭಿಯಾನವನ್ನು ರಚಿಸಲಾಗಿದೆ. 'ಕೋರ್ಟ್ ರೂಮ್ ಜಾಹೀರಾತಿಗಾಗಿ' ನ್ಯಾಯಾಧೀಶರ ಪಾತ್ರವನ್ನು ಸ್ವೀಕರಿಸುವ ಮೊದಲು, ಜಾಹೀರಾತಿನಲ್ಲಿ ನ್ಯಾಯಾಧೀಶರಾದ ತನಿಕೆಲ್ಲಾ ಭರಣಿ ಅವರು ನಮ್ಮ ಕಾರ್ಖಾನೆಗೆ ಭೇಟಿ ನೀಡುವ ಮತ್ತು ಫ್ರೀಡಂ ಆಯಿಲ್ ಮಾಡಿದ ಗುಣಮಟ್ಟ ಮತ್ತು ಅತ್ಯಾಧುನಿಕ ಮೂಲಸೌಕರ್ಯ ಹಕ್ಕುಗಳನ್ನು ಪುನರುಚ್ಚರಿಸುವ ಬಯಕೆಯನ್ನು ವ್ಯಕ್ತಪಡಿಸಿದರು. ಮಾನವ ಸ್ಪರ್ಶದಿಂದ ಮುಕ್ತವಾದ ಸಂಸ್ಕರಣೆಯಿಂದ ಪ್ಯಾಕೇಜಿಂಗ್ ವರೆಗೆ ಸ್ವಯಂಚಾಲಿತ ಜೋಡಣೆ ಮಾರ್ಗದೊಂದಿಗೆ ನಮ್ಮ ಅತ್ಯಾಧುನಿಕ ಉತ್ಪಾದನಾ ಘಟಕವನ್ನು ಪ್ರದರ್ಶಿಸಲು ನಾವು ಸಂತೋಷಪಟ್ಟಿದ್ದೇವೆ" ಎಂದು ಹೇಳಿದರು.

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ಪ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಹೊಸ ಅಭಿಯಾನ

ಬೆಂಗಳೂರು: ಪ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಗುಣಮಟ್ಟ ಮತ್ತು ಸ್ವರ್ಮಲ್ಯದ ಬದ್ಧತೆಯನ್ನು ಮುಂಚೂಣಿಗೆ ತರುವ ದಿಟ್ಟ ಹೊಸ ಅಭಿಯಾನವನ್ನು ಅನಾವರಣಗೊಳಿಸಿದೆ. ಈ ಉಪಕ್ರಮವು ಆತ್ಮತೃಪ್ತಿ ಕೋಚ್ ರೂಮ್ ಸರಣಿಯ ವಿಸ್ತರಣೆಯಾಗಿ ಕಾರ್ಖಾನೆವರ್ಗಿಸುತ್ತದೆ. ಪ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ ತಯಾರಕರಾದ ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ & ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ (ಬೆಂಗಳೂರು ಇಂಡಿಯಾ) ನ ಹಿರಿಯ ಪ್ರತಿನಿಧಿಯೊಂದಿಗೆ ವೈಯಕ್ತಿಕವಾಗಿ ಬೆಂಗಳೂರಿನಲ್ಲಿ ನ್ಯಾಯಾಧೀಶ ತನಿಕೆಲ್ವಾ ಭರಣಿ ಅವರೊಂದಿಗೆ ಈ ಅಭಿಯಾನವು ವೀಕ್ಷಕರನ್ನು ಹೊಸದೊಂದು ಪ್ರಯೋಗಕ್ಕೆ ಕರೆದೊಯ್ಯುತ್ತದೆ.

ನಟ ತನಿಕೆಲ್ವಾ ಭರಣಿ, ಪ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ ಸಂಪೂರ್ಣ ಪ್ಯಾಕಿಂಗ್ ಏಕೀಕರಣದೊಂದಿಗೆ ಆತ್ಮಾಧುನಿಕ ಯಾಂತ್ರಿಕತೆಗೊಳಿಸಿಕೊಂಡು ಬಳಕೆಯನ್ನು ನೋಡಿ ಅವರು ಆಶ್ಚರ್ಯಚಕಿತರಾದರು. ಅಮದು ಮಾಡಿದ ಕಚ್ಚಾ ಖಾದ್ಯ ತೈಲದ ಸಂಸ್ಕರಣೆಯನ್ನು ಬೆಲ್ಜಿಯಂ ಕಂಪನಿ ಡೆಸ್‌ಟಿ ಬ್ಯಾಲೆಸ್ತಾದಿಂದ ಇತ್ತೀಚಿನ ಸಂಸ್ಕರಣಾಗಾರದಲ್ಲಿ ಮಾಡಲಾಗುತ್ತದೆ. ಬೆಂಗಳೂರು ಇಂಡಿಯಾ ಏಕೈಕ ಖಾದ್ಯ ತೈಲ ಕಂಪನಿಯಾಗಿದ್ದು, ಗ್ರಾಹಕರಿಗೆ ಸಂಸ್ಕರಿಸಿದ

ತೈಲವನ್ನು ಪ್ಯಾಕ್ ಮಾಡಲು ಅಂತರಿಕ ವಿಸ್ತೆಯು ಉತ್ಪಾದನಾ ಘಟಕ ಮತ್ತು ಸ್ವಯಂಚಾಲಿತ ಚೋಡಣಿ ಮಾರ್ಗವನ್ನು ಹೊಂದಿದೆ. ಬೆಂಗಳೂರು ಇಂಡಿಯಾದಲ್ಲಿ ಉತ್ಪಾದನೆ ಮತ್ತು ಪ್ಯಾಕೇಜಿಂಗ್ ಪ್ರಕ್ರಿಯೆಯನ್ನು ಸುಧಾರಿತ ಯಂತ್ರೋಪಕರಣಗಳು ಸೂಕ್ಷ್ಮವಾಗಿ ನಿರ್ವಹಿಸುತ್ತವೆ. ಮಾನವ ಸ್ಪರ್ಶದಿಂದ ಮುಕ್ತವಾದ ಎಲ್ಲಾ ಹಂತಗಳಲ್ಲಿ ಸ್ವಿರತೆ ಮತ್ತು ಸ್ವರ್ಮಲ್ಯವನ್ನು ಖಚಿತಪಡಿಸುತ್ತದೆ. ಸಂಸ್ಕರಿಸಿದ ತೈಲವನ್ನು ಪ್ಯಾಕ್ ಮಾಡುವ ಮೊದಲು 101 ಕಠಿಣ ಗುಣಮಟ್ಟದ ತಪಾಸಣೆಗಳ ಮೂಲಕ ಪಾಡುಹೋಗುತ್ತದೆ. ಸ್ವಾವರವು ಐಎಸ್‌ಒ ಮತ್ತು ಎಫ್‌ಎಸ್‌ಐಎಸ್‌ಎಐ ಮಾರ್ಗಸೂಚಿಗಳನ್ನು ಕಟ್ಟುನಿಟ್ಟಾಗಿ ಅನುಸರಿಸುತ್ತದೆ. ಇದು ಗುಣಮಟ್ಟ ಮತ್ತು ಸುರಕ್ಷತೆಗೆ ಬ್ರಾಂಡ್ ದೃಢವಾದ ಬದ್ಧತೆಯನ್ನು ಪ್ರದರ್ಶಿಸುತ್ತದೆ. ವಿವರಗಳು ಮತ್ತು ಆತ್ಮಾಧುನಿಕ ತಂತ್ರಜ್ಞಾನಕ್ಕೆ ನಿಖರವಾದ ಗಮನವು ಪ್ರೀಡಂ ಆಯಿಲ್ ಹೇಗೆ ಮೇಲಕ್ಕೆ ಮತ್ತೆ ಅದರಾಚೆಗೆ ಹೋಗುತ್ತದೆ ಎಂಬುದನ್ನು ಎತ್ತಿ ತೋರಿಸುತ್ತದೆ.

ಪ್ರೀಡಂ ಬದ್ಧತೆಯು ಗುಣಮಟ್ಟವನ್ನು ಮೀರಿ ಹೇಗೆ ವಿಸ್ತರಿಸುತ್ತದೆ ಎಂಬುದನ್ನು ಈ ಅಭಿಯಾನವು ಎತ್ತಿ ತೋರಿಸುತ್ತದೆ. ಸಂಭಾವ್ಯ ಸಮಸ್ಯೆಗಳನ್ನು



ಮುಂಚಿತವಾಗಿ ಪತ್ತೆಹಚ್ಚಲು ನೆಲದ ಮೇಲಿನ ತ್ಯಾಜ್ಯ ಸಂಸ್ಕರಣೆ ಸೇರಿದಂತೆ ಸ್ವಾವರದ ಕಠಿಣ ಗುಣಮಟ್ಟದ ತಪಾಸಣೆಗಳು ಉನ್ನತ ಮಾನದಂಡಗಳನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳಲು ಬ್ರಾಂಡ್ ಸಮರ್ಪಣೆಯನ್ನು ಒತ್ತಿಹೇಳುತ್ತವೆ. ಈ ನವೀನ ಕ್ರಮಗಳನ್ನು ಅಭಿಯಾನದಲ್ಲಿ ತಡೆರಹಿತವಾಗಿ ಸಂಯೋಜಿಸಲಾಗಿದೆ. ಪ್ರೀಡಂ ಹೆಲ್ತ್ ಆಡುಗೆ ಎಣ್ಣೆಗಳು ಗ್ರಾಹಕರ ಆರೋಗ್ಯ ಮತ್ತು ಸುರಕ್ಷತೆಗೆ ಹೇಗೆ ಆದ್ಯತೆ ನೀಡುತ್ತವೆ ಎಂಬುದನ್ನು ಪ್ರದರ್ಶಿಸುತ್ತದೆ.

ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ನ ಸೇಲ್ಸ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್ ನ ಹಿರಿಯ

ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ ಮಾತನಾಡಿ, ಪ್ರೀಡಂ ಹೆಲ್ತ್ ಆಡುಗೆ ಎಣ್ಣೆಗಳಲ್ಲಿ ಗುಣಮಟ್ಟ ಮತ್ತು ಸ್ವರ್ಮಲ್ಯದಲ್ಲಿ ಹೊಸ ಮಾನದಂಡಗಳನ್ನು ಸ್ಥಾಪಿಸಲು ನಾವು ಬದ್ಧರಾಗಿದ್ದೇವೆ. ಈ ಅಭಿಯಾನವು ಪಾರದರ್ಶಕತೆ ಮತ್ತು ಗ್ರಾಹಕರ ನಂಬಿಕೆಗೆ ನಮ್ಮ ಸಮರ್ಪಣೆಗೆ ಸಾಕ್ಷಿಯಾಗಿದೆ. ಉತ್ಪಾದನೆಯ ಪ್ರತಿಯೊಂದು ಹಂತದಲ್ಲೂ ನಾವು ಪದ್ಧತೆಗೆ ಹೇಗೆ ಆದ್ಯತೆ ನೀಡುತ್ತೇವೆ ಎಂಬುದನ್ನು ಪ್ರದರ್ಶಿಸುತ್ತದೆ. ಪ್ಯಾಕೇಜ್ ಮಾಡಿದ ಪ್ರೀಡಂ ಕುಕಿಂಗ್ ಆಯಿಲ್ ಗಳ ಸಂಪೂರ್ಣ ಸ್ವರ್ಮಲ್ಯ ಮತ್ತು ಗುಣಮಟ್ಟವನ್ನು ಖಚಿತಪಡಿಸಿಕೊಳ್ಳಲು ನಮ್ಮ ಉತ್ಪಾದನಾ ಸಾಲಿನಲ್ಲಿ ಖಾದ್ಯ ತೈಲಕ್ಕಾಗಿ ಏಕೀಕರಣ ಉತ್ಪಾದನಾ ಘಟಕವನ್ನು ಸಂಯೋಜಿಸಿದ ಏಕೈಕ ಖಾದ್ಯ ತೈಲ ಬ್ರಾಂಡ್ ನಾವು. ಈ ಉಪಕ್ರಮವು ಪ್ರೀಡಂ ಹೆಲ್ತ್ ಆಡುಗೆ ಎಣ್ಣೆಗಳಲ್ಲಿ ಗ್ರಾಹಕರ ವಿಶ್ವಾಸವನ್ನು ಬಲಪಡಿಸುತ್ತದೆ ಮತ್ತು ಉತ್ತಮ ತಿಳುವಳಿಕೆಯುಳ್ಳ ಆಯ್ಕೆಗಳನ್ನು ಮಾಡಲು ಮತ್ತು ಗುಣಮಟ್ಟ ಮತ್ತು ಸುರಕ್ಷತೆಯ ಆತ್ಮಸ್ಥತೆ ಮಾನದಂಡಗಳನ್ನು ಪೂರೈಸುವ ಎಣ್ಣೆಯನ್ನು ಆಯ್ಕೆ ಮಾಡುವ ಮೌಲ್ಯವನ್ನು ಗುರುತಿಸಲು ಅವರಿಗೆ ಸಹಾಯ ಮಾಡುತ್ತದೆ ಎಂದು ನಾವು ಭಾವಿಸುತ್ತೇವೆ.

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ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಹೊಸ ಅಭಿಯಾನ



ಬೆಂಗಳೂರು: ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಗುಣಮಟ್ಟ ಮತ್ತು ನೈರ್ಮಲ್ಯದ ಬದ್ಧತೆಯನ್ನು ಮುಂಚೂಣಿಗೆ ತರುವ ದಿಟ್ಟ ಹೊಸ ಅಭಿಯಾನವನ್ನು ಅನಾವರಣ ಗೊಳಿಸಿದೆ.

ಈ ಉಪಕ್ರಮವು ಅತ್ಯಂತ ಯಶಸ್ವಿ ಕೋರ್ಟ್ ರೂಮ್ ಸರಣಿಯ ವಿಸ್ತರಣೆಯಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತದೆ. ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ತಯಾರಕರಾದ ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ & ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ (ಜಿಇಎಫ್ ಇಂಡಿಯಾ) ನ ಹಿರಿಯ ಪ್ರತಿನಿಧಿಯೊಂದಿಗೆ ವೈಯಕ್ತಿಕವಾಗಿ ಬೆಂಗಳೂರಿನಲ್ಲಿ ನ್ಯಾಯಾಧೀಶ ತನಿಕೆಲ್ವಾ ಭರಣಿ ಅವರೊಂದಿಗೆ ಈ ಅಭಿಯಾನವು ವೀಕ್ಷಕರನ್ನು ಹೊಸದೊಂದು ಪ್ರಯಾಣಕ್ಕೆ ಕರೆದೊಯ್ಯುತ್ತದೆ.

ನಟ ತನಿಕೆಲ್ವಾ ಭರಣಿ, ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಸಂಪೂರ್ಣ ಪ್ಯಾಕಿಂಗ್ ಏಕೀಕರಣದೊಂದಿಗೆ ಅತ್ಯಾಧುನಿಕ ಯಾಂತ್ರೀಕೃತಗೊಳಿಸುವಿಕೆಯ ಬಳಕೆಯನ್ನು ನೋಡಿ ಅವರು ಆಶ್ಚರ್ಯಚಕಿತರಾದರು. ಆಮದು ಮಾಡಿದ ಕಚ್ಚಾ ಖಾದ್ಯ ತೈಲದ ಸಂಸ್ಕರಣೆಯನ್ನು ಬೆಲ್ಜಿಯಂ ಕಂಪನಿ ಡೆಸ್ಟೆಕ್ ಬ್ಯಾಲೆಸ್ಟಾದಿಂದ ಇತ್ತೀಚಿನ ಸಂಸ್ಕರಣಾಗಾರದಲ್ಲಿ ಮಾಡಲಾಗುತ್ತದೆ. ಜಿಇಎಫ್ ಇಂಡಿಯಾ ಏಕೈಕ ಖಾದ್ಯ ತೈಲ ಕಂಪನಿಯಾಗಿದ್ದು, ಗ್ರಾಹಕರಿಗೆ ಸಂಸ್ಕರಿಸಿದ ತೈಲವನ್ನು ಪ್ಯಾಕ್ ಮಾಡಲು ಆಂತರಿಕ ಎಸ್ಟೆಯು ಉತ್ಪಾದನಾ ಘಟಕ ಮತ್ತು ಸ್ವಯಂಚಾಲಿತ ಚೋಡಣೆ ಮಾರ್ಗವನ್ನು ಹೊಂದಿದೆ. ಜಿಇಎಫ್ ಇಂಡಿಯಾದಲ್ಲಿ ಉತ್ಪಾದನೆ ಮತ್ತು ಪ್ಯಾಕೇಜಿಂಗ್ ಪ್ರಕ್ರಿಯೆಯನ್ನು ಸುಧಾರಿತ ಯಂತ್ರೋಪಕರಣಗಳು ಸೂಕ್ಷ್ಮವಾಗಿ ನಿರ್ವಹಿಸುತ್ತವೆ, ಮಾನವ ಸ್ಪರ್ಶದಿಂದ ಮುಕ್ತವಾದ ಎಲ್ಲಾ ಹಂತಗಳಲ್ಲಿ ಸ್ಥಿರತೆ ಮತ್ತು ನೈರ್ಮಲ್ಯವನ್ನು ಖಚಿತಪಡಿಸುತ್ತವೆ.

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ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಹೊಸ ಅಭಿಯಾನ

ಬೆಂಗಳೂರು: ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಗುಣಮಟ್ಟ ಮತ್ತು ನೈರ್ಮಲ್ಯದ ಬದ್ಧತೆಯನ್ನು ಮುಂಚೂಣಿಗೆ ತರುವ ದಿಟ್ಟ ಹೊಸ ಅಭಿಯಾನವನ್ನು ಅನಾವರಣಗೊಳಿಸಿದೆ.

ಈ ಉಪಕ್ರಮವು ಆತ್ಮಂಶ ಯಶಸ್ವಿ ಕೋಚ್ ರೂಮ್ ಸರಣಿಯ ವಿಸ್ತರಣೆಯಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತದೆ. ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ತಯಾರಕರಾದ ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ & ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ (ಜೆಇಎಫ್ ಇಂಡಿಯಾ) ನ ಹಿರಿಯ ಪ್ರತಿನಿಧಿಯೊಂದಿಗೆ ವೈಯಕ್ತಿಕವಾಗಿ ಬೆಂಗಳೂರಿನಲ್ಲಿ ನ್ಯಾಯಾಧೀಶ ತನಿಕೆಲ್ಲಾ ಭರಣಿ ಅವರೊಂದಿಗೆ ಈ ಅಭಿಯಾನವು ವೀಕ್ಷಕರನ್ನು ಹೊಸದೊಂದು ಪ್ರಯಾಣಕ್ಕೆ ಕರೆದೊಯ್ಯುತ್ತದೆ.



ನಟ ತನಿಕೆಲ್ಲಾ ಭರಣಿ, ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಸಂಪೂರ್ಣ ಪ್ಯಾಕಿಂಗ್ ವಿಕೀಕರಣದೊಂದಿಗೆ ಅತ್ಯಾಧುನಿಕ ಯಾಂತ್ರಿಕತೆಗಳೊಳಿಸುವಿಕೆಯ ಬಳಕೆಯನ್ನು ನೋಡಿ ಅವರು ಆಶ್ಚರ್ಯಚಕಿತರಾದರು. ಆಮದು ಮಾಡಿದ ಕಚ್ಚಾ ಪಾದ್ಯ ತೈಲದ ಸಂಸ್ಕರಣೆಯನ್ನು ಬೆರ್ರಿಯಂ ಕಂಪನಿ ಡೆಸೈಟ್ ಬ್ಯಾಲೆಸ್ಟಾದಿಂದ ಇತ್ತೀಚಿನ ಸಂಸ್ಕರಣಾಗಾರದಲ್ಲಿ ಮಾಡಲಾಗುತ್ತದೆ.

ಜೆಇಎಫ್ ಇಂಡಿಯಾ ವಿಕೈಕ ಪಾದ್ಯ ತೈಲ ಕಂಪನಿಯಾಗಿದ್ದು, ಗ್ರಾಹಕರಿಗೆ ಸಂಸ್ಕರಿಸಿದ ತೈಲವನ್ನು ಪ್ಯಾಕ್ ಮಾಡಲು ಆಂತರಿಕ ಎಸ್ಟಿಮು ಉತ್ಪಾದನಾ ಘಟಕ ಮತ್ತು ಸ್ವಯಂಚಾಲಿತ ಬೋಡೆಲೆ ಮಾರ್ಗವನ್ನು ಹೊಂದಿದೆ.

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Headline: New Campaign from Freedom Healthy Cooking Oils

ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್‌ನ ಹೊಸ ಅಭಿಯಾನ

ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ ಗುಣಮಟ್ಟ ಮತ್ತು ನೈರ್ಮಲ್ಯದ ಬದ್ಧತೆಯನ್ನು ಮುಂಚೂಣಿಗೆ ತರುವ ದಿಟ್ಟ ಹೊಸ ಅಭಿಯಾನವನ್ನು ಆನಾವರಣಗೊಳಿಸಿದೆ. ಈ ಉಪಕ್ರಮವು ಅತ್ಯಂತ ಯಶಸ್ವಿ ಕೋರ್ಸ್ ದೊರೆತ ಸರಣಿಯ ವಿತರಣೆಯಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತದೆ. ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ತಯಾರಕರಾದ ಜೆಮಿನಿ ಎಡಿಲರ್ಸ್ ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ (ಜೆಇಎಫ್ ಇಂಡಿಯಾ) ನ ಹಿರಿಯ ಪ್ರತಿನಿಧಿಯೊಂದಿಗೆ ವೈಯಕ್ತಿಕವಾಗಿ ಬೆಂಗಳೂರಿನಲ್ಲಿ ನ್ಯಾಯಾಧೀಶ ತನಿಕೆಲ್ವಾ ಭರಣಿ ಅವರೊಂದಿಗೆ ಈ ಅಭಿಯಾನವು ವೀಕ್ಷಕರನ್ನು ಹೊಸದೊಂದು ಪ್ರಯಾಣಕ್ಕೆ ಕರೆದೊಯ್ಯುತ್ತದೆ.

ನಟ ತನಿಕೆಲ್ವ ಭರಣಿ, ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಸಂಪೂರ್ಣ ಪ್ಯಾಕಿಂಗ್ ಏಕೀಕರಣದೊಂದಿಗೆ ಅತ್ಯಾಧುನಿಕ ಯಾಂತ್ರಿಕತೆಗಳೊಳಿಸುವಿಕೆಯ ಬಳಕೆಯನ್ನು ನೋಡಿ ಅವರು ಆಶ್ಚರ್ಯಚಕಿತರಾದರು. ಅಮದು ಮಾಡಿದ ಕಬ್ಬಾ ಖಾದ್ಯ ತೈಲದ ಸಂಸ್ಕರಣೆಯನ್ನು ಬೆಲ್ಜಿಯಂ ಕಂಪನಿ ಡೆಸ್‌ಟ್ ಬ್ಯಾಲೆಸ್ತಾದಿಂದ ಇತ್ತೀಚಿನ ಸಂಸ್ಕರಣಾಗಾರದಲ್ಲಿ ಮಾಡಲಾಗುತ್ತದೆ. ಜೆಇಎಫ್ ಇಂಡಿಯಾ ಏಕೈಕ ಖಾದ್ಯ ತೈಲ ಕಂಪನಿಯಾಗಿದ್ದು, ಗ್ರಾಹಕರಿಗೆ ಸಂಸ್ಕರಿಸಿದ ತೈಲವನ್ನು ಪ್ಯಾಕ್ ಮಾಡಲು ಅಂತರಿಕ ಎಸೆಯು ಉತ್ಪಾದನಾ ಘಟಕ ಮತ್ತು ಸ್ವಯಂಚಾಲಿತ ಜೋಡಣೆ ಮಾರ್ಗವನ್ನು ಹೊಂದಿದೆ. ಜೆಇಎಫ್ ಇಂಡಿಯಾದಲ್ಲಿ ಉತ್ಪಾದನೆ ಮತ್ತು ಪ್ಯಾಕೇಜಿಂಗ್ ಪ್ರಕ್ರಿಯೆಯನ್ನು ಸುಧಾರಿತ ಯಂತ್ರೋಪಕರಣಗಳು ಸೂಕ್ಷ್ಮವಾಗಿ ನಿರ್ವಹಿಸುತ್ತವೆ, ಮಾನವ ಸ್ಪರ್ಶದಿಂದ ಮುಕ್ತವಾದ ಎಲ್ಲಾ ಹಂತಗಳಲ್ಲಿ ಸ್ಥಿರತೆ ಮತ್ತು ನೈರ್ಮಲ್ಯವನ್ನು ಖಚಿತಪಡಿಸುತ್ತವೆ. ಸಂಸ್ಕರಿಸಿದ ತೈಲವನ್ನು ಪ್ಯಾಕ್ ಮಾಡುವ ಮೊದಲು 101 ಕಠಿಣ ಗುಣಮಟ್ಟದ ತಪಾಸಣೆಗಳ ಮೂಲಕ ಹಾದುಹೋಗುತ್ತದೆ. ಸ್ವಾಚರವು ಐಎಸ್‌ಒ ಮತ್ತು ಎಫ್ ಎಸ್‌ಎಫ್‌ಎಐ ಮಾರ್ಗಸೂಚಿಗಳನ್ನು ಕಟ್ಟುನಿಟ್ಟಾಗಿ ಅನುಸರಿಸುತ್ತದೆ, ಇದು ಗುಣಮಟ್ಟ ಮತ್ತು ಸುರಕ್ಷತೆಗೆ ಬ್ಯಾಂಡ್ ದೃಢವಾದ ಬದ್ಧತೆಯನ್ನು ಪ್ರದರ್ಶಿಸುತ್ತದೆ.



ವಿವರಗಳು ಮತ್ತು ಅತ್ಯಾಧುನಿಕ ತಂತ್ರಜ್ಞಾನಕ್ಕೆ ನಿಖರವಾದ ಗಮನವು ಫ್ರೀಡಂ ಆಯಿಲ್ ಹೇಗೆ ಮೇಲಕ್ಕೆ ಮತ್ತು ಅದರಾಚೆಗೆ ಹೋಗುತ್ತದೆ ಎಂಬುದನ್ನು ಎತ್ತಿ ತೋರಿಸುತ್ತದೆ.

ಫ್ರೀಡಂ ಬದ್ಧತೆಯು ಗುಣಮಟ್ಟವನ್ನು ಮೀರಿ ಹೇಗೆ ವಿತರಿಸುತ್ತದೆ ಎಂಬುದನ್ನು ಈ ಅಭಿಯಾನವು ಎತ್ತಿ ತೋರಿಸುತ್ತದೆ. ಸಂಭಾವ್ಯ ಸಮಸ್ಯೆಗಳನ್ನು ಮುಂಚಿತವಾಗಿ ಪತ್ತೆಹಚ್ಚಲು ನೆಲದ ಮೇಲಿನ ತ್ಯಾಜ್ಯ ಸಂಸ್ಕರಣೆ ಸೇರಿದಂತೆ ಸ್ವಾವರದ ಕಠಿಣ ಗುಣಮಟ್ಟದ ತಪಾಸಣೆಗಳು ಉನ್ನತ ಮಾನದಂಡಗಳನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳಲು ಬ್ಯಾಂಡ್ ಸಮರ್ಪಣೆಯನ್ನು ಒತ್ತಿಹೇಳುತ್ತವೆ. ಈ ನವೀನ ಕ್ರಮಗಳನ್ನು ಅಭಿಯಾನದಲ್ಲಿ ತಡೆರಹಿತವಾಗಿ ಸಂಯೋಜಿಸಲಾಗಿದೆ, ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಅಡುಗೆ ಎಣ್ಣೆಗಳು ಗ್ರಾಹಕರ ಆರೋಗ್ಯ ಮತ್ತು ಸುರಕ್ಷತೆಗೆ ಹೇಗೆ ಅದ್ಭುತ ನೀಡುತ್ತವೆ ಎಂಬುದನ್ನು ಪ್ರದರ್ಶಿಸುತ್ತದೆ.

ಜೆಮಿನಿ ಎಡಿಲರ್ಸ್ ಮತ್ತು ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ನ ಸೇಲ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್ ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ ಮಾತನಾಡಿ, ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಅಡುಗೆ ಎಣ್ಣೆಗಳಲ್ಲಿ ಗುಣಮಟ್ಟ ಮತ್ತು ನೈರ್ಮಲ್ಯದಲ್ಲಿ ಹೊಸ ಮಾನದಂಡಗಳನ್ನು ಸ್ಥಾಪಿಸಲು ನಾವು ಬದ್ಧರಾಗಿದ್ದೇವೆ. ಈ ಅಭಿಯಾನವು ಪಾರದರ್ಶಕತೆ ಮತ್ತು ಗ್ರಾಹಕರ ನಂಬಿಕೆಗೆ ನಮ್ಮ ಸಮರ್ಪಣೆಗೆ ಸಾಕ್ಷಿಯಾಗಿದೆ, ಉತ್ಪಾದನೆಯು

ಪ್ರತಿಯೊಂದು ಹಂತದಲ್ಲೂ ನಾವು ಶುದ್ಧತೆಗೆ ಹೇಗೆ ಅದ್ಭುತ ನೀಡುತ್ತೇವೆ ಎಂಬುದನ್ನು ಪ್ರದರ್ಶಿಸುತ್ತದೆ. ಪ್ಯಾಕೇಜ್ ಮಾಡಿದ ಫ್ರೀಡಂ ಕುಕಿಂಗ್ ಆಯಿಲ್ ಗಳ ಸಂಪೂರ್ಣ ನೈರ್ಮಲ್ಯ ಮತ್ತು ಗುಣಮಟ್ಟವನ್ನು ಖಚಿತಪಡಿಸಿಕೊಳ್ಳಲು ನಮ್ಮ ಉತ್ಪಾದನಾ ಸಾಲಿನಲ್ಲಿ ಖಾದ್ಯ ತೈಲಕ್ಕಾಗಿ ಪಿಎಚ್ ಉತ್ಪಾದನಾ ಘಟಕವನ್ನು ಸಂಯೋಜಿಸಿದ ಏಕೈಕ ಖಾದ್ಯ ತೈಲ ಬ್ರಾಂಡ್.

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Headline: New Campaign from Freedom Healthy Cooking Oils

தரம் சுகாதாரம் உறுதிப்பாட்டுக்கு விழிப்புணர்வு பிரசாரம்



பெங்களூர், டிச. 12- ஃப்ரீடம் ஹெல்தி சமையல் ஆயில்ஸ் ஒரு தைரியமான புதிய பிரச்சாரத்தை வெளியிட்டது, இது தரம் மற்றும் சுகாதாரத்திற்கான அதன் உறுதிப்பாட்டை முன்னுக்குக் கொண்டுவருகிறது. இந்த முயற்சி மிகவும் வெற்றிகரமான கோர்ட்டும் தொடரின் நீட்டிப்பாக செயல்படுகிறது. ஃப்ரீடம் ஹெல்தி குக்கிங் ஆயில்ஸ் தயாரிப்பாளரான ஜெமினி எடிபிள்ஸ் ஃபேட்ஸ் இந்தியா லிமிடெட் மூத்த பிரதிநிதியின் துணையுடன் நீதிபதி தனிகெல்லா பரணியுடன் இந்த பிரச்சாரம் பார்வையாளர்களை ஒரு புதிய பயணத்திற்கு அழைத்துச் செல்கிறது. சுதந்திர

ஆரோக்கியமான சமையல் எண்ணெய்களின் முழுமையான பேக்கேஜிங் ஒருங்கிணைப்புடன் அதிநவீன ஆட்டோமேஷனைப் பயன்படுத்துவதைக் கண்டு நடிகர் தனிகெள பரணி வியந்தார். இறக்குமதி செய்யப்பட்ட கச்சா சமையல் எண்ணெயின் சுத்திகரிப்பு பெல்ஜிய நிறுவனமான டெஸ்மெட் பிலேஸ்ட்ராவால் அதிநவீன சுத்திகரிப்பு நிலையத்தில் செய்யப்படுகிறது. இந்தியா மட்டுமே சமையல் எண்ணெய் நிறுவனமாகும் இந்தியாவில் உற்பத்தி மற்றும் பேக்கேஜிங் செயல்முறை மேம்பட்ட இயந்திரங்களால் உன்னிப்பாக நிர்வகிக்கப்படுகிறது, மனித தொடுதலின்றி அனைத்து நிலைகளிலும் நிலைத்தன்மை மற்றும் சுகாதாரத்தை உறுதி செய்கிறது. சுத்திகரிக்கப்பட்ட எண்ணெய் பேக்கேஜ் செய்யப்படுவதற்கு முன் 101 கடுமையான தர சோதனைகள் மூலம் செல்கிறது.


Name of the Website: www.medianews4u.com

Elink: <https://www.medianews4u.com/freedom-healthy-cooking-oils-new-initiative-serves-as-an-extension-of-the-courtroom-series/>

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MUMBAI: Freedom Healthy Cooking Oils has unveiled a new campaign that looks to bring its commitment to quality and hygiene to the forefront. This initiative serves as an extension of the Courtroom series.

The campaign takes viewers on a journey alongside Judge Tanikella Bharani, who is personally escorted by a senior representative from Gemini Edibles & Fats India (GEF India) – the makers of Freedom Healthy Cooking Oils to the brand's manufacturing plant. The visit offers a behind-the-scenes look at Freedom Oil's fully automated plant that it says ensures pure, high-quality sunflower oil.

As the actor Tanikella Bharani steps into the plant, he is amazed to witness the use of cutting-edge automation with complete packing integration at Freedom Healthy Cooking Oils plant. The refining of the imported crude edible oil is process done in the

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Discover Freedom Healthy Cooking Oils' new campaign showcasing quality and hygiene. Join Judge Tanikella Bharani for an exclusive tour of our automated plant.

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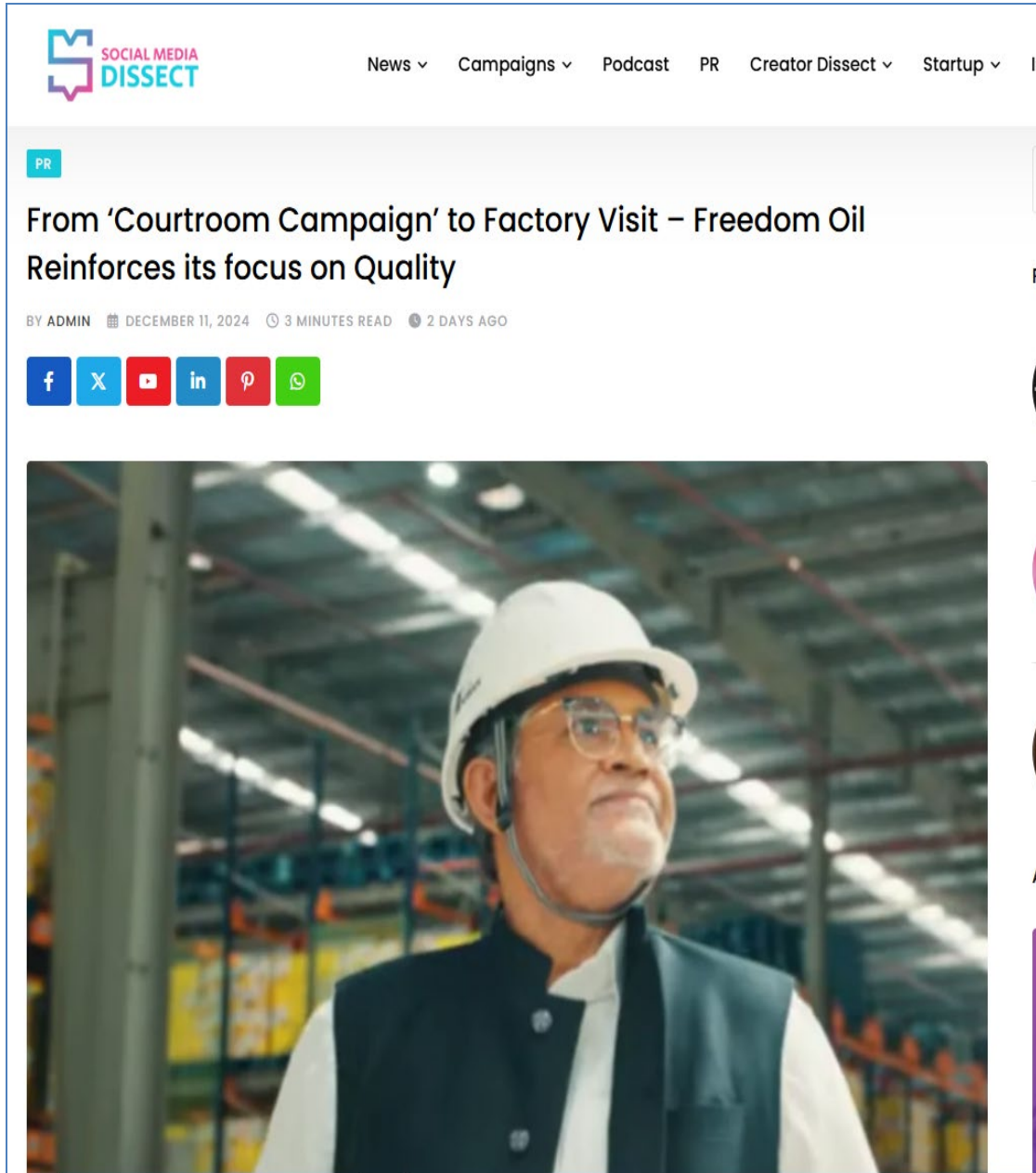
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The campaign also highlights how Freedom's commitment extends beyond quality. The plant's rigorous quality checks, including above-ground effluent treatment for early detection of potential issues, underscore the brand's dedication to maintaining high standards. These innovative measures are integrated seamlessly into the campaign, showcasing how Freedom Healthy Cooking Oils prioritizes the health and safety of consumers. By emphasizing these practices, Freedom reaffirms its leadership in the industry, setting a benchmark for responsible and high-quality oil production.

Mr. P. Chandra Shekhara Reddy, Sr. Vice President, Sales & Marketing, Gemini Edibles & Fats India Limited, said, "At Freedom Healthy Cooking Oils, we are committed to setting new benchmarks in quality and hygiene. This campaign is a testament to our dedication to transparency and consumer trust, demonstrating how we prioritize purity at every stage of production. We are the only edible oil brand that has integrated a PET manufacturing unit for edible oil in our manufacturing line to ensure the complete hygiene and quality of packaged Freedom Cooking Oil's. We hope this initiative reinforces the consumers' confidence in Freedom

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Mr. P. Chandra Shekhara Reddy, Sr. Vice President, Sales & Marketing, Gemini

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Mr. P. Chandra Shekhara Reddy, Sr. Vice President, Sales & Marketing, Gemini Edibles & Fats India Limited, said, “At Freedom Healthy Cooking Oils, we are committed to setting new benchmarks in quality and hygiene. This campaign is a testament to our dedication to transparency and consumer trust, demonstrating how we prioritize purity at every stage of production. We are the only edible oil brand that has integrated a PET manufacturing unit for edible oil in our manufacturing line to ensure the complete hygiene and quality of packaged Freedom Cooking Oil’s. We hope this initiative reinforces the consumers’ confidence in Freedom Healthy Cooking Oils and help them to make well-informed choices and recognize the value of choosing an oil that meets the highest standards of quality and safety.”

Adding to this **Mr. Chetan Pimpalkhute, GM Marketing, Gemini Edibles & Fats India Ltd** “Our campaign is crafted to resonate with consumers by blending impactful storytelling with our core values of trust and excellence. Before accepting the role of the judge for the ‘Courtroom Advertisement’, **Mr. Tanikella Bharani – the judge in the advertisement expressed his desire to visit our factory and reaffirm the quality and the state-of-the-art** infrastructure claims made by Freedom Oil. We were delighted to showcase our state-of-the-art manufacturing unit with an automated assembly line from refining to packaging that is free from human touch. By providing an inside look at our rigorous standards and dedication to quality, we aim to empower consumers with the knowledge needed to make informed decisions that benefit their health and well-being. Freedom Cooking Oil is more than just a brand; it’s a promise of purity, innovation, and care that families can rely on every day.”

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FROM 'COURTROOM CAMPAIGN' TO FACTORY VISIT – FREEDOM OIL REINFORCES ITS FOCUS ON QUALITY



Actor Tanikella Bharani – the judge in 'Courtroom Campaign' visits the Freedom Oils manufacturing unit to reconfirm the Purity, Hygiene and Safety of Freedom Healthy Cooking Oils and is amazed at the state-of-the-art plant free from human touch

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Actor Tanikella Bharani – the judge in 'Courtroom Campaign' visits the Freedom Oil's manufacturing unit to reconfirm the Purity, Hygiene and Safety of Freedom Healthy Cooking Oils and is amazed at the state-of-the-art plant free from human touch"

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As the actor Tanikella Bharani steps into the plant, he is amazed to witness the use of cutting-edge automation with complete packing integration at Freedom Healthy Cooking Oil's plant. The refining of the imported crude edible oil is process done in the latest refinery from the Belgian Company Dismet Ballestra ensuring high standards of purity. GEF India is the only edible oil company which has an inhouse SKU making unit and an automated assembly line for packing the refined oil for the customers. The manufacturing and packaging process at GEF India is meticulously handled by advanced machinery, ensuring consistency and hygiene at all stages free from human touch. The refined oil also passes through 101 stringent quality checks before it is packed. The plant strictly adheres to ISO and FSSAI guidelines, showcasing the brand's steadfast commitment to quality and safety. The meticulous attention to detail and state-of-the-art technology highlights how Freedom Oil goes above and beyond to ensure its oil is pure, safe, and of the highest quality.

The campaign also highlights how Freedom's commitment extends beyond quality. The plant's rigorous quality checks, including above-ground effluent treatment for early detection of potential issues, underscore the brand's dedication to maintaining high standards. These innovative measures are integrated seamlessly into the campaign, showcasing how Freedom Healthy Cooking Oil prioritizes the health and safety of consumers. By emphasizing these practices, Freedom reaffirms its leadership in the industry, setting a benchmark for responsible and high-quality oil production.

Mr. P. Chandra Shekhara Reddy, Sr. Vice President, Sales & Marketing, Gemini Edibles & Fats India Limited, said, "At Freedom Healthy Cooking Oil, we are committed to setting new benchmarks in quality and hygiene. This campaign is a testament to our dedication to transparency and consumer trust, demonstrating how we prioritize purity at every stage of production. We are the only edible oil brand that has integrated a PET manufacturing unit for edible oil in our manufacturing line to ensure the complete hygiene and quality of packaged Freedom Cooking Oil's. We hope this initiative reinforces the consumers' confidence in Freedom Healthy Cooking Oil's and help them to make well-informed choices and recognize the value of choosing an oil that meets the highest standards of quality and safety."

Adding to this Mr. Chetan Pimpalkhute, GM Marketing, Gemini Edibles & Fats India Ltd "Our campaign is crafted to resonate with consumers by blending impactful storytelling with our core values of trust and excellence. Before accepting the role of the judge for the 'Courtroom Advertisement', Mr. Tanikella Bharani – the judge in the advertisement expressed his desire to visit our factory and reaffirm the quality and the state-of-the-art infrastructure claims made by Freedom Oil. We were delighted to showcase our state-of-the-art manufacturing unit with an automated assembly line from refining to packaging that is free from human touch. By providing an inside look at our rigorous standards and dedication to quality, we aim to empower consumers with the knowledge needed to

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From 'Courtroom Campaign' to Factory Visit – Freedom Oil Reinforces its focus on Quality



Actor Tanikella Bharani – the judge in 'Courtroom Campaign visits the Freedom Oils manufacturing unit to reconfirm the Purity, Hygiene and Safety of Freedom Healthy Cooking Oils and is amazed at the state-of-the-art plant free from human touch"

[Freedom Healthy Cooking Oils](#) has unveiled a bold new campaign that brings its commitment to quality and hygiene to the forefront. This

Name of the Website: www.firstrapidreporter.wordpress.com

Elink: <https://firstrapidreporter.wordpress.com/2024/12/13/from-courtroom-campaign-to-factory-visit-freedom-oil-reinforces-its-focus-on-quality/>

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From 'Courtroom Campaign' to Factory Visit – Freedom Oil Reinforces its focus on Quality

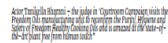


Actor Tanikella Bharani – the judge in 'Courtroom Campaign visits the Freedom Oils manufacturing unit to reconfirm the Purity, Hygiene and Safety of Freedom Healthy Cooking Oils and is amazed at the state-of-the-art plant free from human touch"

Freedom Healthy Cooking Oils has unveiled a bold new campaign that brings its commitment to quality and hygiene to the forefront. This initiative serves as an extension of the highly successful Courtroom series, known for its impactful storytelling and compelling message. The campaign takes viewers on a journey alongside Judge Tanikella Bharani, who is personally escorted by a senior representative from Gemini Edibles & Fats India Limited (GEF India) – the makers of Freedom Healthy

Elink: <https://zephyrbulletin.wordpress.com/2024/12/13/from-courtroom-campaign-to-factory-visit-freedom-oil-reinforces-its-focus-on-quality/>

From 'Courtroom Campaign' to Factory Visit – Freedom Oil Reinforces its focus on Quality



As the actor **Tanishella Tharpi** steps into the plant, he is amazed to witness the use of cutting-edge cultivation with complete genetic integration at the FreePress Oxygene Oxy plant. The nurturing of the 'marijuana' grade crude oil is a process done in the latest industry from the Belgian company **Desferal Bio** ensuring high standards of purity. GEF India is the very elite oil company which has an in-house staff making up to and an accurately dosed leafy herb just making the refined oil for the customers. The marijuana (cannabis) and hashish (cannabis resin) are made in a very controlled manner, free from pesticides, ensuring consistency and hygienic of all stages from human health. The refined oil also passes through all stringent quality checks and is so packed. The plant strictly adheres to ISO and FSSAI guidelines, showcasing the brand's steadfast commitment to quality and safety. The meticulous attention to detail and state-of-the-art technology highlights how FreePress Oxy goes above and beyond to ensure its oil is pure, safe, and of the highest quality.

The campaign also highlights how Freedom's commitment extends beyond quality. The plant's numerous quality checks, including about 600 different tests for each direction of potential risks, underscore the brand's dedication to maintaining high standards. These innovative measures are integrated seamlessly into the campaign, showcasing how Freedom's Healthy Coking Oil prioritizes the health and safety of its consumers. By emphasizing these practices, Freedom reaffirms its leadership in the industry, setting a benchmark for responsible and high-quality oil production.


Mr. P. Chandan Shekhara Reddy, Sr. Vice President, Sales & Marketing, Gemma Exhiles & Films India Limited, said, "At Prasad Beauty Cosmetics, we are committed to selling new treatments to quality and hygiene. This campaign is a testament to our dedication to inclusiveness and consumer input, demonstrating how we prioritize purity at every stage of production. We are the only ethnic oil brand that has integrated a PET manufacturing unit in the entire oil or paraffin manufacturing line to ensure the complete hygiene and quality of packaged Prasad Cosmetics Oil." We hope this initiative encourages the consumer confidence in Prasad Beauty Cosmetics Oil and help them to make well-informed choices and recognize the value of choosing an oil that meets the highest standards of quality and safety."

Affection to this Mr. Chetan Pimpalkar, GM Marketing, Gemini Bikes & Pops India Pvt. Co. Our concept is crafted to resonate with customers by blending practicality with living with our core values trust and confidence. Reflecting against the role of the judge for the "Champion Advertisement" Mr. Tarunika Bhargava - the judge in advertisement expressed his desire to visit our facility and reaffirm the quality and the state-of-the-art infrastructure claims made by Freedom Oil. We were delighted to showcase our state-of-the-art manufacturing unit with an automated assembly line from, retaining packaging that is free from any map look. By providing an immersive in our rigorous standards and dedication to quality, we aim to empower consumers with the knowledge needed to make informed decisions that benefit their health and well-being. Freedom Cooking Oil is more than just a brand; it's a synonym of purity, innovation, and care that animals can rely on every day.

After completing the visit to the factory, actor Tanishka Bhatnagar is convinced with the safety, hygiene and quality standards at Freedom Refined supplier oil that have made Freedom the No. 1 brand by volume sales in India (according to Nielsen IQ data (NAT) Feb. 2024).

Name of the Website: www.hybiz.tv

Elink: <https://hybiz.tv/freedom-oil-campaign-highlights-quality-with-factory-visit/>



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Home » News » Freedom Oil Campaign Highlights Quality with Factory Visit

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Freedom Oil Campaign Highlights Quality with Factory Visit

By Hybiz · December 12, 2024560






Freedom Oil Campaign Highlights Quality with Factory Visit

Freedom Healthy Cooking Oils has embarked on an innovative campaign to spotlight its unwavering commitment to quality, safety, and hygiene. Building on the success of its "Courtroom Campaign" featuring renowned actor Tanikella Bharani as a judge, the brand has taken a bold step forward by offering a behind-the-scenes glimpse of its state-of-the-art manufacturing facility.


The Courtroom Campaign's Evolution

The Courtroom Campaign resonated with audiences through its compelling storytelling, and Freedom Oil has extended this narrative by integrating real-world transparency. Actor Tanikella Bharani, the campaign's iconic judge, personally visited Freedom Oil's manufacturing plant, a move designed to authenticate the brand's claims of unmatched quality and hygiene.



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Hybiz · December 12, 2024

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Name of the Publication: Metro India

Date: 21.12.2024

Page No: 05

Edition: Hyderabad

Headline: Freedom Oil recognized as India's "Most Preferred Brand 2024-25"



Freedom Oil recognized as India's "Most Preferred Brand 2024-25"

METRO INDIA NEWS | AMARAVATI

Freedom Refined Sunflower Oil has been recognized as one of the "Most Preferred Brands 2024-25" by Marksmen Daily, in association with India Today.

This recognition celebrates the brand's steadfast commitment to quality, health, and customer satisfaction, making it a trusted name in households across the country.

Freedom Refined Sunflower Oil is the number 1 brand by volume sales in India in the sunflower oil category (according to Nielsen IQ data (MAT) Feb 2024) since last 3 years constantly and has become a household favourite due to its unwavering dedication to purity, health benefits, and exceptional taste. Crafted to meet the needs of health-conscious families, the oil is trans-fat-free and promotes a heart-healthy lifestyle. The brand's emphasis on quality and innovation has made it a leader in the edible oil segment, setting new benchmarks in consumer trust and satisfaction.

With its ability to enhance the taste of everyday dishes, Freedom Sunflower Oil has seamlessly integrated into Indian kitchens, becoming a staple ingredient for countless families. The recognition at the Most Preferred Brands awards reflects the loyalty and trust of its customers, as well as the relentless efforts of the brand to maintain the highest standards in the industry.

P Chandra Shekhara Reddy, Senior Vice President, Sales & Marketing, Gemini Edibles & Fats India Limited, said, "This recognition as India's No. 1 cooking oil brand reflects the trust and loyalty of our consumers, who have made Freedom Sunflower Oil an integral part of their lives. At Freedom, we focus on understanding the evolving needs of our customers and delivering products that exceed expectations in quality, health benefits, and taste. This accolade inspires us to continue innovating and setting new benchmarks in the edible oil industry."

Name of the Publication: The south India Times

Date: 21.12.2024

Page No: 07

Edition: Hyderabad

Headline: Freedom Oil recognized as India's "Most Preferred Brand 2024-25"

Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

Setting benchmarks in health, purity, and taste, Freedom Refined Sunflower Oil earns the top spot as the preferred choice of households nationwide.

Hyderabad: December 20th, 2024: Freedom Refined Sunflower Oil has been recognized as one of the "Most Preferred Brands 2024-25" by Marksmen Daily, in association with India Today. This recognition celebrates the brand's steadfast commitment to quality, health, and customer satisfaction, making it a trusted name in households across the country.

Freedom Refined Sunflower Oil is the No.1 Brand by volume sales in India in the sunflower oil category (according to Nielsen IQ data (MAT) Feb 2024) since last 3 years constantly and has become a household favourite due to its unwavering dedication to purity, health benefits, and exceptional taste. Crafted to meet the needs of health-conscious families, the oil is trans-fat-free and promotes a heart-healthy lifestyle. The brand's emphasis on quality and innovation has made it a leader in the edible oil segment, setting new benchmarks in consumer trust and satisfaction.

With its ability to enhance the taste of everyday dishes, Freedom Sunflower Oil has



seamlessly integrated into Indian kitchens, becoming a staple ingredient for countless families. The recognition at the Most Preferred Brands awards reflects the loyalty and trust of its customers, as well as the relentless efforts of the brand to maintain the highest standards in the industry. Mr. P. Chandra Shekhara Reddy, Sr. Vice President, Sales & Marketing, Gemini Edibles & Fats India Limited, said, "This recognition as India's No. 1 cooking

oil brand reflects the trust and loyalty of our consumers, who have made Freedom Sunflower Oil an integral part of their lives. At Freedom, we focus on understanding the evolving needs of our customers and delivering products that exceed expectations in quality, health benefits, and taste. This accolade inspires us to continue innovating and setting new benchmarks in the edible oil industry." Mr. Chetan Pimpalkhute, GM

Marketing, Gemini Edibles & Fats India Ltd, added, "It is a moment of immense pride to see Freedom Sunflower Oil recognized as the leading cooking oil brand in India. This achievement is a reflection of the dedication and passion of our team, who have worked tirelessly to uphold our promise of health, purity, and taste. We are deeply grateful to our consumers, whose unwavering trust and support have made this milestone possible."

Name of the Publication: Andhra Jyothi

Date: 22.12.2024

Page No: 15

Edition: Hyderabad

Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand"

**అత్యంత ఇష్టపడే బ్రాండ్ గా
ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్
● ఓ సర్వేలో గుర్తింపు**



అవార్డుతో చంద్రశేఖర్ రెడ్డి

హైదరాబాద్ సీటీ, డిసెంబరు 21 (ఆంధ్రజ్యోతి): ఆరోగ్యం, స్వచ్ఛత, రుచిలో నూతన ప్రమాణాలను నెలకొల్పడం ద్వారా ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ 2024-25లో అత్యంత ఇష్టపడే బ్రాండ్ లో ఒకటిగా నిలిచింది. ఇండియా టుడేతో కలిసి మార్కెట్ ప్లేస్ సంస్థ నిర్వహించిన సర్వేలో ఈ గుర్తింపు దక్కిందని జెమిని ఎడిటర్స్, ప్యాట్స్ ఇండియా లిమిటెడ్, సేల్స్, మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి.చంద్రశేఖర్ రెడ్డి శనివారం ఒక ప్రకటనలో తెలిపారు. దేశంలో సంబర్.1 వంట నూనె బ్రాండ్ సాదించిన ఈ గుర్తింపు తమ వినియోగదారుల విశ్వాసం, విధేయతను ప్రతిబింబిస్తుందని ఆయన తెలిపారు. ఫ్రీడమ్ సన్ ఫ్లవర్ ఆయిల్ వారి జీవితంలో అంతర్భాగంగా మారిందని, కస్టమర్ల అవసరాలను అర్థం చేసుకోవడంతో పాటు నాణ్యత, ఆరోగ్య ప్రయోజనాలు, రుచిలో అంచనాలను విజించిన ఉత్పత్తులను అందించడంపై ధృష్టి సారిస్తున్నామని ఆయన తెలిపారు. ఈ ప్రశంసలు ఎడిటర్స్ ఆయిల్ పరిశ్రమలో కొత్త ప్రమాణాలను నెలకొల్పేందుకు, కొనసాగించేందుకు స్ఫూర్తినిస్తాయని తెలిపారు. జెమిని ఎడిటర్స్, ప్యాట్స్ ఇండియా లిమిటెడ్ జీఎం మార్కెటింగ్ చేతన్ పింపాల్ ఖుటే మాట్లాడుతూ సంబర్ వన్ బ్రాండ్ గుర్తింపు పొందడం చాలా గర్వంగా ఉందని, వినియోగదారుల అచంచల మైన నమ్మకం, మద్దతు ఈ మైలురాయిని సాధ్యం చేశాయని ఆయన తెలిపారు.

Name of the Publication: Andhra Prabha

Date: 21.12.2024

Page No: 07

Edition: Hyderabad

Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

నెంబర్ వన్ బ్రాండ్ గా గుర్తింపు పొందిన ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్

పోమాజిగూడ, డిసెంబర్ 20 (ఆంధ్ర ప్రభ): ఇండియా టుడేతో కలిసి మార్కెట్లోని టాప్ సస్టైన్బుల్ ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ ను 2024-25లో అత్యంత ఇష్టపడే బ్రాండ్ లలో ఒకటిగా గుర్తించిందని ఈ గుర్తింపు నాణ్యత, ఆరోగ్యం, కస్టమర్ సంతృప్తి కోసం బ్రాండ్ స్థిరమైన నిబద్ధతను వేడుక జరుపుకుంటుందని, ఇది దేశవ్యాప్తంగా ఉన్న గృహాలలో విశ్వసనీయమైన పేరుగా మారిందని డిమిట్రీ ఎడియల్స్ అండ్ ఫ్యాబ్స్ ఇండియా లిమిటెడ్ సేల్స్ అండ్ మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి. చంద్ర శేఖర్ రెడ్డి పేర్కొన్నారు. ఈ సందర్భంగా వారు మాట్లాడుతూ.. భారతదేశపు నంబర్-1 వంట నూనె బ్రాండ్ గా సాధించిన ఈ గుర్తింపు మా వినియోగదారుల విశ్వాసం విధేయతను ప్రతిబింబిస్తుందని తెలిపారు. ఫ్రీడమ్ సన్ ఫ్లవర్ ఆయిల్ భారతదేశంలో ప్రముఖ వంట నూనె బ్రాండ్ గా గుర్తింపు పొందడం చాలా గర్వంగా ఉందని, ఈ విజయం మా బృందం అంకితభావం అభిరుచికి ప్రతిబింబం అన్నారు. ఆరోగ్యం, స్వచ్ఛత, రుచికి సంబంధించిన మా వాగ్దానాన్ని నిలబెట్టడానికి అవిశ్రాంతంగా వారు పనిచేశారని అన్నారు.



మాట్లాడుతున్న ప్రతినిధులు

Name of the Publication: Nava Telangana

Date: 22.12.2024

Page No: 02

Edition: Hyderabad

Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand"

అత్యంత ప్రాధాన్యత కలిగిన బ్రాండ్‌గా ఫ్రీడమ్ రిఫైన్డ్ సన్‌ఫ్లవర్ ఆయిల్

● ఆరోగ్యం, స్వచ్ఛత, రుచిలో నూతన ప్రమాణాలను నెలకొల్పిన ఆయిల్ ఫ్రీడమ్ రిఫైన్డ్ సన్‌ఫ్లవర్ ఆయిల్

నవతెలంగాణ - ఛాటీహిల్స్

ఫ్రీడమ్ రిఫైన్డ్ సన్‌ఫ్లవర్ ఆయిల్‌ను 2024-25వ గాను అత్యంత ఇష్టపడే బ్రాండ్‌లలో ఒకటిగా ఇండియా టుడేలో కలిసి మార్కెట్‌మెన్ డైరీ సర్వే గుర్తించింది. ఈ గుర్తింపు నాణ్యత, ఆరోగ్యం, కస్టమర్ సంతృప్తి కోసం బ్రాండ్ స్థిరమైన నిబద్ధతను వేరుక జరుపుకుంటుంది. ఇది దేశవ్యాప్తంగా ఉన్న గృహాలలో విశ్వసనీయమైన పేరుగా మారింది.

ఫ్రీడమ్ రిఫైన్డ్ సన్‌ఫ్లవర్ ఆయిల్ గత 3 సంవత్సరాల నుండి విరంతురంగా సన్‌ఫ్లవర్ ఆయిల్ విభాగంలో (ఫీల్డ్స్ ఇక్వాలిటీ డేటా (ఎంఎల్టీ) ఫిబ్రవరి 2024 ప్రకారం) భారతదేశంలో వాల్మాట్ సెల్ఫ్ వరంగా సంఖ్య 1 బ్రాండ్‌గా నిలిచింది. స్వచ్ఛత పట్ల బ్రాండ్ అవసరమైన అంకితభావం, ఆరోగ్య ప్రయోజనాలు, ఆసాదారణమైన రుచి కారణంగా ఇది ఎక్కువ గృహాలలో ఇష్టమైన బ్రాండ్‌గా మారింది. ఆరోగ్య స్పృహతో ఉన్న కుటుంబాల అవసరాలను తీర్చడానికి రూపొందించబడిన నూనె, కొవ్వు-రహితంగా ఉంటుంది. గుండె-ఆరోగ్యకరమైన జీవనశైలిని



ప్రోత్సహిస్తుంది. నాణ్యత, అవిచ్ఛరతపై బ్రాండ్ ప్రాధాన్యత, వినియోగదారుల విశ్వాసం, సంతృప్తిలో కొత్త ప్రమాణాలను నెలకొల్పటా, వంట నూనెల విభాగంలో ఆగ్రగామిగా నిలిచింది.

రోజువారీ వంటకాల రుచిని పెంచే దాని సామర్థ్యంతో, ఫ్రీడమ్ సన్‌ఫ్లవర్ ఆయిల్ భారతీయ వంటకాలలో సజావుగా కలిసిపోయింది, లెక్కలేనన్ని కుటుంబాలకు ప్రధానమైన వంట నూనెగా ఇది మారింది. అత్యంత ప్రాధాన్య బ్రాండ్‌ల ఆవాంతులలో గుర్తింపు దాని కస్టమర్ల విధేయత, నమ్మకాన్ని ప్రతిబింబిస్తుంది, అలాగే పరిశ్రమలో అత్యున్నత ప్రమాణాలను నిర్వహించడానికి బ్రాండ్ అచిక్రంత ప్రయత్నాలను ప్రతిబింబిస్తుంది. ఈ

సందర్భంగా జెమిని ఎడిబుల్స్ అండ్ ఫ్యాక్టరీ ఇండియా లిమిటెడ్, సెల్ఫ్ అండ్ మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి. చంద్ర శేఖర రెడ్డి మాట్లాడుతూ, "భారతదేశం సంఖ్య 1 వంట నూనె బ్రాండ్‌గా సాధించిన ఈ గుర్తింపు మా వినియోగదారుల విశ్వాసం, విధేయతను ప్రతిబింబిస్తుంది. ఫ్రీడమ్ సన్‌ఫ్లవర్ ఆయిల్ వారి జీవితంలో అంతర్భాగంగా మారింది. ఫ్రీడమ్ వద్ద మేము మా కస్టమర్ల ఆభివృద్ధి చెందుతున్న అవసరాలను అర్థం చేసుకోవడంతో పాటుగా నాణ్యత, ఆరోగ్య ప్రయోజనాలు, రుచిలో అంచనాలను మించిన ఉత్పత్తులను అందించడంపై మేము దృష్టి సారీస్తున్నాము. ఈ ప్రశంసలు ఎడిబుల్స్ ఆయిల్ పరిశ్రమలో కొత్త ప్రమాణాలను నెలకొల్పటానికి కొనసాగించడానికి మాకు స్ఫూర్తినిస్తాయి.." అని అన్నారు.

జెమిని ఎడిబుల్స్ అండ్ ఫ్యాక్టరీ ఇండియా లిమిటెడ్ జీఎం మార్కెటింగ్ చేతన్ సింహల్‌ఖాట్ మాట్లాడుతూ " భారతదేశంలో ప్రముఖ వంట నూనె బ్రాండ్‌గా ఫ్రీడమ్ సన్‌ఫ్లవర్ ఆయిల్ గుర్తింపు పొందడం చాలా గర్వంగా ఉంది. ఈ విజయం మా బంధం అంకితభావం, అభిరుచికి ప్రతిబింబం. ఆరోగ్యం, స్వచ్ఛత, రుచికి సంబంధించిన మా వాగ్దానాన్ని నిలబెట్టడానికి అవితాంతంగా వారు పనిచేశారు. మేము మా వినియోగదారులకు కతజ్ఞతలు తెలుపుతున్నాము. వారి అచంచలమైన నమ్మకం, మద్దతు ఈ మైలురాసుని సాధ్యం చేశాయి." అని అన్నారు.

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Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand"

అత్యంత ప్రాధాన్యత కలిగిన బ్రాండ్ గా 'ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్'



మన తెలంగాణ/ హైదరాబాద్ : ప్రస్తుత ఆర్థిక సంవత్సరంలో (2024-25) దేశంలో అత్యంత ప్రాధాన్యత కలిగిన బ్రాండ్ గా 'ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్' గుర్తింపు పొందింది. ఇండియా టుడే తో కలిసి మార్కెట్మెన్ డైలీ సంస్థ

ఈ ఏడాదిలో అత్యంతగా ఇష్టపడే బ్రాండ్ లలో 'ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్' ఒకటి అని గుర్తించింది. జెమినీ ఎడిటర్స్, ఫ్యాట్స్ ఇండియా లిమిటెడ్ సేల్స్, మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి.చంద్రశేఖర రెడ్డి మాట్లాడుతూ, దేశీయ సంబర్ 1 వంటనూనె బ్రాండ్ గా సాధించిన ఈ గుర్తింపు వినియోగదారుల నమ్మకాన్ని ప్రతిబింబిస్తుందని అన్నారు. గత మూడు సంవత్సరాల నుండి నిరంతరంగా సన్ ఫ్లవర్ ఆయిల్ విభాగంలో (నీల్సన్ ఐక్యూ డేటా (ఎంఎటి) ఫిబ్రవరి 2024 ప్రకారం) దేశంలో వాల్యూమ్ సేల్స్ లో సంబర్ 1 గా 'ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్' నిలిచింది.

Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

[illegible]

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దేశపు ఉత్తమ బ్రాండ్ 2024-25గా ఫ్రీడమ్ ఆయిల్

బైరతాబాద్, డిసెంబర్ 20 (జనంసాక్షి) : ఇండియా టుడేతో కలిసి మార్కెటెస్ డైలీ సంస్థ, ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ను '2024-25'లో అత్యంత ఇష్టపడే బ్రాండ్‌లలో ఒకటిగా గుర్తించి దని జెమినీ ఎడిటర్స్, ఫ్యాట్స్ ఇండియా లిమిటెడ్, సేల్స్, మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి.చంద్ర శేఖర రెడ్డి తెలిపారు. అయిన మాట్లాడు తూ.. ఈ గుర్తింపు నాణ్యత, ఆరోగ్యం, కస్టమర్ సంతృప్తి కోసం బ్రాండ్ యొక్క స్థిరమైన నిబద్ధత ను వేరుత జరుపుకుంటుందని అన్నారు. ఇది దేశ వ్యాప్తంగా ఉన్న గృహాలలో విశ్వసనీయమైన పేరు గా మారిందన్నారు. జెమినీ ఎడిటర్స్, ఫ్యాట్స్ ఇం డియా లిమిటెడ్ టీఎం మార్కెటింగ్ చేతన్ పింపా లిఖిత మాట్లాడుతూ ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ గత 3 సం.ల నుండి నిరంతరంగా సర్వే వల్ ఆయిల్ విభాగంలో(సీబున్ ఇక్యూ డేటా (మాట్) ఫిబ్రవరి 2024 ప్రకారం) భారత దేశంలో బాల్కామ్ సేల్స్ పరంగా సంబర్.1 బ్రాండ్‌గా నిలిచిందన్నారు.



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అత్యంత ఇష్టపడే (బ్రాండ్‌గా ఫ్రీడమ్ ఆయిల్

హైదరాబాద్ సిటీబ్యూరో, డిసెంబర్ 20 (విజయక్రాంతి): ఆరోగ్యం, స్వచ్ఛత, రుచిలో నాణ్యతా ప్రమాణాలతో దేశవ్యాప్తంగా అత్యంత ప్రాధాన్యతనిచ్చే ఆయిల్‌గా ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ ఎంపికై అగ్రస్థానాన్ని సంపాదించినట్టు మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి.చంద్రశేఖర్‌రెడ్డి శుక్రవారం తెలిపారు. ఇండియా టుడేతో కలిసి మార్కెట్‌మెన్ డైలీ సంస్థ, ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్‌ను "2024-25లో అత్యంత ఇష్టపడే బ్రాండ్‌లలో" ఒకటిగా గుర్తించడంపై ఆయన హర్షం వ్యక్తం చేశారు. ఫ్రీడమ్ రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ మూడే ట్లుగా సేల్స్ పరంగా నంబర్ వన్ బ్రాండ్‌గా నిలుస్తున్నదన్నారు. కుటుంబపరమైన అవ



అవార్డుతో సంస్థ ప్రతినిధులు

సరాలను ఆరోగ్యకరంగా తీర్చడానికి నూనె, కొవ్వు రహితంగా ఈ ఆయిల్ తయారీ ఉంటుందన్నారు. దీంతో గుండె ఆరోగ్యకరమైన జీవనశైలిని కలిగి ఉంటుందన్నారు.

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Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

ప్రాధాన్యత కలిగిన బ్రాండ్ 2024-25గా ఫ్రీడం సన్ ఫ్లవర్ ఆయిల్



ఉన్న గ్లోబలలో విశ్వసనీయమైన పేరుగా మారింది. ఫ్రీడం రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ గత 3 సంవత్సరాల నుండి నిరంతరంగా సన్ ఫ్లవర్ ఆయిల్ విభాగంలో భారతదేశంలో బాల్కాన్ సీడ్స్ పరంగా నంబర్ 1 బ్రాండ్ గా నిలిచింది. స్వచ్ఛత పట్ల బ్రాండ్ అంచనలపై అంకితభావం, ఆరోగ్య ప్రయోజనాలు మరియు అసాధారణమైన రుచి కారణంగా ఇది విశ్వాస గ్లోబలలో ఇష్టమైన బ్రాండ్ గా మారింది. ఆరోగ్య స్వచ్ఛతతో ఉన్న ఖతులాల అవసరాలను తీర్చడానికి రూపొందించబడిన నూనె, కొవ్వు-రహితంగా ఉంటుంది మరియు గుండె-ఆరోగ్యకరమైన జీవనశైలిని ప్రోత్సహిస్తుంది. నాణ్యత మరియు అవిచ్ఛరతలపై బ్రాండ్ యొక్క ప్రాధాన్యత, వినియోగదారుల విశ్వాసం మరియు సంస్కృతిలో కొత్త ప్రమాణాలను నెలకొల్పడం, వంట నూనెల విభాగంలో అగ్రగామిగా నిలిచింది. జెమిని ఎడిటర్స్ ఫ్యాక్టరీ ఇండియా లిమిటెడ్, సీడ్స్ మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి. చంద్ర శేఖర రెడ్డి మాట్లాడుతూ, భారతదేశం యొక్క నంబర్ 1 వంట నూనె బ్రాండ్ గా పొందిన ఈ గుర్తింపు మా వినియోగదారుల విశ్వాసం విధేయతను ప్రతిబింబిస్తుంది. ఫ్రీడం సన్ ఫ్లవర్ ఆయిల్ వారి జీవితంలో అంతర్భాగంగా మారింది. ఫ్రీడం వద్ద మేము మా కస్టమర్ల అభివృద్ధి చెందుతున్న అవసరాలను అర్థం చేసుకోవడంతో పాటుగా నాణ్యత, ఆరోగ్య ప్రయోజనాలు, రుచితో అంచనాలను మించిన ఉత్పత్తులను అందించడంపై మేము దృఢావేశ్ఠి సారినున్నాము.

మారాఛర్, మేజర్ మాస్ : ప్రతిష్టాత్మక హెస్ట్ ఫ్రీడర్ బ్రాండ్ 2024-25 అవార్డును సొంతం చేసుకుంది ఫ్రీడం సన్ ఫ్లవర్ ఆయిల్. ఆరోగ్యం, స్వచ్ఛత, రుచితో నూతన ప్రమాణాలను నెలకొల్పడం ద్వారా ఫ్రీడం రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ దేశవ్యాప్తంగా వంట నూనెలకు ప్రాధాన్యతనిచ్చే ఎంపికగా అగ్రస్థితిని సంతరించింది. ఇండియా టుడేతో కలిసి మార్కెట్ లైన్ సంస్థ, ఫ్రీడం రిఫైన్డ్ సన్ ఫ్లవర్ ఆయిల్ ను 2024-25లో అత్యంత ఇష్టపడే బ్రాండ్ లో ఒకటిగా గుర్తించింది. ఈ గుర్తింపు నాణ్యత, ఆరోగ్యం మరియు కస్టమర్ సంక్షామిత్తి కోసం బ్రాండ్ స్థిరమైన నిబద్ధతను వేరుక జరుపుకుంటుంది, ఇది దేశవ్యాప్తంగా

Name of the Publication: Hindi Milap

Date: 25.12.2024

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Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

फ्रीडम रिफाईंड सनफ्लावर ऑयल को मिली मोस्ट प्रेफर्ड ब्रांड की मान्यता

हैदराबाद, 24 दिसंबर-(मिलाप ब्यूरो) फ्रीडम रिफाईंड सनफ्लावर ऑयल ने स्वास्थ्य, शुद्धता और स्वाद में मानक स्थापित करते हुए देश भर के घरों की पसंदीदा ब्रांड के रूप में शीर्ष स्थान प्राप्त किया।

जारी प्रेस विज्ञप्ति के अनुसार, इंडिया टुडे की सहभागिता से मार्क्समैन डेली द्वारा फ्रीडम रिफाईंड सनफ्लावर ऑयल को हाल ही में सबसे पसंदीदा ब्रांड (मोस्ट प्रेफर्ड ब्रांड 2024-25) में से एक के रूप में मान्यता प्रदान की गई। यह मान्यता गुणवत्ता, स्वास्थ्य और ग्राहक संतुष्टि के लिए ब्रांड की दृढ़ प्रतिबद्धता का परिचायक है। जानकारी देते हुए बताया गया कि फ्रीडम रिफाईंड सनफ्लावर ऑयल पिछले तीन वर्षों से लगातार भारत में सूरजमुखी तेल श्रेणी में बिब्ली के मामले में (नीलसन आईक्यू डेटा (एमएटी) फरवरी 2024 के अनुसार) नंबर 1 ब्रांड है।



मोस्ट प्रेफर्ड ब्रांड 2024-25 का पुरस्कार प्राप्त करते जेमिनी एडिबल्स एंड फैट्स इंडिया लिमिटेड के जीएम मार्केटिंग चेतन पिंगलखुटे।

स्वास्थ्य के प्रति जागरूक परिवारों की जरूरतों को पूरा करने के लिए तैयार किया गया यह ट्रांसफैट मुक्त तेल हृदय स्वस्थ जीवनशैली को बढ़ावा देता है। गुणवत्ता और नवाचार

पर ब्रांड पर दिए जा रहे विशेष फोकस ने इसे खाद्य तेल खंड में अग्रणी बनाया है। इसने उपभोक्ता विश्वास और संतुष्टि में नए मानक स्थापित किए हैं।

जेमिनी एडिबल्स एंड फैट्स इंडिया लिमिटेड के वरिष्ठ उपाध्यक्ष (सेल्स एंड मार्केटिंग) पी. चंद्रशेखर रेड्डी ने कहा भारत के नंबर 1 कुकिंग ऑयल ब्रांड के रूप में यह मान्यता उपभोक्ताओं के अदृष्ट भरोसे को दर्शाती है। यह मान्यता हमें खाद्य तेल उद्योग में नवाचार जारी रखने और नए मानक स्थापित करने के लिए प्रोत्साहित करने वाली है। जीएम मार्केटिंग चेतन पिंगलखुटे ने इस संदर्भ में कहा कि फ्रीडम सनफ्लावर ऑयल को भारत में अग्रणी कुकिंग ऑयल ब्रांड के रूप में मान्यता मिलना गर्व का विषय है। यह उपलब्धि हमारी टीम के समर्पण और जुनून का प्रतिबिंब है, जिन्होंने स्वास्थ्य, शुद्धता और स्वाद के हमारे वादे को पूरा करने के लिए अथक परिश्रम किया है। उन्होंने कहा कि हम उपभोक्ताओं के प्रति बहुत आभारी हैं, जिनके समर्थन ने इस उपलब्धि को संभव बनाया।

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Date: 21.12.2024

Page No: 09

Edition: Hyderabad

Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"



Name of the Publication: Munsif Daily

Date: 21.12.2024

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Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"



Name of the Publication: Rahnuma-E-Deccan

Date: 22.12.2024

Page No: 05

Edition: Hyderabad

Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"



Name of the Publication: Global Connect

Date: 22.12.2024

Page No: 02

Edition: Bangalore

Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

Bengaluru: Freedom Refined Sunflower Oil has been recognized as one of the "Most Preferred Brands 2024-25" by Marksmen Daily, in association with India Today. This recognition celebrates the brand's steadfast commitment to quality, health, and customer satisfaction, making it a trusted name in households across the country.

Freedom Refined Sunflower Oil is the No.1 Brand by volume sales in India in the sunflower oil category (according to Nielsen IQ data (MAT) Feb 2024) since last 3 years constantly and has become a household favourite due to its unwavering dedication to purity, health benefits, and exceptional taste. Crafted to meet the needs of health-conscious families, the oil



is trans-fat-free and promotes a heart-healthy lifestyle. The brand's emphasis on quality and innovation has made it a leader in the edible oil segment, setting new benchmarks in consumer trust and satisfaction.

With its ability to enhance the taste of everyday dishes, Freedom Sunflower Oil has seamlessly integrated into Indian kitchens, becoming a staple ingredient for countless families. The recognition at the Most Preferred Brands awards reflects the loyalty and trust of its customers, as well as the relentless efforts of the brand to maintain the highest standards in the industry.

Mr. P. Chandra Shekhara Reddy, Sr. Vice President, Sales & Marketing, Gemini Edibles & Fats India Limited, said, "This recognition as India's No. 1 cooking oil brand reflects the trust and loyalty of our consumers, who have made Freedom Sunflower Oil an integral part of their lives. At Freedom, we focus on understanding

the evolving needs of our customers and delivering products that exceed expectations in quality, health benefits, and taste. This accolade inspires us to continue innovating and setting new benchmarks in the edible oil industry."

Mr. Chetan Pimpalkhute, GM Marketing, Gemini Edibles & Fats India Ltd, added, "It is a moment of immense pride to see Freedom Sunflower Oil recognized as the leading cooking oil brand in India. This achievement is a reflection of the dedication and passion of our team, who have worked tirelessly to uphold our promise of health, purity, and taste. We are deeply grateful to our consumers, whose unwavering trust and support have made this milestone possible."

Name of the Publication: Vijay Karnataka

Date: 21.12.2024

Page No: 06

Edition: Bangalore

Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಗೆ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್ ಹಿರಿಮೆ

ಬೆಂಗಳೂರು: ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯು 2024-25ನೇ ಸಾಲಿನಲ್ಲಿ ಸಂ.1 ಬ್ರಾಂಡ್ ಆಗಿ ಹೊರ ಹೊಮ್ಮಿದೆ ಎಂದು ಸಂಸ್ಥೆ ಹೇಳಿಕೊಂಡಿದೆ. ಇಂಡಿಯಾ ಟುಡೆ ಸಹಯೋಗ ದೊಂದಿಗೆ ಮ್ಯಾಕ್ರೋನ್ ಡೈಲಿ ನಡೆಸಿದ ಬ್ರಾಂಡ್‌ಗಳ ಸಮೀಕ್ಷೆಯಲ್ಲಿ ಫ್ರೀಡಂ ಗ್ರಾಹಕರ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್ ಆಗಿ ಹೊರಹೊಮ್ಮಿದೆ. ಅಲ್ಲದೆ, ನೀಲ್ಸನ್ ಐಕ್ಯೂ ಡೇಟಾದ ಫೆಬ್ರವರಿ 2024ರ ಮಾಹಿತಿ ಪ್ರಕಾರ, ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ ಮೂರು ವರ್ಷಗಳಿಂದಲೂ ನಿರಂತರವಾಗಿ ಸಂ.1 ಸ್ಥಾನ ಕಾಪಾಡಿಕೊಂಡಿದೆ ಎಂದು ಫ್ರೀಡಂ ಪ್ರಕಟಣೆ ತಿಳಿಸಿದೆ.



ಈ ಕುರಿತು ಪ್ರತಿಕ್ರಿಯಿಸಿರುವ ಜೆಮಿನಿ ಮಾರಾಟ ವಿಭಾಗದ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಎಡಿಬಿಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಪಿ.ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ, "ಭಾರತದ ಲಿಮಿಟೆಡ್‌ನ ಮಾರುಕಟ್ಟೆ ಹಾಗೂ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್ ಆಗಿ ನಮ್ಮ

ಕಂಪನಿಯನ್ನು ಗುರುತಿಸಲಾಗಿದೆ. ಇದು ನಮ್ಮ ಗ್ರಾಹಕರ ನಂಬಿಕೆ ಮತ್ತು ನಿಷ್ಠೆಯನ್ನು ಪ್ರತಿಯಿಂಬಿಸುತ್ತದೆ. ಖಾದ್ಯ ಕೈಲ ಉದ್ಯಮದಲ್ಲಿ ಹೊಸತನವನ್ನು ಮುಂದು ವರಿಸಲು ಮತ್ತು ಹೊಸ ಮಾನದಂಡಗಳನ್ನು ರೂಪಿಸಲು ನಮಗೆ ಹೆಚ್ಚು ಬಲ ನೀಡಿದೆ," ಎಂದು ಹೇಳಿದ್ದಾರೆ.

"ಆರೋಗ್ಯ ಪ್ರಜ್ಞೆಯುಳ್ಳ ಕುಟುಂಬಗಳ ಆಗತ್ಯಗಳನ್ನು ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಪೂರೈಸುತ್ತಿದೆ. ನಮಗೆ ನೀಡಿರುವ ಮಾನ್ಯತೆಯ ಶ್ರೇಯ ನಮ್ಮ ಗ್ರಾಹಕರಿಗೇ ಸಲ್ಲಬೇಕು," ಎಂದು ಜೆಮಿನಿ ಎಡಿಬಿಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಕ್ಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್‌ನ ಮಾರುಕಟ್ಟೆ ವಿಭಾಗದ ಪ್ರಧಾನ ವ್ಯವಸ್ಥಾಪಕ ಚೇತನ್ ಪಿಂಪಲ್‌ಖುಟೆ ತಿಳಿಸಿದ್ದಾರೆ.

Name of the Publication: Vijayavani

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Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand"

ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಗೆ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್ ಗರಿಮೆ



ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಸೇಲ್ಸ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್‌ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್ ಪ್ರಶಸ್ತಿ ಸ್ವೀಕರಿಸಿದರು.

ಬೆಂಗಳೂರು: ಇಂಡಿಯಾ ಟುಡೇ ಸಹಯೋಗದೊಂದಿಗೆ ನೀಡಲಾಗುವ ಮಾರ್ಕ್ಸ್‌ಮನ್ ಡೇಲಿ 2024-25ರ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್‌ಗಳಲ್ಲಿ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಆಯಿಲ್ ಸ್ಥಾನ ಪಡೆದಿದೆ. ಈ ಮಾನ್ಯತೆಯು ಗುಣಮಟ್ಟ, ಆರೋಗ್ಯ ಮತ್ತು ಗ್ರಾಹಕರ ತೃಪ್ತಿಗೆ ಬ್ರಾಂಡ್‌ನ ಬದ್ಧತೆ- ವಿಶ್ವಾಸಾರ್ಹ ಮತ್ತು ಹೆಚ್ಚಿದೆ.

ಈ ಗೌರವವು ನಂ.1 ಅಡುಗೆ ಎಣ್ಣೆ ಬ್ರಾಂಡ್ ಆಗಿ ಗ್ರಾಹಕರ ನಂಬಿಕೆ ಮತ್ತು ನಿಷ್ಠೆಯನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತದೆ. ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಕಳೆದ 3 ವರ್ಷಗಳಿಂದ

» **ಕಂಪನಿಯ ಬದ್ಧತೆ- ವಿಶ್ವಾಸಾರ್ಹತೆಗಳಿಗೆ ಪ್ರತೀಕ** ನಿರಂತರವಾಗಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ ನೀಲ್ಮನ್ ಐಕ್ಯೂ ಡೇಟಾ (ಎಂಎಟಿ) ಪ್ರಕಾರ ಭಾರತದಲ್ಲಿ ಮಾರಾಟದ ಪ್ರಕಾರ ನಂ.1 ಬ್ರಾಂಡ್ ಆಗಿದೆ. ಶುದ್ಧತೆ, ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳು ಮತ್ತು ಅಸಾಧಾರಣ

ರುಚಿಗೆ ಅಚಲ ಸಮರ್ಪಣೆಯಿಂದಾಗಿ ಮನೆಯ ನೆಚ್ಚಿನ ಬ್ರಾಂಡ್ ಆಗಿದೆ ಎಂದು ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಸೇಲ್ಸ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್‌ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ ತಿಳಿಸಿದರು.

ಖಾದ್ಯ ತೈಲ ಉದ್ಯಮದಲ್ಲಿ ಹೊಸತನವನ್ನು ಮುಂದುವರಿಸಲು ಮತ್ತು ಹೊಸ ಮಾನದಂಡಗಳನ್ನು ಸ್ಥಾಪಿಸಲು ಈ ಗೌರವ ಸ್ಫೂರ್ತಿ ನೀಡುತ್ತದೆ ಎಂದು ಹೇಳಿದರು.

ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ದೇಶದ ಪ್ರಮುಖ ಅಡುಗೆ ಎಣ್ಣೆ ಬ್ರಾಂಡ್ ಎಂದು ಗುರುತಿಸಿರುವುದು ಹೆಮ್ಮೆಯ ಕ್ಷಣವಾಗಿದೆ. ಈ ಮೈಲಿಗಲ್ಲು ತಲುಪಲು ಸಾಧ್ಯವಾಗಿಸಿದ ಗ್ರಾಹಕರು ಮತ್ತು ಮಾರಾಟಗಾರರಿಗೆ ಕೃತಜ್ಞರಾಗಿದ್ದೇವೆ ಎಂದು ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಲಿ. ನ ಚೇತನ್ ಪಿಂಪಲ್ಕುಟೆ ಹೇಳಿದರು.

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ಫ್ರೀಡಂ ಎಣ್ಣೆ "2024-25ಡಿ ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್"

ಬೆಂಗಳೂರು: ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಆಯಿಲ್ ಇಂಡಿಯಾ ಟುಡೇ ಸಹಯೋಗದೊಂದಿಗೆ ಮಾರ್ಕೆಟ್‌ನಲ್ಲಿ 2024-25ರ ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್‌ಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. ಈ ಮಾನ್ಯತೆಯು ಗುಣಮಟ್ಟ, ಆರೋಗ್ಯ ಮತ್ತು ಗ್ರಾಹಕರ ತೃಪ್ತಿಗೆ ಬ್ರಾಂಡ್‌ನ ಸ್ಥಿರ ಬದ್ಧತೆಯನ್ನು ಆಚರಿಸುತ್ತದೆ, ಇದು ದೇಶಾದ್ಯಂತದ ಮನೆಗಳಲ್ಲಿ ವಿಶ್ವಾಸಾರ್ಹ ಹೆಸರನ್ನು ಮಾಡುತ್ತದೆ.

ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಕಳೆದ 3 ವರ್ಷಗಳಿಂದ ನಿರಂತರವಾಗಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ (ನೀಲ್ಸನ್ ಐಕ್ಯೂ ಡೇಟಾ (ಎಂಎಟಿ) ಫೆಬ್ರವರಿ 2024 ರ ಪ್ರಕಾರ) ಭಾರತದಲ್ಲಿ ಮಾರಾಟದ ಪ್ರಕಾರ ನಂ.1 ಬ್ರಾಂಡ್ ಆಗಿದೆ ಮತ್ತು ಶುದ್ಧತೆ, ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳು ಮತ್ತು ಅಸಾಧಾರಣ ರುಚಿಗೆ ಅಚಲ ಸಮರ್ಪಣೆಯಿಂದಾಗಿ ಮನೆಯ ನೆಚ್ಚಿನ ಬ್ರಾಂಡ್ ಆಗಿದೆ.

ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ನ ಸೇಲ್ಸ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್ ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ ಮಾತನಾಡಿ, "ಭಾರತದ ನಂ.1 ಅಡುಗೆ ಎಣ್ಣೆ ಬ್ರಾಂಡ್ ಆಗಿ ಈ ಮಾನ್ಯತೆಯು ನಮ್ಮ ಗ್ರಾಹಕರ ನಂಬಿಕೆ ಮತ್ತು ನಿಷ್ಠೆಯನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತದೆ, ಅವರು ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ತಮ್ಮ ಜೀವನದ ಅವಿಭಾಜ್ಯ ಅಂಗವನ್ನಾಗಿ ಮಾಡಿಕೊಂಡಿದ್ದಾರೆ. ಖಾದ್ಯ ತೈಲ ಉದ್ಯಮದಲ್ಲಿ ಹೊಸತನವನ್ನು ಮುಂದುವರಿಸಲು ಮತ್ತು ಹೊಸ ಮಾನದಂಡಗಳನ್ನು ಸ್ಥಾಪಿಸಲು ಈ ಪ್ರಶಂಸೆ ನಮಗೆ ಸ್ಫೂರ್ತಿ ನೀಡುತ್ತದೆ ಎಂದರು.

ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಜೀವಂ ಮಾರ್ಕೆಟಿಂಗ್ ಚೇತನ್ ಪಿಂಪಲ್ಕುಟೆ ಮಾತನಾಡಿ, ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ಭಾರತದ ಪ್ರಮುಖ ಅಡುಗೆ ಎಣ್ಣೆ ಬ್ರಾಂಡ್ ಎಂದು ಗುರುತಿಸಿರುವುದು ಅಪಾರ ಹೆಮ್ಮೆಯ ಕ್ಷಣವಾಗಿದೆ. ಈ ಮೈಲಿಗಲ್ಲನ್ನು ಸಾಧ್ಯವಾಗಿಸಿದ ನಮ್ಮ ಗ್ರಾಹಕರಿಗೆ ನಾವು ತುಂಬಾ ಕೃತಜ್ಞರಾಗಿದ್ದೇವೆ ಎಂದು ಹೇಳಿದರು.

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ಫ್ರೀಡಂ “2024-25ರ ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್”

ಬೆಂಗಳೂರು

ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಆಯಿಲ್ ಇಂಡಿಯಾ ಟುಡೇ ಸಹಯೋಗದೊಂದಿಗೆ ಮಾರ್ಕೆಟ್ ಡೈಲಿ 2024-25ರ ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್‌ಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. ಈ ಮಾನ್ಯತೆಯು ಗುಣಮಟ್ಟ, ಆರೋಗ್ಯ ಮತ್ತು ಗ್ರಾಹಕರ ತೃಪ್ತಿಗೆ ಬ್ರಾಂಡ್‌ನ ಸ್ಥಿರ ಬದ್ಧತೆಯನ್ನು ಅಚರಿಸುತ್ತದೆ, ಇದು ದೇಶಾದ್ಯಂತದ ಮನೆಗಳಲ್ಲಿ ವಿಶ್ವಾಸಾರ್ಹ ಹೆಸರನ್ನು ಮಾಡುತ್ತದೆ.

ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಕಳೆದ 3 ವರ್ಷಗಳಿಂದ ನಿರಂತರವಾಗಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ (ನೀಲ್ಸನ್ ಐಕ್ಯೂ ಡೇಟಾ (ಎಂಎಟಿ) ಫೆಬ್ರವರಿ 2024 ರ ಪ್ರಕಾರ) ಭಾರತದಲ್ಲಿ ಮಾರಾಟದ ಪ್ರಕಾರ ನಂ.1 ಬ್ರಾಂಡ್ ಆಗಿದೆ ಮತ್ತು ಶುದ್ಧತೆ, ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳು ಮತ್ತು ಅಸಾಧಾರಣ ರುಚಿಗೆ ಅಚಲ ಸಮರ್ಪಣೆಯಿಂದಾಗಿ ಮನೆಯ ನೆಚ್ಚಿನ ಬ್ರಾಂಡ್ ಆಗಿದೆ.

ಆರೋಗ್ಯ ಪ್ರಜ್ಞೆಯುಳ್ಳ ಕುಟುಂಬಗಳ ಅಗತ್ಯಗಳನ್ನು ಪೂರೈಸಲು ವಿನ್ಯಾಸಗೊಳಿಸಲಾದ ಈ ತೈಲವು ಟ್ರಾನ್ಸ್-ಕೊಬ್ಬು ಮುಕ್ತವಾಗಿದೆ ಮತ್ತು ಹೃದಯ-ಆರೋಗ್ಯಕರ ಜೀವನಶೈಲಿಯನ್ನು ಉತ್ತೇಜಿಸುತ್ತದೆ.

ಗುಣಮಟ್ಟ ಮತ್ತು ನಾವೀನ್ಯತೆಗೆ ಬ್ರಾಂಡ್ ನೀಡಿದ ಒತ್ತು ಬಾಧ್ಯ ತೈಲ ವಿಭಾಗದಲ್ಲಿ ಮುಂಚೂಣಿಯಲ್ಲಿದೆ.



ಗ್ರಾಹಕರ ನಂಬಿಕೆ ಮತ್ತು ತೃಪ್ತಿಯಲ್ಲಿ ಹೊಸ ಮಾನದಂಡಗಳನ್ನು ಸ್ಥಾಪಿಸಿದೆ.

ದೈನಂದಿನ ಭಕ್ಷ್ಯಗಳ ರುಚಿಯನ್ನು ಹೆಚ್ಚಿಸುವ ಸಾಮರ್ಥ್ಯದೊಂದಿಗೆ, ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಭಾರತೀಯ ಅಡುಗೆಮನೆಗಳಲ್ಲಿ ತಡೆರಹಿತವಾಗಿ ಸಂಯೋಜಿಸಲ್ಪಟ್ಟಿದೆ, ಅಸಂಖ್ಯಾತ ಕುಟುಂಬಗಳಿಗೆ ಪ್ರಧಾನ ಘಟಕಾಂಶವಾಗಿದೆ. ಮೋಸ್ಟ್ ಪ್ರಿಫರ್ಡ್ ಬ್ರಾಂಡ್ಸ್ ಪ್ರಶಸ್ತಿಗಳಲ್ಲಿನ ಮಾನ್ಯತೆಯು ಅದರ ಗ್ರಾಹಕರ ನಿಷ್ಠೆ ಮತ್ತು ನಂಬಿಕೆಯನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತದೆ.

ಜೊತೆಗೆ ಉದ್ಯಮದಲ್ಲಿ ಅತ್ಯುನ್ನತ ಮಾನದಂಡಗಳನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳಲು ಬ್ರಾಂಡ್‌ನ ನಿರಂತರ ಪ್ರಯತ್ನಗಳನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತದೆ.

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ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಶ್ರೇಷ್ಠ ಗುಣಮಟ್ಟದ ಮಾನ್ಯತೆ



ಬೆಂಗಳೂರು, ಡಿ. 20- ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಆಯಿಲ್ ಇಂಡಿಯಾ ಟುಡೇ ಸಹಯೋಗದೊಂದಿಗೆ ಮಾರ್ಕೆಟ್ ಡೈಲಿ 2024-25ರ ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್‌ಗಳಲ್ಲಿ ಬಂದಾಗಿದೆ.

ಈ ಮಾನ್ಯತೆಯು ಗುಣಮಟ್ಟ, ಆರೋಗ್ಯ ಮತ್ತು ಗ್ರಾಹಕರ ತೃಪ್ತಿಗೆ ಕಂಪನಿ ಸ್ಥಿರ ಬದ್ಧತೆಯನ್ನು ಆಚರಿಸುತ್ತದೆ. ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಕಳೆದ 3 ವರ್ಷಗಳಿಂದ ನಿರಂತರವಾಗಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ (ನೀಲ್ಸನ್ ಐಕ್ಯೂ ಡೇಟಾ (ಎಂಎಟಿ) ಫೆಬ್ರವರಿ 2024 ರ ಪ್ರಕಾರ) ಭಾರತದಲ್ಲಿ ಮಾರಾಟದ ಪ್ರಕಾರ ನಂ.1 ಬ್ರಾಂಡ್ ಆಗಿದೆ ಮತ್ತು ಶುದ್ಧತೆ, ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳು ಮತ್ತು ಅಸಾಧಾರಣ ರುಚಿಗೆ ಅಚಲ ಸಮರ್ಪಣೆಯಿಂದಾಗಿ ಮನೆಯ ನೆಚ್ಚಿನ ಬ್ರಾಂಡ್ ಆಗಿದೆ ಎಂದು ಜೆಮಿನಿ ಎಡಿಬಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ ಹೇಳಿದರು.

ಭಾರತದ ನಂ.1 ಆಡುಗೆ ಎಣ್ಣೆ ಬ್ರಾಂಡ್ ಆಗಿ ಈ ಮಾನ್ಯತೆಯು ನಮ್ಮ ಗ್ರಾಹಕರ ನಂಬಿಕೆ ಮತ್ತು ನಿಷ್ಠೆಯನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತದೆ, ಖಾದ್ಯ ತೈಲ ಉದ್ಯಮದಲ್ಲಿ ಹೊಸತನವನ್ನು ಮುಂದುವರಿಸಲು ಮತ್ತು ಹೊಸ ಮಾನದಂಡಗಳನ್ನು ಸ್ಥಾಪಿಸಲು ಈ ಪ್ರಶಂಸೆ ನಮಗೆ ಸ್ಫೂರ್ತಿ ನೀಡುತ್ತದೆ ಎಂದರು.

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ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ಭಾರತದ "2024- 25ರ ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್"

ಬೆಂಗಳೂರು, ಡಿಸೆಂಬರ್ 20: ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಆಯಿಲ್ ಇಂಡಿಯಾ ಟುಡೇ ಸಹಯೋಗದೊಂದಿಗೆ ಮಾರ್ಕೆಟ್ ಡೈಲಿ 2024-25ರ ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್‌ಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. ಈ ಮಾನ್ಯತೆಯು ಗುಣಮಟ್ಟ, ಆರೋಗ್ಯ ಮತ್ತು ಗ್ರಾಹಕರ ತೃಪ್ತಿಗೆ ಬ್ರಾಂಡ್‌ನ ಸ್ಥಿರ ಬದ್ಧತೆಯನ್ನು ಆಚರಿಸುತ್ತದೆ, ಇದು ದೇಶಾದ್ಯಂತದ ಮನೆಗಳಲ್ಲಿ ವಿಶ್ವಾಸಾರ್ಹ ಹೆಸರನ್ನು ಮಾಡುತ್ತದೆ.



ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಕಳೆದ 3 ವರ್ಷಗಳಿಂದ ನಿರಂತರವಾಗಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ (ನೀಲ್ಸ್ ಐಕ್ಯೂ ಡೇಟಾ (ಎಂಎಟಿ) ಫೆಬ್ರವರಿ 2024 ರ ಪ್ರಕಾರ) ಭಾರತದಲ್ಲಿ ಮಾರಾಟದ ಪ್ರಕಾರ ನಂ.1 ಬ್ರಾಂಡ್ ಆಗಿದೆ ಮತ್ತು ಶುದ್ಧತೆ, ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳು ಮತ್ತು ಅಸಾಧಾರಣ ರುಚಿಗೆ ಅಚಲ ಸಮರ್ಪಣೆಯಿಂದಾಗಿ ಮನೆಯ ನೆಚ್ಚಿನ ಬ್ರಾಂಡ್ ಆಗಿದೆ. ಆರೋಗ್ಯ ಪ್ರಜ್ಞೆಯು ಕುಟುಂಬಗಳ ಅಗತ್ಯಗಳನ್ನು ಪೂರೈಸಲು ವಿನ್ಯಾಸಗೊಳಿಸಲಾದ ಈ ತೈಲವು ಟ್ರಾನ್ಸ್-ಕೊಬ್ಬು ಮುಕ್ತವಾಗಿದೆ ಮತ್ತು ಹೃದಯ-ಆರೋಗ್ಯಕರ ಜೀವನಶೈಲಿಯನ್ನು ಉತ್ತೇಜಿಸುತ್ತದೆ. ಗುಣಮಟ್ಟ ಮತ್ತು ನಾವೀನ್ಯತೆಗೆ ಬ್ರಾಂಡ್ ನೀಡಿದ ಒತ್ತು ಖಾದ್ಯ ತೈಲ ವಿಭಾಗದಲ್ಲಿ ಮುಂಚೂಣಿಯಲ್ಲಿದೆ, ಗ್ರಾಹಕರ ನಂಬಿಕೆ ಮತ್ತು ತೃಪ್ತಿಯಲ್ಲಿ ಹೊಸ ಮಾನದಂಡಗಳನ್ನು ಸ್ಥಾಪಿಸಿದೆ.

ದೈನಂದಿನ ಭಕ್ತಗಳ ರುಚಿಯನ್ನು ಹೆಚ್ಚಿಸುವ ಸಾಮರ್ಥ್ಯದೊಂದಿಗೆ, ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಭಾರತೀಯ ಅಡುಗೆಮನೆಗಳಲ್ಲಿ ತಡೆರಹಿತವಾಗಿ ಸಂಯೋಜಿಸಲ್ಪಟ್ಟಿದೆ, ಅಸಂಖ್ಯಾತ ಕುಟುಂಬಗಳಿಗೆ ಪ್ರಧಾನ ಘಟಕವಾಗಿದೆ. ಮೋಸ್ಟ್ ಪ್ರಿಫರ್ಡ್ ಬ್ರಾಂಡ್ ಪ್ರಶಸ್ತಿಗಳಲ್ಲಿನ ಮಾನ್ಯತೆಯು ಅದರ ಗ್ರಾಹಕರ ನಿಷ್ಠೆ ಮತ್ತು ನಂಬಿಕೆಯನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತದೆ, ಜೊತೆಗೆ ಉದ್ಯಮದಲ್ಲಿ ಅತ್ಯುನ್ನತ ಮಾನದಂಡಗಳನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳಲು ಬ್ರಾಂಡ್ ನಿರಂತರ ಪ್ರಯತ್ನಗಳನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತದೆ.

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ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಭಾರತದ “2024-25ರ ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್”

ಬೆಂಗಳೂರು: ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಆಯಿಲ್ ಇಂಡಿಯಾ ಟುಡೇ ಸಹಯೋಗದೊಂದಿಗೆ ಮಾರ್ಕೆಟ್ ಡೈಲಿ 2024-25ರ ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್‌ಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. ಈ ಮಾನ್ಯತೆಯು ಗುಣಮಟ್ಟ, ಆರೋಗ್ಯ ಮತ್ತು ಗ್ರಾಹಕರ ತೃಪ್ತಿಗೆ ಬ್ರಾಂಡ್‌ನ ಸ್ಥಿರ ಬದ್ಧತೆಯನ್ನು ಅಚ್ಚರಿಸುತ್ತದೆ, ಇದು ದೇಶಾದ್ಯಂತದ ಮನೆಗಳಲ್ಲಿ ವಿಶ್ವಾಸಾರ್ಹ ಹೆಸರನ್ನು ಮಾಡುತ್ತದೆ.

ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಕಳೆದ 3 ವರ್ಷಗಳಿಂದ ನಿರಂತರವಾಗಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ (ಸೀಲ್ಡ್ ಐಕ್ಯೂ ಡೇಟಾ (ಎಂಎಟಿ) ಜೆಪಿಎರಿ 2024 ರ ಪ್ರಕಾರ) ಭಾರತದಲ್ಲಿ ಮಾರಾಟದ ಪ್ರಕಾರ ನಂ.1 ಬ್ರಾಂಡ್ ಆಗಿದೆ ಮತ್ತು ಶುದ್ಧತೆ, ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳು ಮತ್ತು ಅಸಾಧಾರಣ ರುಚಿಗೆ ಅಚಲ ಸಮರ್ಪಣೆಯಿಂದಾಗಿ ಮನೆಯ ನೆಚ್ಚಿನ ಬ್ರಾಂಡ್ ಆಗಿದೆ. ಆರೋಗ್ಯ ಪ್ರಚೋದಕ ಕುಟುಂಬಗಳ ಆಗತ್ಯಗಳನ್ನು ಪೂರೈಸಲು



ವಿನ್ಯಾಸಗೊಳಿಸಲಾದ ಈ ತೈಲವು ಟ್ರಾನ್ಸ್-ಕೊಬ್ಬು ಮುಕ್ತವಾಗಿದೆ ಮತ್ತು ಹೃದಯ-ಆರೋಗ್ಯಕರ ಜೀವನಶೈಲಿಯನ್ನು ಉತ್ತೇಜಿಸುತ್ತದೆ. ಗುಣಮಟ್ಟ ಮತ್ತು ನಾವೀನ್ಯತೆಗೆ ಬ್ರಾಂಡ್ ನೀಡಿದ ಒತ್ತು ಖಾದ್ಯ ತೈಲ ವಿಭಾಗದಲ್ಲಿ ಮುಂಚೂಣಿಯಲ್ಲಿದೆ. ಗ್ರಾಹಕರ ನಂಬಿಕೆ ಮತ್ತು ತೃಪ್ತಿಯಲ್ಲಿ ಹೊಸ ಮಾನದಂಡಗಳನ್ನು ಸ್ಥಾಪಿಸಿದೆ.

ದೈನಂದಿನ ಭಕ್ಷ್ಯಗಳ ರುಚಿಯನ್ನು ಹೆಚ್ಚಿಸುವ ಸಾಮರ್ಥ್ಯದೊಂದಿಗೆ, ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಭಾರತೀಯ ಅಡುಗೆಮನೆಗಳಲ್ಲಿ ತದೇರಿತವಾಗಿ ಸಂಯೋಜಿಸಲ್ಪಟ್ಟಿದೆ, ಅಸಂಖ್ಯಾತ ಕುಟುಂಬಗಳಿಗೆ ಪ್ರಧಾನ ಘಟಕವಾಗಿದೆ. ದೋಸೆ, ಪ್ರಿಫರ್ಡ್ ಬ್ರಾಂಡ್, ಪ್ರತಕ್ಷಿಗಳಲ್ಲಿನ ಮಾನ್ಯತೆಯು ಅದರ ಗ್ರಾಹಕರ ನಿಷ್ಠೆ ಮತ್ತು ನಂಬಿಕೆಯನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತದೆ, ಜೊತೆಗೆ ಉದ್ಯಮದಲ್ಲಿ ಅತ್ಯುನ್ನತ ಮಾನದಂಡಗಳನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳಲು ಬ್ರಾಂಡ್ ನಿರಂತರ ಪ್ರಯತ್ನಗಳನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತದೆ.

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ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್

ಸಂಜೆ ಸಮಯ ಸುದ್ದಿ,
ಬೆಂಗಳೂರು,ಡಿ.20: ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಆಯಿಲ್ ಇಂಡಿಯಾ ಟುಡೇ ಸಹಯೋಗದೊಂದಿಗೆ ಮಾರ್ಕೆಟ್ ಡೈಲಿ 2024-25ರ ಆತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್‌ಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. ಈ ಮಾನ್ಯತೆಯು ಗುಣಮಟ್ಟ, ಆರೋಗ್ಯ ಮತ್ತು ಗ್ರಾಹಕರ ತೃಪ್ತಿಗೆ ಬ್ರಾಂಡ್‌ಗೆ ಸ್ಥಿರ ಬದ್ಧತೆಯನ್ನು ಆಚರಿಸುತ್ತದೆ. ಇದು ದೇಶಾದ್ಯಂತದ ಮನೆಗಳಲ್ಲಿ ವಿಶ್ವಾಸಾರ್ಹ ಹೆಸರನ್ನು ಮಾಡುತ್ತದೆ. ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಕಳೆದ 3 ವರ್ಷಗಳಿಂದ ನಿರಂತರವಾಗಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ (ನೀಲ್ಸನ್ ಐಕ್ಯೂ ಡೇಟಾ (ಎಂಎಟಿ) ಫೆಬ್ರವರಿ 2024 ರ ಪ್ರಕಾರ) ಭಾರತದಲ್ಲಿ ಮಾರಾಟದ ಪ್ರಕಾರ ನಂ.1 ಬ್ರಾಂಡ್ ಆಗಿದೆ ಮತ್ತು ಕುದುರೆ, ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳು ಮತ್ತು ಅಸಾಧಾರಣ ರುಚಿಗೆ ಅಚಲ ಸಮರ್ಪಣೆಯಿಂದಾಗಿ ಮನೆಯ ನೆಚ್ಚಿನ ಬ್ರಾಂಡ್ ಆಗಿದೆ. ಆರೋಗ್ಯ ಪ್ರಜ್ಞೆಯುಳ್ಳ ಕುಟುಂಬಗಳ ಅಗತ್ಯಗಳನ್ನು ಪೂರೈಸಲು ವಿನ್ಯಾಸಗೊಳಿಸಲಾದ ಈ ತೈಲವು ಟ್ರಾನ್ಸ್-ಕೊಬ್ಬು



ಮುಕ್ತವಾಗಿದೆ ಮತ್ತು ಹೃದಯ-ಆರೋಗ್ಯಕರ ಜೀವನಶೈಲಿಯನ್ನು ಉತ್ತೇಜಿಸುತ್ತದೆ. ಜೆಮಿನಿ ಎಡಿಬಲ್ ಮತ್ತು ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ನ ಸೇಲ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್ ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ ಮಾತನಾಡಿ, "ಭಾರತದ ನಂ.1 ಅಡುಗೆ ಎಣ್ಣೆ ಬ್ರಾಂಡ್ ಆಗಿ ಈ ಮಾನ್ಯತೆಯು ನಮ್ಮ ಗ್ರಾಹಕರ ನಂಬಿಕೆ ಮತ್ತು ನಿಷ್ಠೆಯನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತದೆ. ಅವರು ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ತಮ್ಮ ಜೀವನದ ಅವಿಭಾಜ್ಯ ಅಂಗವನ್ನಾಗಿ ಮಾಡಿಕೊಂಡಿದ್ದಾರೆ. ಫ್ರೀಡಂನಲ್ಲಿ, ನಮ್ಮ

ಗ್ರಾಹಕರ ವಿಶ್ವಸನಗೊಳ್ಳುತ್ತಿರುವ ಅಗತ್ಯಗಳನ್ನು ಅರ್ಥಮಾಡಿಕೊಳ್ಳಲು ಮತ್ತು ಗುಣಮಟ್ಟ, ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳು ಮತ್ತು ರುಚಿಯಲ್ಲಿ ನಿರೀಕ್ಷೆಗಳನ್ನು ಮೀರುವ ಉತ್ಪನ್ನಗಳನ್ನು ತಲುಪಿಸುವತ್ತ ನಾವು ಗಮನ ಹರಿಸುತ್ತೇವೆ. ಖಾದ್ಯ ತೈಲ ಉದ್ಯಮದಲ್ಲಿ ಹೊಸತನವನ್ನು ಮುಂದುವರಿಸಲು ಮತ್ತು ಹೊಸ ಮಾನದಂಡಗಳನ್ನು ಸ್ಥಾಪಿಸಲು ಈ ಪ್ರಶಂಸೆ ನಮಗೆ ಸ್ಫೂರ್ತಿ ನೀಡುತ್ತದೆ. ಜೆಮಿನಿ ಎಡಿಬಲ್ ಮತ್ತು ಫ್ಯಾಟ್ಸ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಜೀವಿಂ ಮಾರ್ಕೆಟಿಂಗ್ ಚೇತನ್ ಪಿಂಪಲ್ಕುಟೆ ಮಾತನಾಡಿ, ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ಭಾರತದ ಪ್ರಮುಖ ಅಡುಗೆ ಎಣ್ಣೆ ಬ್ರಾಂಡ್ ಎಂದು ಗುರುತಿಸಿರುವುದು ಅಪಾರ ಹೆಮ್ಮೆಯ ಕ್ಷಣವಾಗಿದೆ. ಈ ಸಾಧನೆಯು ನಮ್ಮ ತಂಡದ ಸಮರ್ಪಣೆ ಮತ್ತು ಉತ್ಸಾಹದ ಪ್ರತಿಬಿಂಬವಾಗಿದೆ. ಅವರು ಆರೋಗ್ಯ, ಕುದುರೆ ಮತ್ತು ರುಚಿಯ ಭರವಸೆಯನ್ನು ಎತ್ತಿಹಿಡಿಯಲು ದಣಿವರಿಯದೆ ಕೆಲಸ ಮಾಡಿದ್ದಾರೆ. ಈ ಮೈಲಿಗಲ್ಲನ್ನು ಸಾಧ್ಯವಾಗಿಸಿದ ನಮ್ಮ ಗ್ರಾಹಕರಿಗೆ ನಾವು ತುಂಬಾ ಕೃತಜ್ಞರಾಗಿದ್ದೇವೆ.

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ಫ್ರೀಡಂ ಎಣ್ಣೆ "2024-25ರ ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್"

ಬೆಂಗಳೂರು: ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಆಯಿಲ್ ಇಂಡಿಯಾ ಟುಡೇ ಸಮಯೋಗದೊಂದಿಗೆ ಮಾರ್ಕೆಟ್‌ನಲ್ಲಿ 2024-25ರ ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರಾಂಡ್‌ಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. ಈ ಮಾನ್ಯತೆಯು ಗುಣಮಟ್ಟ, ಆರೋಗ್ಯ ಮತ್ತು ಗ್ರಾಹಕರ ತೃಪ್ತಿಗೆ ಬ್ರಾಂಡ್‌ನ ಸ್ಥಿರ ಬದ್ಧತೆಯನ್ನು ಆಚರಿಸುತ್ತದೆ, ಇದು ದೇಶಾದ್ಯಂತದ ಮನೆಗಳಲ್ಲಿ ವಿಶ್ವಾಸಾರ್ಹ ಹೆಸರನ್ನು ಮಾಡುತ್ತದೆ.

ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಕಳೆದ 3 ವರ್ಷಗಳಿಂದ ನಿರಂತರವಾಗಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ವಿಭಾಗದಲ್ಲಿ (ನೀಲ್ಡ್ ಐಕ್ಯೂ ಡೇಟಾ (ಎಂಎಟಿ) ಫೆಬ್ರವರಿ 2024 ರ ಪ್ರಕಾರ) ಭಾರತದಲ್ಲಿ ಮಾರಾಟದ ಪ್ರಕಾರ ನಂ.1 ಬ್ರಾಂಡ್ ಆಗಿದೆ ಮತ್ತು ಕುದುರೆ, ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳು ಮತ್ತು ಅಸಾಧಾರಣ ರುಚಿಗೆ ಅಚಲ ಸಮರ್ಪಣೆಯಿಂದಾಗಿ ಮನೆಯ ನೆಚ್ಚಿನ ಬ್ರಾಂಡ್ ಆಗಿದೆ.

ಜೆಮಿನಿ ಎಡಿಟಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ನ ಸೇಲ್ಸ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್ ನ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ ಮಾತನಾಡಿ, "ಭಾರತದ ನಂ.1 ಆದಾಗ್ಯೂ ಬ್ರಾಂಡ್ ಆಗಿ ಈ ಮಾನ್ಯತೆಯು ನಮ್ಮ ಗ್ರಾಹಕರ ನಂಬಿಕೆ ಮತ್ತು ನಿಷ್ಠೆಯನ್ನು ಪ್ರತಿಬಿಂಬಿಸುತ್ತದೆ, ಅವರು ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ತಮ್ಮ ಜೀವನದ ಅವಿಭಾಜ್ಯ ಅಂಗವನ್ನಾಗಿ ಮಾಡಿಕೊಂಡಿದ್ದಾರೆ. ಖಾದ್ಯ ಕೈಲ ಉದ್ಯಮದಲ್ಲಿ ಹೊಸತನವನ್ನು ಮುಂದುವರಿಸಲು ಮತ್ತು ಹೊಸ ಮಾನದಂಡಗಳನ್ನು ಸ್ಥಾಪಿಸಲು ಈ ಪ್ರಶಂಸೆ ನಮಗೆ ಸ್ಫೂರ್ತಿ ನೀಡುತ್ತದೆ ಎಂದರು.

ಜೆಮಿನಿ ಎಡಿಟಲ್ಸ್ ಮತ್ತು ಫ್ಯಾಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಜೊಂಟಿ ಮಾರ್ಕೆಟಿಂಗ್ ಜೇಷ್ಟ್ ಪಿಂಪಲ್ಟುಟಿ ಮಾತನಾಡಿ, ಫ್ರೀಡಂ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ಭಾರತದ ಪ್ರಮುಖ ಆಡುಗೆ ಎಣ್ಣೆ ಬ್ರಾಂಡ್ ಎಂದು ಗುರುತಿಸಿರುವುದು ಅಪಾರ ಹೆಮ್ಮೆಯ ಕ್ಷಣವಾಗಿದೆ. ಈ ಮೈಲಿಗಲ್ಲನ್ನು ಸಾಧ್ಯವಾಗಿಸಿದ ನಮ್ಮ ಗ್ರಾಹಕರಿಗೆ ನಾವು ತುಂಬಾ ಕೃತಜ್ಞರಾಗಿದ್ದೇವೆ ಎಂದು ಹೇಳಿದರು.

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**ஆரோக்கியமான வாழ்க்கை
முறைக்கு ஊக்கம்**



பெங்களூரு,டிசம்பர்.20 - இந்தியா டுடே நிறுவனத்துடன் இணைந்து சுதந்திர சுத்திகரிக்கப்பட்ட சூரியகாந்தி எண்ணெய் 2024-25 மார்க்ஸ்மென் டெய்லியின் மிகவும் விரும்பப்படும் பிராண்டுகளில் ஒன்றாகும். இந்த அங்கீகாரமானது தரம், ஆரோக்கியம் மற்றும் வாடிக்கையாளர் திருப்தி ஆகியவற்றில் பிராண்டின் நிலையான அர்ப்பணிப்பைக் கொண்டாடுகிறது, இது நாடு முழுவதும் உள்ள குடும்பங்களில் நம்பகமான பெயராக அமைகிறது. சுதந்திர சுத்திகரிக்கப்பட்ட சூரியகாந்தி எண்ணெய் கடந்த 3 ஆண்டுகளாக சூரியகாந்தி எண்ணெய் பிரிவில் இந்தியாவில் நம்பர் 1 விற்பனையாகும் பிராண்டாக இருந்து வருகிறது, மேலும் தூய்மைக்கான அதன் அசைக்க முடியாத அர்ப்பணிப்பு காரணமாக இது குடும்பத்தில் மிகவும் பிடித்தமானது. ஆரோக்கிய நன்மைகள் மற்றும் விதிவிலக்கான சுவை. ஆரோக்கிய உணர்வுள்ள குடும்பங்களின் தேவைகளைப் பூர்த்தி செய்ய வடிவமைக்கப்பட்ட இந்த எண்ணெய், கொழுப்பு இல்லாதது மற்றும் இதய ஆரோக்கியமான வாழ்க்கை முறையை ஊக்குவிக்கிறது. இந்த பிராண்டின் தரம் மற்றும் புதுமைக்கு முக்கியத்துவம் கொடுப்பதால், வாடிக்கையாளர் நம்பிக்கை மற்றும் திருப்தியில் புதிய அளவுகோல்களை அமைத்து, சமையல் எண்ணெய் பிரிவில் முன்னணியில் உள்ளது. அன்றாட உணவுகளின் சுவையை மேம்படுத்தும் திறனுடன், ஃபிரீடம் சன்ஃப்ளவர் ஆயில் இந்திய சமையலறைகளில் தடையின்றி

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भारताचा नंबर १ कुकिंग ऑईल ब्रँड

फ्रीडम रिफाईंड सनफ्लॉवर ऑईलला २०२४-२५ चा सर्वाधिक पसंतीचा ब्रँड म्हणून मान्यता

बेंगळूर : इंडिया टुडेच्या सहकार्याने माक्सिम डेलीव्हर फ्रीडम रिफाईंड सनफ्लॉवर ऑईलला सर्वाधिक पसंतीचे ब्रँड २०२४-२५ म्हणून ओळखले गेले आहे. ही ओळख ब्रँडची गुणवत्ता, आरोग्य आणि ग्राहकांच्या समाधानासाठी असलेल्या दृढ वचनबद्धतेचा उत्सव साजरा करते, ज्यामुळे ते देशभरातील घरांमध्ये एक विश्वासाई नाव बनले आहे.

फ्रीडम रिफाईंड सनफ्लॉवर ऑईल हे सूर्यमूल तेल श्रेणीत (निल्सन आयक्यू डेटा (एमएटी) फेब्रुवारी २०२४ नुसार) गेल्या ३ वर्षांपासून सातत्याने विक्रीत भारतातील नंबर १ ब्रँड आहे आणि शुद्धतेच्या अटळ समर्पणामुळे ते घराघरी आवडते बनले आहे. आरोग्य फायदे आणि अपवादात्मक चव. आरोग्याविषयी जागरूक कुटुंबांच्या गरजा पूर्ण करण्यासाठी तयार केलेले, तेल टान्स-फॅट-मुक्त आहे आणि हृदय-निरोगी जीवनशैलीला प्रोत्साहन देते. ब्रँडच्या गुणवत्ता आणि नावीन्यतेवर भर दिल्याने ग्राहकांचा विश्वास आणि समाधानामध्ये नवीन बेंचमार्क स्थापित करून खाद्यतेलाच्या क्षेत्रात आघाडीवर आहे.

दैनंदिन पदार्थांची चव वाढवण्याच्या क्षमतेसह, फ्रीडम सनफ्लॉवर ऑईल अखंडपणे भारतीय स्वयंपाकघरांमध्ये समाकलित झाले आहे, जे असंख्य कुटुंबांसाठी मुख्य घटक बनले आहे. मोस्ट प्रिफर्ड ब्रँड्स पुरस्कारांमध्ये मिळालेली मान्यता ही त्याच्या ग्राहकांची निष्ठा आणि विश्वास तसेच उद्योगातील सर्वोच्च मानके राखण्यासाठी ब्रँडच्या अथक प्रयत्नांना प्रतिबिंबित करते.



आरोग्य, शुद्धता आणि चव यांमध्ये बेंचमार्क सेट करत, फ्रीडम रिफाईंड सनफ्लॉवर ऑईलने देशभरातील घरांच्या पसंतीची निवड म्हणून अव्वल स्थान मिळविले आहे.

यावेळी पी. चंद्रशेखर रेड्डी, वरिष्ठ व्हाईस प्रेसिडेंट, सेल्स अँड मार्केटिंग, जेमिनी एडिबल्स अँड फॅट्स इंडिया लिमिटेड म्हणाले, भारताचा नंबर १ कुकिंग ऑईल ब्रँड म्हणून ही ओळख आमच्या ग्राहकांचा विश्वास आणि निष्ठा दर्शवते, ज्यांनी फ्रीडम सनफ्लॉवर ऑईलला त्यांच्या जीवनाचा अविभाज्य भाग बनवले आहे. स्वातंत्र्य, आम्ही आमच्या ग्राहकांच्या विकसित गरजा समजून घेण्यावर आणि गुणवत्ता, आरोग्य लाभ आणि चव यांमध्ये अपेक्षापेक्षा जास्त उत्पादने वितरित करण्यावर लक्ष केंद्रित करतो.

चेतन पिंपळकुटे, जीएम मार्केटिंग, जेमिनी

फ्रीडम हेल्दी कुकिंग ऑईल बद्दल:

'फ्रीडम' हा Gemini Edibles & Fats India Limited (GEF India) चा फ्लॅगशिप ब्रँड आहे. फ्रीडम हेल्दी कुकिंग ऑईल रेंज फ्रीडम रिफाईंड सनफ्लॉवर ऑईल, फ्रीडम फिजिकली रिफाईंड राईस ब्रॅन ऑईल, फ्रीडम काची घनी मस्टर्ड ऑईल, फ्रीडम ग्राउंडनट ऑईल, श्री कृपा दीपम ऑईल आणि बी-राईट रिफाईंड सनफ्लॉवर ऑईल म्हणून उपलब्ध आहे.

'फ्रीडम' ब्रँड २०१० मध्ये पूर्वीच्या आंध्र प्रदेश आणि ओडिशामध्ये लॉन्च करण्यात आला होता. फ्रीडम रिफाईंड सनफ्लॉवर ऑईल हा सूर्यमूल तेल श्रेणीमध्ये भारतातील व्हॉल्यूम विक्रीनुसार नंबर १ ब्रँड आहे (निल्सन आयक्यू डेटा (MAT) फेब्रुवारी, २०२४ नुसार).

एडिबल्स अँड फॅट्स इंडिया लिमिटेड, पुढे म्हणाले, फ्रीडम सनफ्लॉवर ऑईलला भारतातील अग्रगण्य कुकिंग ऑईल ब्रँड म्हणून मान्यता मिळालेली पाहणे हा अत्यंत अभिमानाचा क्षण आहे. हे यश आमच्या समर्पण आणि उत्कटतेचे प्रतिबिंब आहे. आमची टीम, ज्यांनी आमचे आरोग्य, शुद्धता आणि चव या वचनाची पूर्तता करण्यासाठी अथक परिश्रम घेतले आहेत, आमच्या ग्राहकांचे मनापासून आभारी आहोत, ज्यांच्या अतुलनीय विश्वास व समर्थनाने हा टप्पा शक्य झाला आहे.

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Headline: Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

ପ୍ରିୟମ୍ ଅଫଲ୍‌କୁ ମୋଷ୍ଟ ପ୍ରିଫର୍ଡ୍ ବ୍ରାଣ୍ଡ ପୁରସ୍କାର



ନୂଆଦିଲ୍ଲୀ, ୨୩।୧୨

ଦେଶର ପ୍ରମୁଖ ଖାଇବା ତେଲ ତଥା ଚେନିନା ଏଡିବଲ୍ ଆଣ୍ଡ ଫ୍ୟାଟ୍‌ସ ଇଣ୍ଡିଆ ଲିମିଟେଡ (ଇଇଏଫ୍‌ଇଆ)ର ଅଗ୍ରଣୀ ବ୍ରାଣ୍ଡ ପ୍ରିୟମ୍ ହେଲ୍‌ଡି ବୁଟି ଅଫଲ୍ ବା ପ୍ରିୟମ୍ ଅଫଲ୍‌କୁ ନିକଟରେ ଆଉ ଏକ ଜାତୀୟସ୍ତରର ସ୍ବାକୃତି ସହ ‘ମୋଷ୍ଟ ପ୍ରିଫର୍ଡ୍ ବ୍ରାଣ୍ଡ’ ପୁରସ୍କାର ମିଳିଛି।

ଭଲ୍‌ସେୟାର, ଇଣ୍ଡିଆ ବୁଟେର ସହାୟକ ସଂସ୍ଥା ‘ମାର୍ଚ୍ଚସମ୍ମାନ ଚେନି’ର ଏକ ସ୍ବଚ୍ଛ ସମାବେଶ ଉତ୍ସବରେ ପ୍ରିୟମ୍ ଅଫଲ୍ ରେଜିଲ ପ୍ରିୟମ୍ ଡିଫାଇନଡ୍ ସନ୍ ଫୁଫ୍‌ର ଅଫଲ୍‌କୁ ଭାରତର ଶ୍ରେଷ୍ଠ ଖାଇବା ତେଲର ସ୍ବାକୃତି ‘ମୋଷ୍ଟ ପ୍ରିଫର୍ଡ୍ ବ୍ରାଣ୍ଡ ୨୦୨୪-୨୫’ ସମ୍ମାନରେ ସମ୍ମାନିତ କରାଯାଇଛି। ଏପରିକି ଏହି ତେଲ ସବୁ ବର୍ତ୍ତମାନ ଗ୍ରାହକଙ୍କ ପ୍ରସାର ବ୍ରାଣ୍ଡ ସହିତ ସୁଶିକ୍ଷା ଓ ଗ୍ରାହକ ବାସିନା ସହ ସ୍ଥୁଳ

ଏବଂ ସ୍ବାସ୍ଥ୍ୟସ୍ପତି ତେଲ୍ ଲାଭଦାୟକ ହୋଇଥିବାରୁ ଏହି ବ୍ରାଣ୍ଡକୁ ସମ୍ମାନିତ କରାଯାଇଛି।

ଏ ସମ୍ପର୍କରେ ଚେନିନା ଏଡିବଲ୍ ଆଣ୍ଡ ଫ୍ୟାଟ୍‌ସ ଇଣ୍ଡିଆ ଲିମିଟେଡର ବରିଷ୍ଠ ଉପାଧ୍ୟକ୍ଷ (ଡିପ୍ଟି ଏବଂ ବିପଣନ) ପି.ଚନ୍ଦ୍ରଶେଖର ରେଡ୍ଡୀ କହିଥିଲେ, ଆମେ ଆମର ବ୍ରାଣ୍ଡର ମୂଲ୍ୟବୋଧ ଅନୁଯାୟୀ ଯେଉଁ ସ୍ବାକୃତି ଓ ସମ୍ମାନ ହାସଲ କରିଛୁ, ସେଥିପାଇଁ ଆମେ ଆମର ଗ୍ରାହକ ବିଶ୍ବାସ ଓ କର୍ମଚାରୀଙ୍କ କଠିନ ପରିଶ୍ରମକୁ ସମ୍ମାନ ମିଳିଥିବା ସେ କହିଛନ୍ତି। ସେହିଭଳି ଚେନିନା ଏଡିବଲ୍ ଆଣ୍ଡ ଫ୍ୟାଟ୍‌ସ ଇଣ୍ଡିଆ ଲିମିଟେଡର ଡିଏମ୍ (ମାନେଜିଂ) ଚେତନ ପି କହିଥିଲେ, ଏହା ଆମ ପାଇଁ ଖୁସିର ମୁହୂର୍ତ୍ତ ହୋଇଥିବାବେଳେ ଏହି ସମ୍ମାନ ଭରସା ବ୍ରାଣ୍ଡ ଓ ଗ୍ରାହକଙ୍କ ବିଶ୍ବାସକୁ ଦୃଢ଼ୀକୃତ କରିବ।

Name of the Website: www.deccanchronicle.com

Elink: <https://www.deccanchronicle.com/general/freedom-refined-sunflower-oil-recognized-as-indias-most-preferred-brand-2024-25-1848362>

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Freedom Refined Sunflower Oil Recognized as India's Most Preferred Brand 2024-25

General

DC Correspondent

20 December 2024 4:16 PM

Setting benchmarks in health, purity, and taste, Freedom Refined Sunflower Oil earns the top spot as the preferred choice of households nationwide.



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Hyderabad: Freedom Refined Sunflower Oil has been recognized as one of the "Most Preferred Brands 2024-25" by Marksmen Daily, in association with India Today. This recognition celebrates the brand's steadfast commitment to quality, health, and customer satisfaction, making it a trusted name in households across the country.

Freedom Refined Sunflower Oil is the No.1 Brand by volume sales in India in the sunflower oil category (according to Nielsen IQ data (MAT) Feb 2024) since last 3 years constantly and has become a household favourite due to its unwavering dedication to purity, health benefits, and exceptional taste. Crafted to meet the needs of health-conscious families, the oil is trans-fat-free and promotes a heart-healthy lifestyle. The brand's emphasis on quality and innovation has made it a leader in the edible oil segment.

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Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

December 21, 2024



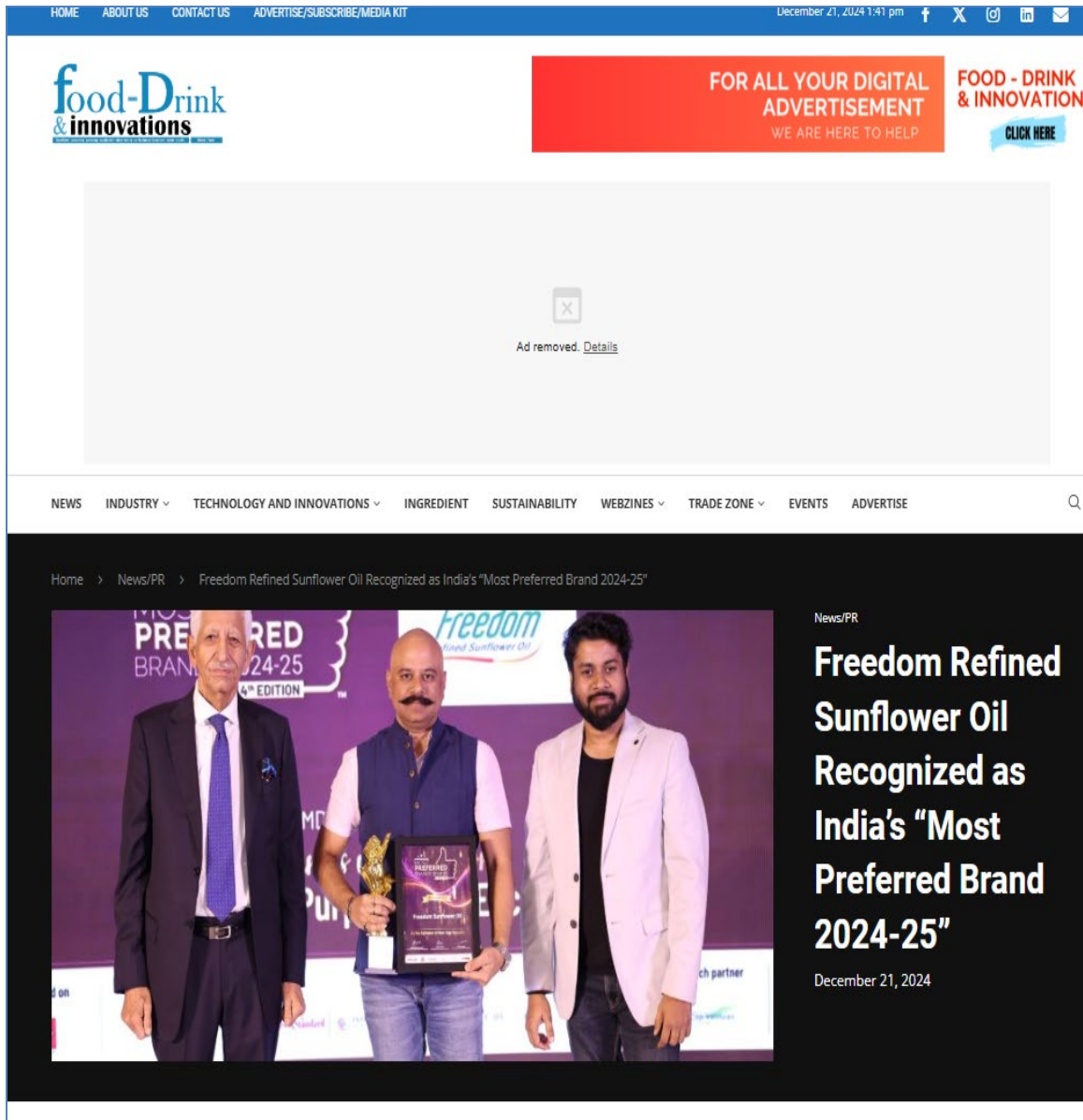
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Name of the Website: www.fooddrinkinnovations.com

Elink: <https://fooddrinkinnovations.com/news-pr/freedom-refined-sunflower-oil-recognized-as-indias-most-preferred-brand-2024-25/>




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Elink: <https://varahimedia.com/freedom-refined-sunflower-oil-awarded-most-preferred-brand-2024-25-in-india/>



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Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

By Passionate in Marketing · December 20, 2024





Hyderabad: December 20th, 2024: Freedom Refined Sunflower Oil has been recognized as one of the "Most Preferred Brands 2024-25" by Marksmen Daily, in association with India Today. This recognition celebrates the brand's steadfast commitment to quality, health, and customer satisfaction, making it a trusted name in households across the country.

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With its ability to enhance the taste of everyday dishes, Freedom Sunflower Oil has seamlessly integrated into Indian kitchens, becoming a staple ingredient for countless families. The recognition at the Most Preferred Brands awards reflects the loyalty and trust

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FREEDOM REFINED SUNFLOWER OIL RECOGNIZED AS INDIA'S "MOST PREFERRED BRAND 2024-25"



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With its ability to enhance the taste of everyday dishes, Freedom Sunflower Oil has seamlessly integrated into Indian kitchens, becoming a staple ingredient for countless families. The recognition at the Most Preferred Brands awards reflects the loyalty and trust of its customers, as well as the relentless efforts of the brand to maintain the highest standards in the industry.

Mr. P. Chandra Shekhara Reddy, Sr. Vice President, Sales & Marketing, Gemini Edibles & Fats India Limited, said, "This recognition as India's No. 1 cooking oil brand reflects the trust and loyalty of our consumers, who have made Freedom Sunflower Oil an integral part of their lives. At Freedom, we focus on understanding the evolving needs of our customers and delivering products that exceed expectations in quality.


Name of the Website: www.pressprima.blogspot.com

Elink: <https://pressprima.blogspot.com/2024/12/freedom-refined-sunflower-oil.html>

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Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"

December 21, 2024



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Mr. Chetan Pimpalkhute, GM Marketing, Gemini Edibles & Fats India Ltd, added, "It is a moment of immense pride to see Freedom Sunflower Oil recognized as the leading cooking oil brand in India. This achievement is a reflection of the dedication and passion of our team, who have worked tirelessly to uphold our promise of health, purity, and taste. We are deeply grateful to our consumers, whose unwavering trust and support have made this milestone possible."

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December 21, 2024



Setting benchmarks in health, purity, and taste, Freedom Refined Sunflower Oil earns the top spot as the preferred choice of households nationwide.

Freedom Refined Sunflower Oil has been recognized as one of the "Most Preferred Brands 2024-25" by Marksmen Daily, in association with India Today. This recognition celebrates the brand's steadfast commitment to quality, health, and customer satisfaction, making it a trusted name in households across the country.

Freedom Refined Sunflower Oil is the No.1 Brand by volume sales in India in the sunflower oil category (according to Nielsen IQ data (MAT) Feb 2024) since last 3 years constantly and has become a household favourite due to its unwavering dedication to purity, health benefits, and exceptional taste. Crafted to meet the needs of health-conscious families, the oil is trans-fat-free and promotes a heart-healthy lifestyle. The brand's emphasis on quality and innovation has made it a leader in the edible oil segment, setting new benchmarks in consumer trust and satisfaction.

With its ability to enhance the taste of everyday dishes, Freedom Sunflower Oil has seamlessly integrated into Indian kitchens, becoming a staple ingredient for countless families. The recognition at the Most Preferred Brands awards reflects the loyalty and trust of its customers, as well as the relentless efforts of the brand to maintain the highest standards in the industry.

Mr. P. Chandra Shekhara Reddy, Sr. Vice President, Sales & Marketing, Gemini Edibles & Fats India Limited, said, "This recognition as India's No. 1 cooking oil brand reflects the trust and loyalty of our consumers, who have made Freedom Sunflower Oil an integral part of their lives. At Freedom, we focus on understanding the evolving needs of our customers and delivering products that exceed expectations."

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Freedom Refined Sunflower Oil Recognized as India's "Most Preferred Brand 2024-25"



Setting benchmarks in health, purity, and taste, Freedom Refined Sunflower Oil earns the top spot as the preferred choice of households nationwide.

Freedom Refined Sunflower Oil has been recognized as one of the 'Most Preferred Brands 2024-25' by Marketline India, in association with India Today. This recognition celebrates the brand's commitment to quality, health, and customer satisfaction, making it a trusted name of households across the country.

Freedom Refined Sunflower Oil is the No.1 brand by volume sales in India in the sunflower oil category (according to Nielsen Q4 data 01/24-03/24), since last 3 years consecutively and this became a phenomenal milestone due to its unwavering dedication to purity, health benefits, and premium taste. Owing to meet the needs of health-conscious families, the oil is pure-to-pure and promises a heart-healthy lifestyle. The brand's emphasis on quality and innovation has made it a leader in the edible oil segment, setting new benchmarks in consumer trust and satisfaction.

With its ability to enhance the taste of everyday dishes, Freedom Refined Sunflower Oil has seamlessly integrated into Indian kitchens, becoming a staple ingredient for countless families. The recognition at the Most Preferred Brands awards reflects the loyalty and trust of its customers, as well as the relentless efforts of the brand to maintain the highest standards in the industry.


Mr. P. Chandra Shekhara Reddy, Sr. Vice President, Sales & Marketing, Gemini Edibles & Fats India Limited, said, "This recognition as India's No. 1 cooking oil brand reflects the trust and loyalty of our customers, who have made Freedom Refined Sunflower Oil an essential part of their lives. At Freedom, we focus on understanding the evolving needs of our customers and delivering products that exceed expectations in quality, health benefits, and taste. This accolade inspires us to continue innovating and setting new benchmarks in the edible oil industry."

Mr. Chetan Kumbhakar, CRM Marketing, Gemini Edibles & Fats India Ltd, added, "It is a pleasure of preference from us as Freedom Refined Sunflower Oil recognizes as the leading cooking oil brand in India. This achievement is a reflection of the dedication and passion of our team, who have worked tirelessly to uphold our promise of quality, purity, and taste. We are deeply grateful to our customers, whose unwavering trust and support have made this milestone possible."

Hardik

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Mr. Chetan Pimpalkhute, GM Marketing, Gemini Edibles & Fats India Ltd, added, "It is a moment of immense pride to see Freedom Sunflower Oil recognized as the leading cooking oil brand in India. This achievement is a reflection of the dedication and passion of our team, who have worked tirelessly to uphold our promise of health, purity, and taste. We are deeply grateful to our consumers, whose unwavering trust and support have made this milestone possible."

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
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Posted on December 21, 2024 by Rutuparna Rath

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Freedom Refined Sunflower Oil Named India's "Most Preferred Brand 2024-25"


BY RUTUPARNA RATHI · DECEMBER 21, 2024 · LEAVE A COMMENT

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Freedom Refined Sunflower Oil Earns Recognition as India's "Most Preferred Brand 2024-25"

by Rutuparna Rath / in Business / on 21 December 2024

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