

### Gemini Edibles and Fats India Ltd (October, 2024)

S.No	Activity	Details	Status	Next Steps
<b>Story Opportunity</b>				
1	Made in Media	Made in Media is a leading platform for advertising, marketing, and brand stories is doing a story and would like to profile the Brand Journey of Freedom Healthy Cooking Oils through an email interaction with GEF India Marketing Team	Agency shared the query with the Client. & also Agency shared the Q&A's with the journalist	Expecting Coverage
2	Impact Magazine	Impact Magazine is working on a story 'Evolving Role of Brand Sponsorship'. They would like to seek inputs from Freedom Healthy Cooking Oils to understand how the evolving role of brand sponsorships for Indian reality shows, the risks and rewards of such alliances, and why aligning with the right shows has become critical for brand building.	Agency shared the query with the Client. Agency received the reponses from the client and shared the Q&A's with the journalist	Expecting Coverage

3	Adgully	Adgully is working on the festive season marketing series titled Festive Mood and would appreciate insights from Freedom Healthy Cooking Oil	Agency shared the query with the Client. Agency received the reponses from the client and shared the Q&A's with the journalist	Expecting Coverage
<b>Press Release - Freedom Healthy Cooking Oils announces Go for Freedom Gold Offer 2024</b>				
4	Press Release	Agency drafted a Press Release regarding Freedom Healthy Cooking Oils announces Go for Freedom Gold Offer 2024	Agency shared with the Client for approval	Done

5	Press Release dissemination (Hyderabad)	Agency disseminated the release to the Hyderabad media & online portal	<p>Coverage appeared in The South India Times, Sakshi, Nava Telangana, Andhra Prabha, Telugu Prabha, Vishalandhra, Janam Sakshi, Surya, Nava Bhoomi, Aadab Hyderabad, Vijayakranthi, Hindi Milap, Munsif Daily, Rahnuma-E-Deccan, <a href="http://www.deccanchronicle.com">www.deccanchronicle.com</a>, <a href="http://www.impactonnet.com">www.impactonnet.com</a>, <a href="http://www.foodpackagingnetwork.com">www.foodpackagingnetwork.com</a>, <a href="http://www.businessoffood.in">www.businessoffood.in</a>, <a href="http://www.hospibuz.com">www.hospibuz.com</a>, <a href="http://www.fnbnews.com">www.fnbnews.com</a>, <a href="http://www.365telugu.com">www.365telugu.com</a>, <a href="http://www.vijayakranthinews.com">www.vijayakranthinews.com</a>, <a href="http://www.passionateinmarketing.com">www.passionateinmarketing.com</a>, <a href="http://www.munsifdaily.com">www.munsifdaily.com</a>, <a href="http://www.edu-news.net">www.edu-news.net</a>, <a href="http://www.businessnewsmatters.com">www.businessnewsmatters.com</a>, <a href="http://www.hellokotpad.com">www.hellokotpad.com</a>, <a href="http://www.businessnewsthisweek.com">www.businessnewsthisweek.com</a>, <a href="http://www.mediaexpress24.com">www.mediaexpress24.com</a>, <a href="http://www.nationalbiznews.com">www.nationalbiznews.com</a>, <a href="http://www.getlokalapp.com">www.getlokalapp.com</a>, <a href="http://www.pressprima.blogspot.com">www.pressprima.blogspot.com</a>, <a href="http://www.newsticktock.blogspot.com">www.newsticktock.blogspot.com</a>, <a href="http://www.justinewss.wordpress.com">www.justinewss.wordpress.com</a>, <a href="http://www.firstrapidreporter.wordpress.com">www.firstrapidreporter.wordpress.com</a>, <a href="http://www.zephyrbulletin.wordpress.com">www.zephyrbulletin.wordpress.com</a>, <a href="http://www.gushbulletin.wordpress.com">www.gushbulletin.wordpress.com</a></p>	
6	Press Release dissemination (Bangalore)	Agency disseminated the release to the Hyderabad media & online portal	<p>Coverage appeared in Global Connect, Shabd Shaastra, Eesanje, Bharath Sarathi, Vishwa Vaaridhi, Sanje Prabha, Sanje Samaya, Tarun Bharat, Dinasudar, Dharitri.</p>	Coverage Appeared. Shared with the client.
<b>Press Release - Freedom Healthy Cooking Oils Unveils Branding at Moosapet Metro Station</b>				

7	Press Release	Agency drafted a Press Release - Freedom Healthy Cooking Oils Unveils Branding at Moosapet Metro Station	Agency shared with the Client for approval	Done
8	Press Release dissemination in Hyderabad	Agency disseminated the release to the Hyderabad media & online portal	Coverage appeared in The South India Times, Sakshi, Telugu Prabha, Janam Skashi, Vishalandhra, Vijayakranthi, Janaswaram, Surya, Ninadam News, Munsif Daily, Rahnuma-E-Deccan, www.deccanchronicle.com, www.fooddrinkinnovations.com, www.mediabrief.com, www.businessoffood.in, www.fooddrinkinnovations.com, www.fnbnews.com, www.indiantelevision.com, www.adgully.com, www.gyanmuse.com, www.biznewsdesk.com, www.apnnews, www.contentmediasolution.com, www.mediabulletins.com, www.smartbusinessnews.com, www.onlinemediacafe.com, www.businessnewsthisweek.com, www.eenadunews.co.in, www.teluguprabha.net, www.pressprima.blogspot.com, www.newsticktock.blogspot.com, www.zephyrbulletin.wordpress.com, www.gushbulletin.wordpress.com, www.firstrapidreporter.wordpress.com, www.iustinewss.wordpress.com	Coverage Appeared. Shared with the client.
9	Press Release dissemination in Bangalore	Agency disseminated the release to the Hyderabad media & online portal	Coverage appeared in Bharath Sarathi, Vishwa Vaaridhi, Sanje Prabha, Sanje Samaya, Dinasudar	Coverage Appeared. Shared with the client.

**Consolidated Dossier**

10	Consolidated Dossier	Preparing the Consolidated dossier for the month of October, 2024	To be submitted	Work in progress
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**Direct & Industry Ads tracking**

11	Industry News and Advertisement Tracking	Agency tracked the news on the edible oil industry and direct and competition news and advertisements and shared with the client	Done	Done
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