

# **Consolidated E-Dossier**

## **FREEDOM HEALTHY COOKING OILS**



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

**Prepared by**



## **COVERAGE INDEX**

<b>Freedom Healthy Cooking Oils launches new campaign</b>			
<b>PRINT COVERAGES</b>			
<b>Sl No</b>	<b>Date</b>	<b>Publication</b>	<b>Headline</b>
01	30.03.2023	Namaste Telangana	For health.. Freedom Healthy Cooking Oils
02	16.03.2023	Nava Telangana	Good healthy with 'Freedom' rice bran oil
03	16.03.2023	Andhra Prabha	Eat Healthy Live Healthy with Freedom Rice Bran Oil
04	16.03.2023	Surya	Freedom Healthy Cooking Oils launches new campaign
05	16.03.2023	Ninadam News	Freedom Healthy Cooking Oils launches new campaign
06	16.03.2023	Janam Sakshi	Freedom Healthy Cooking Oils launches new campaign
07	21.03.2023	Manam	Freedom Healthy Cooking Oils launches new campaign
08	29.03.2023	Siasat Daily	Freedom Healthy Cooking Oils launches new campaign
09	16.03.2023	Vijay Karnataka	Freedom Healthy Cooking Oils launches new campaign
10	19.03.2023	Sanje Prabha	Freedom Healthy Cooking Oils launches new campaign
11	18.03.2023	Sanje Samaya	Freedom Healthy Cooking Oils launches new campaign
12	18.03.2023	Vishwa Vaaridhi	Freedom Healthy Cooking Oils launches new campaign
13	18.03.2023	Bharath Saarithi	Freedom Healthy Cooking Oils launches new campaign

14	19.03.2023	Dinasudar	Freedom Healthy Cooking Oils launches new campaign
15	25.03.2023	Tarun Bharat	Freedom Healthy Cooking Oils launches new campaign
<b>ONLINE COVERAGES</b>			
16	www.exchange4media.com		<a href="https://www.exchange4media.com/marketing-news/freedom-healthy-cooking-oils-highlights-the-benefits-of-rice-bran-oil-125951.html">https://www.exchange4media.com/marketing-news/freedom-healthy-cooking-oils-highlights-the-benefits-of-rice-bran-oil-125951.html</a>
17	www.adgully.com		<a href="https://www.adgully.com/freedom-healthy-cooking-oils-launches-new-campaign-129972.html">https://www.adgully.com/freedom-healthy-cooking-oils-launches-new-campaign-129972.html</a>
18	www.indiantelevision.com		<a href="https://www.indiantelevision.com/mam/marketing/mam/freedom-healthy-cooking-oils-launches-new-campaign-230329">https://www.indiantelevision.com/mam/marketing/mam/freedom-healthy-cooking-oils-launches-new-campaign-230329</a>
19	www.businessmicro.in		<a href="https://businessmicro.in/business/freedom-healthy-cooking-oils-launches-new-campaign/">https://businessmicro.in/business/freedom-healthy-cooking-oils-launches-new-campaign/</a>
20	www.mediaexpress24.com		<a href="https://mediaexpress24.com/business/freedom-healthy-cooking-oils-launches-new-campaign/">https://mediaexpress24.com/business/freedom-healthy-cooking-oils-launches-new-campaign/</a>
21	www.onlinenews9.in		<a href="https://onlinenews9.in/business/freedom-healthy-cooking-oils-launches-new-campaign/">https://onlinenews9.in/business/freedom-healthy-cooking-oils-launches-new-campaign/</a>
22	www.quickbiznews.com		<a href="https://quickbiznews.com/business/freedom-healthy-cooking-oils-launches-new-campaign/">https://quickbiznews.com/business/freedom-healthy-cooking-oils-launches-new-campaign/</a>
23	www.bizrapidx.com		<a href="https://bizrapidx.com/business/freedom-healthy-cooking-oils-launches-new-campaign/">https://bizrapidx.com/business/freedom-healthy-cooking-oils-launches-new-campaign/</a>
24	www.passionateinmarketing.com		<a href="https://www.passionateinmarketing.com/freedom-healthy-cooking-oils-launches-new-campaign/">https://www.passionateinmarketing.com/freedom-healthy-cooking-oils-launches-new-campaign/</a>

25	www.konexionnetwork.com	<a href="https://konexionnetwork.com/NewsDetails.aspx?newsid=a25565a8-8324-474e-8990-bda266cb47c8">https://konexionnetwork.com/NewsDetails.aspx?newsid=a25565a8-8324-474e-8990-bda266cb47c8</a>
26	www.apnnews.com	<a href="https://www.apnnews.com/freedom-healthy-cooking-oils-launches-new-campaign/">https://www.apnnews.com/freedom-healthy-cooking-oils-launches-new-campaign/</a>
27	www.biznewsdesk.com	<a href="https://biznewsdesk.com/business/freedom-healthy-cooking-oils-launches-new-campaign/">https://biznewsdesk.com/business/freedom-healthy-cooking-oils-launches-new-campaign/</a>
28	www.smartbusinessnews.com	<a href="https://smartbusinessnews.com/business/freedom-healthy-cooking-oils-launches-new-campaign/">https://smartbusinessnews.com/business/freedom-healthy-cooking-oils-launches-new-campaign/</a>
29	www.contentmediasolution.com	<a href="https://contentmediasolution.com/business/freedom-healthy-cooking-oils-launches-new-campaign/">https://contentmediasolution.com/business/freedom-healthy-cooking-oils-launches-new-campaign/</a>
30	www.onlinemediacafe.com	<a href="https://onlinemediacafe.com/business/freedom-healthy-cooking-oils-launches-new-campaign/">https://onlinemediacafe.com/business/freedom-healthy-cooking-oils-launches-new-campaign/</a>
31	www.mediabulletins.com	<a href="https://mediabulletins.com/business/freedom-healthy-cooking-oils-launches-new-campaign/">https://mediabulletins.com/business/freedom-healthy-cooking-oils-launches-new-campaign/</a>
32	www.businessnewsthisweek.com	<a href="http://businessnewsthisweek.com/business/freedom-healthy-cooking-oils-launches-new-campaign/">http://businessnewsthisweek.com/business/freedom-healthy-cooking-oils-launches-new-campaign/</a>
33	www.youtube.com (Hybiz News)	<a href="https://www.youtube.com/watch?v=S080pYbbFSA">https://www.youtube.com/watch?v=S080pYbbFSA</a>

Name of the Publication: Namaste Telangana

Date: 30.03.2023

Page No: 10

Edition: Hyderabad

Headline: For health.. Freedom Healthy Cooking Oils

## ఆరోగ్యానికి..ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్

- రైస్ బ్రాన్ ఆయిల్ వినియోగం వల్ల కలిగే ప్రయోజనాలపై విస్తృత ప్రచారం
- సోషల్ మీడియా ప్లాట్‌ఫామ్స్పై ఒక మిలియన్ వ్యూస్ను సాధించిన ప్రచార వీడియో



సిటీబ్యూరో, మార్చి 29(నమస్తే తెలంగాణ) : ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ నూతన ప్రచారానికి శ్రీకారం చుట్టింది. రైస్ బ్రాన్ ఆయిల్ వినియోగం వల్ల కలిగే ఆరోగ్య ప్రయోజనాలపై ఓ వీడియోను రూపొందించి మార్కెట్లోకి విడుదల చేశారు. సుప్రసిద్ధ న్యూట్రీషియనిస్ట్ డాక్టర్ మతీన్ అస్కార్ ఈ వీడియోలో తినాల్సిన సమతుల్య ఆహారం, చేయాల్సిన వ్యాయామాల ఆవశ్యకతతోపాటు ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ వంటి నూనెలను ప్రతిరోజూ వంటలో వినియోగించడం వల్ల కలిగే ఆరోగ్య ప్రయోజనాలను వివరించారు. ఈ వీడియో ఇప్పటికే సోషల్ మీడియా ప్లాట్‌ఫామ్స్పై ఒక మిలియన్కు పైగా వ్యూస్ను సాధించింది. ఈ సందర్భంగా ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ సేల్స్ అండ్ మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి.చంద్రశేఖర్‌రెడ్డి మాట్లాడుతూ.. ఫ్రీడమ్ ఆయిల్ నాలెడ్జ్ సిరీస్‌లో భాగంగా మేము వంట నూనెల ఆరోగ్య ప్రయోజనాలను వివరిస్తున్నామన్నారు. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్‌లో 10,000+ పీపీఎం ఒరైజనల్, టోకోఫెరాల్, టోకోట్రెనాల్స్ ఉన్నాయని తెలిపారు. ఇవి సహజసిద్ధమైన యాంటీ ఆక్సిడెంట్లుగా పనిచేయడంతోపాటు చెడు కొలెస్ట్రాల్‌ను తగ్గించడంలో సహాయ పడుతుందని వివరించారు. ఆరోగ్యవంతులైన నూనెలు అయిన రైస్ బ్రాన్ ఆయిల్‌ను ప్రతి రోజూ వంటలో తీసుకోవడం వల్ల ఆరోగ్యంగా ఉండవచ్చన్నారు.

Name of the Publication: Nava Telangana

Date: 16.03.2023

Page No: 05

Edition: Hyderabad

Headline: Good healthy with 'Freedom' rice bran oil

## ‘ఫ్రీడమ్’ రైస్ బ్రాన్ ఆయిల్తో ఆరోగ్యం

సవతలంగాణ-జూబ్లీహిల్స్

ఫ్రీడమ్ హెల్త్ కుకింగ్ఆయిల్ తమ నూతన ప్రచారాన్ని ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ పై ప్రారంభించింది. ఈ ప్రచారం ద్వారా వినియోగదారులకు రైస్ బ్రాన్ ఆయిల్ వినియోగం వల్ల కలిగే ఆరోగ్య ప్రయోజనాలను గురించి వెల్లడించ నుంది. రైస్ బ్రాన్ ఆయిల్ ప్రయోజనాలను తెలుపుతూ ప్రారంభించిన ఫ్రీడమ్ ఆయిల్ నాలెడ్జ్ సిరీస్కు ఇది కొనసాగింపు. ఈ నూతన ప్రచారం ద్వారా ఆత్యధిక స్థాయిలో కొలెస్ట్రాల్ ఉండటం వల్ల కలిగే ప్రమాదాలు, దాన్ని నియంత్రించేందుకు తమ రోజువారీ వంటలో రైస్ బ్రాన్ ఆయిల్ వినియోగం వల్ల కలిగే ప్రయోజనాలు వెల్లడించనున్నారు. ఈ ప్రచారంలో భాగంగా ఓ వీడియోను సైతం విడుదల చేశారు. సుప్రసిద్ధ న్యూట్రిషియనిస్ట్ డాక్టర్ మతీన్ ఆస్సార్ (పీహెచ్డీ, న్యూట్రిషియనిస్ట్) ప్రజలకు సమతుల్య ఆహారం తినాల్సిందిగా సూచిస్తూనే, క్రమం తప్పకుండా వ్యాయామాలు చేయాల్సిన ఆవశ్యకత, ఆరోగ్యవంతమైన ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ వంటి సూపిలను ప్రతి రోజూ వంటలో వినియోగించడం ద్వారా ఆరోగ్యంగా జీవించడం గురించి వెల్లడించారు. ఈ ప్రచారాన్ని సోషల్, డిజిటల్, ఎలక్ట్రానిక్, ప్రింట్ ప్లాట్ఫామ్స్పై చేయనున్నారు. ఇది ఇప్పటికే సోషల్ మీడియా ప్లాట్ఫామ్స్పై ఒక మిలియన్కు పైగావ్యూస్ను సాధించింది. ఫ్రీడమ్ ఆయిల్ నాలెడ్జ్ సిరీస్ ప్రచారాల్లో భాగంగా, గతంలో రూపొందించిన యానిమేటెడ్ చిత్రంలో ఫ్రీడమ్ రైస్ బ్రాన్ఆయిల్లో 10000 పీపీఎం ఒరైజినాల్, టోకోఫెరాల్, టోకోట్రెనాల్స్ వంటివి ఉన్నాయనీ, అవి సహజసిద్ధమైన యాంటీ ఆక్సిడెంట్లుగా పని చేయడంతో పాటు చెడు కొలెస్ట్రాల్ (ఎల్డీఎల్) తగ్గించడంలో సహాయపడటంతో పాటు చక్కటి కొలెస్ట్రాల్ (హెచ్డీఎల్) నిర్వహించడంలోనూ తోడ్పడుతుందని వివరించారు. ఈ నూతన ప్రచారంలో సుప్రసిద్ధ వైద్యుని, గుండె ఆరోగ్యం కోసం తీసుకోవాల్సిన జాగ్రత్తలను వివరిస్తారు. ఈ ప్రచారాన్ని సరళంగానే అయినప్పటికీ ప్రభావవంతమైన రీతిలో నిపుణుల చేత నిర్వహించడంతో పాటు తమ రోజువారీ కుకింగ్లో ఫ్రీడమ్ రైస్బ్రాన్ ఆయిల్ వినియోగం గురించి ప్రజలను ప్రోత్సహిస్తారు. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ సెల్ఫీ ఆండ్ మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి.చంద్ర శేఖర రెడ్డి మాట్లాడుతూ ఫ్రీడమ్ ఆయిల్ నాలెడ్జ్ సిరీస్లో భాగంగా తాము లక్షిత ప్రచారాలను నిర్వహించేందుకు ప్రయత్నిస్తున్నాం అని తెలిపారు. వీటి ద్వారా వినియోగదారులకు వంట నూనెల ఆరోగ్య ప్రయోజనాలను సైతం వెల్లడిస్తున్నాం అని తెలిపారు. ఫ్రీడమ్ రైస్ బ్రాన్ఆయిల్పై ఈ నూతన ప్రచారంను ఆరోగ్యవంతమైన జీవనంపై ఓ నిపుణురాలు డాక్టర్ మతీన్ ఆస్సార్ (పీహెచ్డీ న్యూట్రిషియనిస్ట్) చెప్పే అంశాలను చూపాం. ఆరోగ్యవంతమైన జీవనశైలి అనుసరించాల్సిన ఆవశ్యకత, సమతుల్య ఆహారం తినాల్సిన అవసరం, ఆరోగ్య వంతమైన సూనె అయిన రైస్ బ్రాన్ ఆయిల్లో ఆహారం వండుకోవడం గురించి వెల్లడించారు. ఫ్రీడమ్ ఫిజికల్ రిస్పెండ్ రైస్ బ్రాన్ ఆయిల్లో ఒరైజినాల్ చక్కటి పరిమాణంలో ఉంది. అంటే 10000పీపీఎం ఉంది, దీంతో మేం ప్రజలను ఫ్రీడమ్కు మార్చాల్సిందిగా ఆహ్వానిస్తున్నాం. ఛేంజ్ ఫర్ ద బెటర్, రైస్ బ్రాన్ ఆయిల్తో ఆరోగ్యంగా ఉండాల్సిందిగా వెల్లడిస్తున్నట్లు తెలిపారు.





Name of the Publication: Andhra Prabha

Date: 16.03.2023

Page No: 07

Edition: Hyderabad

Headline: Eat Healthy Live Healthy with Freedom Rice Bran Oil

## ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్తో ఆరోగ్యంగా తినండి, ఆరోగ్యంగా జీవించండి

హైదరాబాద్, మార్చి 15 (ప్రభన్యూస్) : ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ సంస్థ ఆధ్వర్యంలో ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్తో ఆరోగ్యంగా తినండి, ఆరోగ్యంగా జీవించండి నినాదంతో నూతన ప్రచారం ప్రారంభించిందని పేర్కొన్నారు ప్రతినిధులు. ఈ ప్రచారం ద్వారా వినియోగదారులకు రైస్ బ్రాన్ ఆయిల్ వినియోగం వల్ల కలిగే ఆరోగ్య ప్రయోజనాలను గురించి వెల్లడించనుందని తెలిపారు. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ , సేల్స్ అండ్ మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్, పి చంద్ర శేఖర్ రెడ్డి మాట్లాడుతూ.. ఫ్రీడమ్ ఆయిల్ నాలెడ్జ్ సీరీస్లో భాగంగా మేము లక్ష్య ప్రచారాలను నిర్వహించేందుకు ప్రయత్నిస్తున్నాము. వీటి ద్వారా వినియోగదారులకు వంట నూనెల ఆరోగ్య ప్రయోజనాలను సైతం వెల్లడిస్తున్నాము. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్పై ఈ నూతన ప్రచారంను ఆరోగ్యవంతమైన జీవనంపై ఓ నిపుణురాలు డాక్టర్ మతీన్ అస్సార్ (పీహెచ్డీ న్యూట్రీషియనిస్ట్) చెప్పే అంశాలను చూపాము. ఆరోగ్యవంతమైన జీవనశైలి అనుసరించాల్సిన ఆవశ్యకత, సమతుల్య ఆహారం తినాల్సిన అవసరం, ఆరోగ్యవంతమైన నూనె అయిన రైస్ బ్రాన్ ఆయిల్లో ఆహారం వండుకోవడం గురించి వెల్లడించారు.

Name of the Publication: Surya

Date: 16.03.2023

Page No: 03

Edition: Hyderabad

Headline: Freedom Healthy Cooking Oils launches new campaign

## నూతన ప్రచారం ప్రారంభించిన ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్



గురించి వెల్లడించనుంది, రైస్ బ్రాన్ ఆయిల్ ప్రయోజనాలను తెలుపుతూ అయిల్ నాలెడ్జ్ సిరీస్కు ఇది కొనసాగింపు. ఈ నూతన ప్రచారం ద్వారా ఆత్మధిక స్థాయిలో

హైదరాబాద్, మేజర్ స్టాఫ్ : ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ తమ నూతన ప్రచారాన్ని ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ ప్రారంభించింది. ఈ ప్రచారం ద్వారా వినియోగదారులకు రైస్ బ్రాన్ ఆయిల్ వినియోగం వల్ల కలిగే ఆరోగ్య ప్రయోజనాలను తెలుపుతూ, ఈ ప్రచారంలో భాగంగా ఓ వీడియోను సైతం విడుదల చేశారు. సుప్రసిద్ధ న్యూట్రిషియన్సిస్ట్ డాక్టర్ మతీన్ అస్సార్ (ఓహిర్నీ, న్యూట్రిషియన్సిస్ట్) ప్రజలకు సమతుల్య ఆహారం తినాల్సిందిగా సూచిస్తూనే, క్రమం తప్పకుండా వ్యాయామాలు చేయాల్సిన ఆవశ్యకత మరియు ఆరోగ్యవంతమైన ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ వంటి నూనెలను ప్రతి రోజూ వంటలో వినియోగించడం ద్వారా ఆరోగ్యంగా జీవించడం గురించి వెల్లడించారు. ఈ ప్రచారాన్ని సోషల్, డిజిటల్, ఎలక్ట్రానిక్ మరియు ప్రింట్ ప్లాట్ఫామ్స్పై చేయనున్నారు. ఇది ఇప్పటికే సోషల్ మీడియా ప్లాట్ఫామ్స్పై ఒక మిలియన్లకు పైగా వ్యూస్ను సాధించింది. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్, సేల్స్ అండ్ మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్, శ్రీ పి

చంద్ర శేఖర్ రెడ్డి మాట్లాడుతూ ఫ్రీడమ్ అయిల్ నాలెడ్జ్ సిరీస్లో భాగంగా మేము లక్షిత ప్రచారాలను నిర్వహించేందుకు ప్రయత్నిస్తున్నాము. వీటి ద్వారా వినియోగదారులకు వంట నూనెల ఆరోగ్య ప్రయోజనాలను సైతం వెల్లడిస్తున్నాము. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ను ఈ నూతన ప్రచారంను ఆరోగ్యవంతమైన జీవనంపై ఓ నివేదికలు డాక్టర్ మతీన్ అస్సార్ (ఓహిర్నీ న్యూట్రిషియన్సిస్ట్) రెప్పె అంశాలను చూపాము. ఆరోగ్యవంతమైన జీవనశైలి అనుసరించాల్సిన అవశ్యకత, సమతుల్య ఆహారం తినాల్సిన అవసరం, ఆరోగ్యవంతమైన నూనె అయిన రైస్ బ్రాన్ ఆయిల్తో ఆహారం వండుకోవడం గురించి వెల్లడించారు. ఫ్రీడమ్ ఫిజికల్ రిస్పెండ్ రైస్ బ్రాన్ ఆయిల్లో ఒరైజనల్ చక్కటి పరిమాణంలో ఉంది. అంటే 10000+పీపీఎం ఉంది. ఆ కారణం చేత మేమ ప్రజలను ప్రేమిస్తూ మార్కెటింగ్గా ఫేంట్ ఫర్ ద బెటర్, రైస్ బ్రాన్ ఆయిల్తో ఆరోగ్యంగా ఉండాల్సిందిగా అన్నారు.



Name of the Publication: Ninadam News

Date: 16.03.2023

Page No: 02

Edition: Hyderabad

Headline: Freedom Healthy Cooking Oils launches new campaign

## నూతన ప్రచారం ప్రారంభించిన ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్

హైదరాబాద్, 15 మార్చి (నినాదం న్యూస్)

ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ తమ నూతన ప్రచారాన్ని ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ పై ప్రారంభించింది. ఈ ప్రచారం ద్వారా వినియోగదారులకు రైస్ బ్రాన్ ఆయిల్ వినియోగం వల్ల కలిగే ఆరోగ్య ప్రయోజనాలను గురించి వెల్లడించనుంది. రైస్ బ్రాన్ ఆయిల్ ప్రయోజనాలను తెలుపుతూ ప్రారంభించిన ఫ్రీడమ్ ఆయిల్ నాలెడ్జ్ సిరీస్ కు



ఇది కొనసాగింపు. ఈ నూతన ప్రచారం ద్వారా అత్యధిక స్థాయిలో కొలెస్ట్రాల్ ఉండటం వల్ల కలిగే ప్రమాదాలు మరియు దానిని నియంత్రించేందుకు తమ రోజువారీ పంటలో రైస్ బ్రాన్ ఆయిల్ వినియోగం వల్ల కలిగే ప్రయోజనాలు వెల్లడించనున్నారు. ఈ ప్రచారంలో భాగంగా ఓ వీడియోను సైతం విడుదల చేశారు. సుప్రసిద్ధ స్కాట్టిషియన్ డాక్టర్ మతీన్ అస్సారీ (పీహెచ్డీ, స్కాట్టిషియన్ డాక్టర్) ప్రజలకు సమతుల్య ఆహారం తినాల్సిందిగా సూచిస్తూనే, క్రమం తప్పకుండా వ్యాయామాలు చేయాల్సిన అవశ్యకత మరియు ఆరోగ్యవంతమైన ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ పంటి సూపెలను ప్రతి రోజూ పంటలో వినియోగించడం ద్వారా ఆరోగ్యంగా జీవించడం గురించి వెల్లడించారు. ఈ ప్రచారాన్ని సోషల్, డిజిటల్, ఎలక్ట్రానిక్ మరియు ప్రింట్ ప్లాట్‌ఫామ్స్ పై చేయనున్నారు. ఇది ఇప్పటికే సోషల్ మీడియా ప్లాట్‌ఫామ్స్ పై ఒక మిలియన్ కు పైగా వ్యూస్ సాధించింది.

Name of the Publication: Janam Sakshi

Date: 16.03.2023

Page No: 03

Edition: Hyderabad

Headline: Freedom Healthy Cooking Oils launches new campaign

## నూతన ప్రచారం ప్రారంభించిన ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్

**బెరలిన్, 15 (జనం సాక్షి)** ఫ్రీడమ్ హెల్త్ తమ నూతన ప్రచారాన్ని ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ పై ప్రారంభించింది. ఈ ప్రచారం ద్వారా వినియోగదారులకు రైస్ బ్రాన్ ఆయిల్ వినియోగం వల్ల కలిగే ఆరోగ్య ప్రయోజనాలను గురించి వెల్లడించనుంది. రైస్ బ్రాన్ ఆయిల్ ప్రయోజనాలను తెలుపుతూ ప్రారంభించిన ఫ్రీడమ్ ఆయిల్ నాలెడ్జ్ సిరీస్ కు ఇది కొనసాగింపు అన్నారు. ఈ నూతన ప్రచారం ద్వారా అత్యధిక స్థాయిలో కొలిస్ట్రాల్ ఉండటం వల్ల కలిగే ప్రమాదాలు, దానిని నియంత్రించేందుకు తమ రోజువారీ వంటలో రైస్ బ్రాన్ ఆయిల్ వినియోగం వల్ల కలిగే ప్రయోజనాలు వెల్లడించనున్నారు. ఈ ప్రచారంలో భాగంగా ఓ వీడియోను సైతం విడుదల చేశారు. సుప్రసిద్ధ న్యూట్రిషియనిస్ట్ డాక్టర్ మతీన్ ఆస్సార్(పీహెచ్డీ, న్యూట్రిషియనిస్ట్) ప్రజలకు సమతుల్య ఆహారం తినాల్సిందిగా సూచిస్తూనే, క్రమం తప్పకుండా వ్యాయామాలు చేయాల్సిన అవశ్యకత, ఆరోగ్యవంతమైన ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ వంటి సూపర్ ఫుడ్ రోజు వంటలో వినియోగించడం ద్వారా ఆరోగ్యంగా జీవించడం గురించి వెల్లడించారు. ఈ ప్రచారాన్ని సోషల్, డిజిటల్, ఎలక్ట్రానిక్, ప్రింట్ ప్లాట్ ఫార్మ్స్ పై చేయనున్నట్లు చెప్పారు. ఇది ఇప్పటికే సోషల్ మీడియా ప్లాట్ ఫార్మ్స్ పై ఒక మిలియన్ కు పైగా వ్యూస్ ను సాధించిందన్నారు. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్, సేల్స్ అండ్ మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి. చంద్ర శేఖరరెడ్డి మాట్లాడుతూ ఫ్రీడమ్ ఆయిల్ నాలెడ్జ్ సిరీస్ లో భాగంగా మేము లక్ష్య ప్రచారాలను నిర్వహించేందుకు ప్రయత్నిస్తున్నామన్నారు. వీటి ద్వారా వినియోగదారులకు వంట సూపర్ ఆరోగ్య ప్రయోజనాలను సైతం వెల్లడిస్తున్నాము. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ పై ఈ నూతన ప్రచారాన్ని ఆరోగ్యవంతమైన జీవనంపై ఓ నిపుణురాలు డాక్టర్ మతీన్ ఆస్సార్(పీహెచ్డీ న్యూట్రిషియనిస్ట్) చెప్పే అంశాలను చూపాము. ఆరోగ్యవంతమైన జీవనశైలి అనుసరించాల్సిన అవశ్యకత, సమతుల్య ఆహారం తినాల్సిన అవసరం, ఆరోగ్యవంతమైన సూపర్ ఫుడ్ ఆయిల్ రైస్ బ్రాన్ ఆయిల్ లో ఆహారం పండుకోవడం గురించి వెల్లడించారు. ఫ్రీడమ్ ఫిజికల్ రిపైండ్ రైస్ బ్రాన్ ఆయిల్ లో ఒరైజనల్ చక్కటి పరిమాణంలో ఉందన్నారు. ఆ కారణం చేత మేము ప్రజలను ఫ్రీడమ్ కు మారాల్సిందిగా ఆహ్వానిస్తున్నామన్నారు. ఛేంజ్ ఫర్ ద బెటర్, రైస్ బ్రాన్ ఆయిల్ తో ఆరోగ్యంగా ఉండాల్సిందిగా వెల్లడిస్తున్నామని అన్నారు.

Name of the Publication: Manam

Date: 21.03.2023

Page No: 16

Edition: Hyderabad

Headline: Freedom Healthy Cooking Oils launches new campaign

## నూతన ప్రచారం ప్రారంభించిన ఫ్రీడమ్

### హెల్త్ కుకింగ్ ఆయిల్స్

హైదరాబాద్, మార్చి 19 (మనసమాచారం) : ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ తమ నూతన ప్రచారాన్ని ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ పై ప్రారంభించింది. ఈ ప్రచారం ద్వారా వినియోగదారులకు రైస్ బ్రాన్ ఆయిల్ వినియోగం వల్ల కలిగే ఆరోగ్య ప్రయోజనాలను గురించి వెల్లడించనుంది. రైస్ బ్రాన్ ఆయిల్ ప్రయోజనాలను తెలుపుతూ ప్రారంభించిన ఫ్రీడమ్ ఆయిల్ నాలెడ్జ్ సిరీస్ కు ఇది కొనసాగింపు. ఈ నూతన ప్రచారం ద్వారా అత్యధిక స్థాయిలో కొలెస్ట్రాల్ ఉండటం వల్ల కలిగే ప్రమాదాలు మరియు దానిని నియంత్రించేందుకు తమ రోజువారీ వంటలో రైస్ బ్రాన్ ఆయిల్ వినియోగం వల్ల కలిగే ప్రయోజనాలు వెల్లడించనున్నారు. ఈ ప్రచారంలో భాగంగా ఓ వీడియోను సైతం విడుదల చేశారు. సుప్రసిద్ధ న్యూట్రిషియనిస్ట్ డాక్టర్ మతీన్ ఆస్సార్ (హీహెచ్డీ, న్యూట్రిషియనిస్ట్) ప్రజలకు సమతుల్య ఈ నూతన ప్రచారం లో సుప్రసిద్ధ డైటీషియన్, గుండె ఆరోగ్యం కోసం తీసుకోవాల్సిన జాగ్రత్తలను వివరిస్తారు. ఈ ప్రచారాన్ని, సరళంగానే అయినప్పటికీ ప్రభావవంతమైన రీతిలో నిపుణుల చేత నిర్వహించడంతో పాటుగా తమ రోజువారీ కుకింగ్ లో ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ వినియోగం గురించి ప్రజలను ప్రోత్సహిస్తారు. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్, సేల్స్ అండ్ మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్, శ్రీ పి చంద్ర శేఖర రెడ్డి మాట్లాడుతూ “ఫ్రీడమ్ ఆయిల్ నాలెడ్జ్ సిరీస్ లో భాగంగా మేము



లక్షిత ప్రచారాలను నిర్వహించేందుకు ప్రయత్నిస్తున్నాము. వీటి ద్వారా వినియోగదారులకు వంట నూనెల ఆరోగ్య ప్రయోజనాలను సైతం వెల్లడిస్తున్నాము. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ పై ఈ నూతన ప్రచారంను ఆరోగ్యవంతమైన జీవనంపై ఓ నిపుణురాలు డాక్టర్ మతీన్ ఆస్సార్ (హీహెచ్డీ న్యూట్రిషియనిస్ట్) చెప్పే అంశాలను చూపాము. ఆవశ్యకత, సమతుల్య ఆహారం తీసుకోవడం, ఆరోగ్యవంతమైన నూనె అయిన రైస్ బ్రాన్ ఆయిల్ లో ఆహారం వండుకోవడం గురించి వెల్లడించారు. ఫ్రీడమ్ ఫిజికల్ రిస్పెండ్ రైస్ బ్రాన్ ఆయిల్ లో ఒరైజనల్ చక్కటి పరిమాణంలో ఉంది. అంటే 100000పీపీఎం ఉంది. ఆ కారణం చేత మేము ప్రజలను ఫ్రీడమ్ కు మారాల్సిందిగా ఆహ్వానిస్తున్నాము మరియు ఛేంజ్ ఫర్ ద బెటర్, రైస్ బ్రాన్ ఆయిల్ తో ఆరోగ్యంగా ఉండాల్సిందిగా వెల్లడిస్తున్నాము” అని అన్నారు.

Name of the Publication: Siasat Daily

Date: 29.03.2023

Page No: 10

Edition: Hyderabad

Headline: Freedom Healthy Cooking Oils launches new campaign

## فریڈم کوکنگ آئیلز کے رائس برین آئیل کی افادیت

### فریڈم آئیل نالج سیریز کے تحت خوردنی تیل سے متعلق بیداری

حیدرآباد۔ 28۔ مارچ: (پریس نوٹ): فریڈم ہیلتھی کوکنگ آئیلز نے فریڈم رائس برین آئیل سے متعلق نئی مہم کا آغاز کیا ہے۔ گاہکوں کو رائس برین آئیل کے استعمال کے فائدوں سے متعلق واقف کرایا جا رہا ہے۔ فریڈم آئیل نالج

سیریز کے سلسلے میں یہ مہم چلائی جا رہی ہے۔ کولیسٹرول کی اعلیٰ سطحوں کے نقصان دہ اثرات اور اس ضمن میں رائس برین کی مفید خصوصیات گاہکوں کے سامنے رکھی جا رہی ہیں۔ نیوٹریشنسٹ ڈاکٹر متین اسرار نے لوگوں کو متوازن غذا کی سفارش کی اور باقاعدہ ورزش اور صحت بخش خوردنی تیل جیسے فریڈم رائس برین آئیل کی روزمرہ پکوان میں افادیت کو اجاگر کیا ہے۔ فریڈم رائس برین آئیل



میں 10000+ppm ارائیزائل، ٹوکوفیرل اور ٹوکوکٹرانیولس شامل ہوتا ہے۔ مسٹر پی چندرا شکھرا ریڈی، سینئر وائس پریذیڈنٹ سیلز اینڈ مارکیٹنگ، فریڈم رائس برین آئیل نے کہا کہ ہم کوشش کر رہے ہیں کہ فریڈم آئیل نالج سیریز کے حصہ کے طور پر گاہکوں کو صحت بخش خوردنی تیل کے فائدوں سے متعلق معلومات فراہم کریں۔۔۔ خاتون جرنلسٹس کے لیے آج سے

Name of the Publication: Vijay Karnataka

Date: 16.03.2023

Page No: 16

Edition: Bangalore

Headline: Freedom Healthy Cooking Oils launches new campaign

## ಫ್ರೀಡಂ ಹೆಲ್ದಿ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಹೊಸ ಜಾಹೀರಾತು ಅಭಿಯಾನ

**ಬೆಂಗಳೂರು:** ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಅನ್ನು ಬಳಸುವುದರಿಂದ ಆರೋಗ್ಯದ ಮೇಲೆ ಆಗಬಹುದಾದ ಪ್ರಯೋಜನಗಳನ್ನು ಗ್ರಾಹಕರಿಗೆ ತಿಳಿಸುವ ಉದ್ದೇಶದಿಂದ ಫ್ರೀಡಂ ಹೆಲ್ದಿ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಹೊಸ ಅಭಿಯಾನವನ್ನು ಆರಂಭಿಸಿದೆ.

ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಅನ್ನು ಬಳಕೆಯಿಂದ ಆಗುವ ಪ್ರಯೋಜನಗಳ ಬಗ್ಗೆ ತಿಳಿಸುತ್ತಿರುವ 'ಫ್ರೀಡಂ ಆಯಿಲ್ ನಾಲ್ವ್ ಸಿರಿಸ್'ನ ಮುಂದುವರಿದ ಭಾಗ ಇದಾಗಿದೆ. ಈ ಹೊಸ ಅಭಿಯಾನವು ಹೆಚ್ಚಿನ ಮಟ್ಟದ ಕೊಲೆಸ್ಟ್ರಾಲ್‌ನ ಹಾನಿಕಾರಕ ಪರಿಣಾಮಗಳನ್ನು ಎತ್ತಿ ತೋರಿಸುತ್ತದೆ. ಕೊಲೆಸ್ಟ್ರಾಲ್ ನಿಯಂತ್ರಿಸಲು ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಅನ್ನು ಧೈನಂದಿನ ಆಡುಗೆಗೆ ಬಳಸುವುದರ ಪ್ರಯೋಜನವನ್ನು ತೋರಿಸುತ್ತದೆ ಎಂದು ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ಸ್ ಸೇಲ್ಸ್ -ಮಾರ್ಕೆಟಿಂಗ್ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಓ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ತಿಳಿಸಿದ್ದಾರೆ.



ಹೊಸದಾಗಿ ಬಿಡುಗಡೆ ಮಾಡಿರುವ ಅಭಿಯಾನದ ವೀಡಿಯೋದಲ್ಲಿ, ವ್ಯಾಪ್ತಿ ಪಡೆದ ಡಾ. ಮಥೀಸ್ ಅಸ್ತಾರ್ ಅವರು, "ಜನರು ಸಮತೋಲಿತ ಆಹಾರವನ್ನು ಸೇವನೆ ಮಾಡಬೇಕು. ನಿಯಮಿತವಾಗಿ ವ್ಯಾಯಾಮ ಮಾಡಬೇಕು ಮತ್ತು ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ನಂತಹ ವಿದ್ಯುತ್ ಕೈಲವನ್ನು ಧೈನಂದಿನ ಆಹಾರದಲ್ಲಿ ಬಳಸಬೇಕು. ಈ ಮೂಲಕ ಆರೋಗ್ಯಕಾರಿ ಜೀವನ ಸಾಗಿಸಬೇಕು," ಎಂದು ಸಲಹೆ ಮಾಡಿದ್ದಾರೆ.

ಈ ಜಾಹೀರಾತು ಸಾಮಾಜಿಕ, ಡಿಜಿಟಲ್, ಎಲೆಕ್ಟ್ರಾನಿಕ್ ಮತ್ತು ಮುದ್ರಣ ಮಾಧ್ಯಮ ಪ್ಲಾಟ್‌ ಫಾರ್ಮ್‌ಗಳಲ್ಲಿ ಪ್ರಸಾರವಾಗುತ್ತಿದೆ.



Name of the Publication: Sanje Prabha

Date: 19.03.2023

Page No: 03

Edition: Bangalore

Headline: Freedom Healthy Cooking Oils launches new campaign

## ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್‌ನಿಂದ ಹೊಸ ಅಭಿಯಾನ

ಬೆಂಗಳೂರು: ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಅನ್ನು ಬಳಸುವುದರಿಂದ ಆರೋಗ್ಯದ ಮೇಲೆ ಆಗಬಹುದಾದ ಪ್ರಯೋಜನಗಳನ್ನು ಗ್ರಾಹಕರಿಗೆ ತಿಳಿಸುವ ಉದ್ದೇಶದಿಂದ ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್‌ನ ಹೊಸ ಅಭಿಯಾನವನ್ನು ಆರಂಭಿಸಿದೆ. ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ನ ಬಳಕೆಯಿಂದ ಆಗುವ ಪ್ರಯೋಜನಗಳ ಬಗ್ಗೆ ತಿಳಿಯಪಡಿಸುತ್ತಿರುವ 'ಫ್ರೀಡಂ ಆಯಿಲ್ ನಾಲ್ಚ್ ಸೀರೀಸ್'ನ ಮುಂದುವರಿದ ಭಾಗ ಇದಾಗಿದೆ. ಈ ಹೊಸ ಅಭಿಯಾನವು ಹೆಚ್ಚಿನ ಮಟ್ಟದ ಕೊಲೆಸ್ಟ್ರಾಲ್ ನ ಹಾನಿಕಾರಕ ಪರಿಣಾಮಗಳನ್ನು ಎತ್ತಿ ತೋರಿಸುತ್ತದೆ ಮತ್ತು ಅದನ್ನು ನಿಯಂತ್ರಿಸಲು ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಅನ್ನು ದೈನಂದಿನ ಆಡುಗೆಗೆ ಬಳಸುವುದರ ಪ್ರಯೋಜನವನ್ನು ತೋರಿಸುತ್ತದೆ.



ಹೊಸದಾಗಿ ಬಿಡುಗಡೆ ಮಾಡಿರುವ ಅಭಿಯಾನದ ವಿಡಿಯೋದಲ್ಲಿ ಖ್ಯಾತ ಪೌಷ್ಟಿಕ ತಜ್ಞರಾದ ಡಾ. ಮಧೀನ್ ಅಸ್ತಾರ್ ಜನರು ಸಮತೋಲಿತ ಆಹಾರವನ್ನು ಸೇವನೆ ಮಾಡಬೇಕು, ನಿಯಮಿತವಾಗಿ ವ್ಯಾಯಾಮ ಮಾಡಬೇಕು ಮತ್ತು ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ನಂತಹ ಖಾದ್ಯ ತೈಲವನ್ನು ದೈನಂದಿನ ಆಹಾರದಲ್ಲಿ ಬಳಸಬೇಕು. ಈ ಮೂಲಕ ಆರೋಗ್ಯಕಾರಿ ಜೀವನ ಸಾಗಿಸಬೇಕು ಎಂದು ಸಲಹೆ ಮಾಡಿದ್ದಾರೆ.

ಈ ಜಾಹೀರಾತು ಸಾಮಾಜಿಕ, ಡಿಜಿಟಲ್, ಎಲೆಕ್ಟ್ರಾನಿಕ್ ಮತ್ತು ಮುದ್ರಣ ಮಾಧ್ಯಮ ಪ್ಲಾಟ್ ಫಾರ್ಮ್ ಗಳಲ್ಲಿ ಪ್ರಸಾರವಾಗುತ್ತಿದೆ. ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಪ್ಲಾಟ್ ಫಾರ್ಮ್ ನಲ್ಲಿ ಈಗಾಗಲೇ 1 ಮಿಲಿಯನ್ ಗೂ ಅಧಿಕ ವೀಕ್ಷಣೆಯಾಗಿದೆ.



Name of the Publication: Sanje Samaya

Date: 18.03.2023

Page No: 04

Edition: Bangalore

Headline: Freedom Healthy Cooking Oils launches new campaign

## ಫ್ರೀಡಂ ಹೆಲ್ಥಿ ಕುಕಿಂಗ್ ಆಯಿಲ್‌ನಿಂದ ಹೊಸ ಜಾಹೀರಾತು ಅಭಿಯಾನ ಆರಂಭ

ಸಂಜೆ ಸಮಯ ಸುದ್ದಿ, ಬೆಂಗಳೂರು : ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಅನ್ನು ಬಳಸುವುದರಿಂದ ಆರೋಗ್ಯದ ಮೇಲೆ ಆಗಬಹುದಾದ ಪ್ರಯೋಜನಗಳನ್ನು ಗ್ರಾಹಕರಿಗೆ ತಿಳಿಸುವ ಉದ್ದೇಶದಿಂದ ಫ್ರೀಡಂ ಹೆಲ್ಥಿ ಕುಕಿಂಗ್ ಆಯಿಲ್ ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ನ ಹೊಸ ಅಭಿಯಾನವನ್ನು ಆರಂಭಿಸಿದೆ. ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ನ ಬಳಕೆಯಿಂದ ಆಗುವ ಪ್ರಯೋಜನಗಳ ಬಗ್ಗೆ ತಿಳಿಯಪಡಿಸುತ್ತಿರುವ 'ಫ್ರೀಡಂ ಆಯಿಲ್ ನಾಲೆಜ್ ಸೀರೀಸ್'ನ ಮುಂದುವರಿದ ಭಾಗ ಇದಾಗಿದೆ. ಈ ಹೊಸ ಅಭಿಯಾನವು ಹೆಚ್ಚಿನ ಮಟ್ಟದ ಕೊಲೆಸ್ಟ್ರಾಲ್ ನ ಹಾನಿಕಾರಕ ಪರಿಣಾಮಗಳನ್ನು ಎತ್ತಿ ತೋರಿಸುತ್ತದೆ ಮತ್ತು ಅದನ್ನು ನಿಯಂತ್ರಿಸಲು ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಅನ್ನು ದೈನಂದಿನ ಅಡುಗೆಗೆ ಬಳಸುವುದರ ಪ್ರಯೋಜನವನ್ನು ತೋರಿಸುತ್ತದೆ. ಹೊಸದಾಗಿ ಬಿಡುಗಡೆ ಮಾಡಿರುವ ಅಭಿಯಾನದ ವಿಡಿಯೋದಲ್ಲಿ ಖ್ಯಾತ ಪೌಷ್ಟಿಕ ತಜ್ಞರಾದ ಡಾ. ಮಥೀನ್ ಅಸ್ಸಾರ್ (ಐಆರ್ ಓಫೀಷಿಯಲ್ ಡಿಪಾರ್ಟ್‌ಮೆಂಟ್) ಜನರು ಸಮತೋಲಿತ ಆಹಾರವನ್ನು ಸೇವನೆ ಮಾಡಬೇಕು, ನಿಯಮಿತವಾಗಿ ವ್ಯಾಯಾಮ ಮಾಡಬೇಕು ಮತ್ತು ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ನಂತಹ ಬಾಧ್ಯ ತೈಲವನ್ನು ದೈನಂದಿನ ಆಹಾರದಲ್ಲಿ ಬಳಸಬೇಕು. ಈ ಮೂಲಕ ಆರೋಗ್ಯಕಾರಿ

ಜೀವನ ಸಾಗಿಸಬೇಕು ಎಂದು ಸಲಹೆ ಮಾಡಿದ್ದಾರೆ. ಈ ಜಾಹೀರಾತು ಸಾಮಾಜಿಕ, ಡಿಜಿಟಲ್, ಎಲೆಕ್ಟ್ರಾನಿಕ್ ಮತ್ತು ಮುದ್ರಣ ಮಾಧ್ಯಮ ಪ್ಲಾಟ್‌ಫಾರ್ಮ್ ಗಳಲ್ಲಿ ಪ್ರಸಾರವಾಗುತ್ತಿದೆ. ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಪ್ಲಾಟ್‌ಫಾರ್ಮ್ ನಲ್ಲಿ ಈಗಾಗಲೇ 1 ಮಿಲಿಯನ್ ಗೂ ಅಧಿಕ ವೀಕ್ಷಣೆಯಾಗಿದೆ.ಈ ಹಿಂದಿನ ಜಾಹೀರಾತು ಅಭಿಯಾನವಾದ 'ಫ್ರೀಡಂ ಆಯಿಲ್ ನಾಲೆಜ್ ಸೀರೀಸ್' ಒಂದು ಅನಿಮೇಟೆಡ್ ವಿಡಿಯೋ ಆಗಿತ್ತು. ಇದರಲ್ಲಿ ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ 10000+ಪಿಪಿಎಂ ಒರಿಝಾನಾಲ್, ಟೋಕೋಫೆರಾಲ್ ಮತ್ತು ನೈಸರ್ಗಿಕ ಉತ್ಪನ್ನಗಳ ನಿರೋಧಕಗಳಾದ ಟೋಕೊಟ್ರೆನೊಲ್ ಗಳು ಕೆಟ್ಟ ಕೊಲೆಸ್ಟ್ರಾಲ್ (ಎಲ್ ಡಿಎಲ್) ಅನ್ನು ಕಡಿಮೆ ಮಾಡಲು ಸಹಾಯ ಮಾಡುವ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿವರಿಸಲಾಗಿದೆ. ಈ ಹೊಸ ಅಭಿಯಾನವು ಹೃದಯದ ಆರೋಗ್ಯದ ಬಗ್ಗೆ ಕಾಳಜಿ ವಹಿಸಲು ತೆಗೆದುಕೊಳ್ಳಬೇಕಾದ ಕ್ರಮಗಳ ಕುರಿತು ಹೆಸರಾಂತ ಆಹಾರ ಪದ್ಧತಿಯ ಒಳಪರಿವುಗಳನ್ನು ಹಂಚಿಕೊಳ್ಳುತ್ತದೆ. ತಜ್ಞರಿಂದ ಸಂದೇಶವನ್ನು ಸರಳ ಮತ್ತು ಪರಿಣಾಮಕಾರಿಯಾದ ರೀತಿಯಲ್ಲಿ ಸಂವಹನ

ಮಾಡಲು ಹಾಗೂ ದೈನಂದಿನ ಅಡುಗೆಗಾಗಿ ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಅನ್ನು ಬಳಸಲು ಜನರನ್ನು ಪ್ರೋತ್ಸಾಹಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಅಭಿಯಾನವನ್ನು ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ.ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ನ ಸೇಲ್ & ಮಾರ್ಕೆಟಿಂಗ್ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಅವರು ಮಾತನಾಡಿ, "ಬಾಧ್ಯ ತೈಲಗಳ ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳ ಬಗ್ಗೆ ಗ್ರಾಹಕರಿಗೆ ತಿಳಿಸಲು



ನಾವು 'ಫ್ರೀಡಂ ಆಯಿಲ್ ನಾಲೆಜ್ ಸೀರೀಸ್'ನ ಭಾಗವಾಗಿ ಕೇಂದ್ರೀಕೃತ ಅಭಿಯಾನಗಳನ್ನು ನಡೆಸಲು ಪ್ರಯತ್ನಿಸುತ್ತೇವೆ. ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಕುರಿತು ಈ ಹೊಸ ಅಭಿಯಾನವನ್ನು ತಜ್ಞ ಡಾ.ಮಥೀನ್ ಅಸ್ಸಾರ್ ಅವರಿಂದ ಆರೋಗ್ಯಕರವಾದ ಜೀವನದ ಒಳನೋಟಗಳನ್ನು ಹಂಚಿಕೊಳ್ಳಲು ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ. ಅವರು ಆರೋಗ್ಯಕರ ಜೀವನಶೈಲಿಯನ್ನು ಆಳವಡಿಸಿಕೊಳ್ಳಲು, ಸಮತೋಲಿತ ಆಹಾರವನ್ನು ಸೇವಿಸಲು ಮತ್ತು ಆಹಾರವನ್ನು ತಯಾರಿಸಲು ಶಿಫಾರಸು ಮಾಡುತ್ತಾರೆ" ಎಂದು ತಿಳಿಸಿದರು.

Name of the Publication: Vishwa Vaaridhi

Date: 18.03.2023

Page No: 08

Edition: Bangalore

Headline: Freedom Healthy Cooking Oils launches new campaign

## ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್‌ನಿಂದ ಹೊಸ ಅಭಿಯಾನ

ಬೆಂಗಳೂರು  
ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಅನ್ನು  
ಬಳಸುವುದರಿಂದ ಆರೋಗ್ಯದ ಮೇಲೆ  
ಆಗಬಹುದಾದ ಪ್ರಯೋಜನಗಳನ್ನು  
ಗ್ರಾಹಕರಿಗೆ ತಿಳಿಸುವ ಉದ್ದೇಶದಿಂದ  
ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಯಿಲ್  
ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್‌ನ  
ಹೊಸ ಅಭಿಯಾನವನ್ನು ಆರಂಭಿಸಿದೆ.  
ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ನ  
ಬಳಕೆಯಿಂದ ಆಗುವ ಪ್ರಯೋಜನಗಳ  
ಬಗ್ಗೆ ತಿಳಿಯಪಡಿಸುತ್ತಿರುವ 'ಫ್ರೀಡಂ  
ಆಯಿಲ್ ನಾಲೆಜ್ ಸೀರೀಸ್'ನ  
ಮುಂದುವರಿದ ಭಾಗ ಇದಾಗಿದೆ.  
ಈ ಹೊಸ ಅಭಿಯಾನವು ಹೆಚ್ಚಿನ  
ಮಟ್ಟದ ಕೊಲೆಸ್ಟ್ರಾಲ್ ನ ಹಾನಿಕಾರಕ  
ಪರಿಣಾಮಗಳನ್ನು ಎತ್ತಿ ತೋರಿಸುತ್ತದೆ

ಮತ್ತು ಅದನ್ನು ನಿಯಂತ್ರಿಸಲು  
ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಅನ್ನು  
ದೈನಂದಿನ ಆಹಾರಗಳಿಗೆ ಬಳಸುವುದರ  
ಪ್ರಯೋಜನವನ್ನು ತೋರಿಸುತ್ತದೆ.  
ಹೊಸದಾಗಿ  
ಬಿಡುಗಡೆ  
ಮಾಡಿರುವ  
ಅಭಿಯಾನದ  
ವಿಡಿಯೋದಲ್ಲಿ  
ಖ್ಯಾತ ಪೌಷ್ಟಿಕ  
ತಜ್ಞರಾದ ಡಾ.  
ಮಥೀನ್  
ಅಸ್ತಾರ್ ಜನರು  
ಸಮತೋಲಿತ  
ಆಹಾರವನ್ನು



ಸೇವನೆ ಮಾಡಬೇಕು, ನಿಯಮಿತವಾಗಿ  
ವ್ಯಾಯಾಮ ಮಾಡಬೇಕು ಮತ್ತು  
ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್  
ನಂತಹ ಖಾದ್ಯ  
ತೈಲವನ್ನು ದೈನಂದಿನ  
ಆಹಾರದಲ್ಲಿ  
ಬಳಸಬೇಕು.  
ಈ ಮೂಲಕ  
ಆರೋಗ್ಯಕಾರಿ  
ಜೀವನ  
ಸಾಗಿಸಬೇಕು  
ಎಂದು ಸಲಹೆ  
ಮಾಡಿದ್ದಾರೆ.  
ಈ ಜಾಹೀರಾತು  
ಸಾಮಾಜಿಕ,  
ಡಿಜಿಟಲ್,

ಎಲೆಕ್ಟ್ರಾನಿಕ್ ಮತ್ತು ಮುದ್ರಣ  
ಮಾಧ್ಯಮ ಪ್ಲಾಟ್ ಫಾರ್ಮ್ ಗಳಲ್ಲಿ  
ಪ್ರಸಾರವಾಗುತ್ತಿದೆ. ಸಾಮಾಜಿಕ  
ಮಾಧ್ಯಮ ಪ್ಲಾಟ್ ಫಾರ್ಮ್ ನಲ್ಲಿ  
ಈಗಾಗಲೇ 1 ಮಿಲಿಯನ್ ಗೂ  
ಅಧಿಕ ವೀಕ್ಷಣೆಯಾಗಿದೆ.  
ಈ ಹಿಂದಿನ ಜಾಹೀರಾತು  
ಅಭಿಯಾನವಾದ 'ಫ್ರೀಡಂ  
ಆಯಿಲ್ ನಾಲೆಜ್ ಸೀರೀಸ್'  
ಒಂದು ಅನಿಮೇಟೆಡ್ ವಿಡಿಯೋ  
ಆಗಿತ್ತು. ಇದರಲ್ಲಿ ಫ್ರೀಡಂ ರೈಸ್  
ಬ್ರಾನ್ ಆಯಿಲ್ 10000+ಪಿಪಿಎಂ  
ಒರಿಝಾನಾಲ್, ಟೋಕೋಫೆರಾಲ್  
ಮತ್ತು ನೈಸರ್ಗಿಕ ಉತ್ಪರ್ಜಣಾ  
ನಿರೋಧಕಗಳಾದ ಟೋಕೊಟ್ರೆನೋಲ್  
ಗಳು ಕೆಟ್ಟ ಕೊಲೆಸ್ಟ್ರಾಲ್ (ಎಲ್

ಡಿಎಲ್) ಅನ್ನು ಕಡಿಮೆ ಮಾಡಲು  
ಸಹಾಯ ಮಾಡುವ ಪ್ರಕ್ರಿಯೆಯನ್ನು  
ವಿವರಿಸಲಾಗಿದೆ. ಈ ಹೊಸ  
ಅಭಿಯಾನವು ಹೃದಯದ  
ಆರೋಗ್ಯದ ಬಗ್ಗೆ ಕಾಳಜಿ ವಹಿಸಲು  
ತೆಗೆದುಕೊಳ್ಳಬೇಕಾದ ಕ್ರಮಗಳ ಕುರಿತು  
ಹೆಸರಾಂತ ಆಹಾರ ಪದ್ಧತಿಯ  
ಒಳಹರಿವುಗಳನ್ನು ಹಂಚಿಕೊಳ್ಳುತ್ತದೆ.  
ತಜ್ಞರಿಂದ ಸಂದೇಶವನ್ನು ಸರಳ  
ಮತ್ತು ಪರಿಣಾಮಕಾರಿಯಾದ  
ರೀತಿಯಲ್ಲಿ ಸಂವಹನ ಮಾಡಲು  
ಹಾಗೂ ದೈನಂದಿನ ಆಹಾರಗಳಾಗಿ  
ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಅನ್ನು  
ಬಳಸಲು ಜನರನ್ನು ಪ್ರೋತ್ಸಾಹಿಸುವ  
ನಿಟ್ಟಿನಲ್ಲಿ ಅಭಿಯಾನವನ್ನು  
ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ.

Name of the Publication: Bharath Sarathi

Date: 18.03.2023

Page No: 04

Edition: Bangalore

Headline: Freedom Healthy Cooking Oils launches new campaign

## ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್

ಆಂಬಲ್‌ನಿಂದ ಹೊಸ ಅಭಿಯಾನ

ಬೆಂಗಳೂರು: ರೈಸ್ ಬ್ರಾನ್ ಆಂಬಲ್ ಅನ್ನು ಬಳಸುವುದರಿಂದ ಆರೋಗ್ಯದ ಮೇಲೆ ಆಗಬಹುದಾದ ಪ್ರಯೋಜನಗಳನ್ನು ಗ್ರಾಹಕರಿಗೆ ತಿಳಿಸುವ ಉದ್ದೇಶದಿಂದ ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕಿಂಗ್ ಆಂಬಲ್ ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಂಬಲ್‌ನ ಹೊಸ ಅಭಿಯಾನವನ್ನು ಆರಂಭಿಸಿದೆ.

ರೈಸ್ ಬ್ರಾನ್ ಆಂಬಲ್ ನ ಬಳಕೆಯಿಂದ ಆಗುವ ಪ್ರಯೋಜನಗಳ ಬಗ್ಗೆ ತಿಳಿಯಪಡಿಸುತ್ತಿರುವ 'ಫ್ರೀಡಂ ಆಂಬಲ್ ನಾಲ್‌ಜ್ ಸೀಲೆನ್ಸ್'ನ ಮುಂದುವರಿದ ಭಾಗ ಇದಾಗಿದೆ. ಈ ಹೊಸ ಅಭಿಯಾನವು ಹೆಚ್ಚಿನ ಮಟ್ಟದ ಕೊಲೆಸ್ಟ್ರಾಲ್ ನ ಹಾನಿಕಾರಕ ಪರಿಣಾಮಗಳನ್ನು ಎತ್ತಿ ತೋರಿಸುತ್ತದೆ ಮತ್ತು ಅದನ್ನು ನಿಯಂತ್ರಿಸಲು ರೈಸ್ ಬ್ರಾನ್ ಆಂಬಲ್ ಅನ್ನು ದೈನಂದಿನ ಅಡುಗೆಗೆ ಬಳಸುವುದರ ಪ್ರಯೋಜನವನ್ನು ತೋರಿಸುತ್ತದೆ.



ಹೊಸದಾಗಿ ಜಡುಗಡೆ ಮಾಡಿರುವ ಅಭಿಯಾನದ ಐಡಿಯೋದಲ್ಲೂ ಖ್ಯಾತ ಪೌಷ್ಟಿಕ ತಜ್ಞರಾದ ಡಾ. ಮಧೀನ್ ಅಸ್ತಾರ್ ಜನರು ಸಮತೋಲಿತ ಆಹಾರವನ್ನು ನೇವನೆ ಮಾಡಬೇಕು, ನಿಯಮಿತವಾಗಿ ವ್ಯಾಯಾಮ ಮಾಡಬೇಕು ಮತ್ತು ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಂಬಲ್ ನಂತಹ ಖಾದ್ಯ ತೈಲವನ್ನು ದೈನಂದಿನ ಆಹಾರದಲ್ಲಿ ಬಳಸಬೇಕು. ಈ ಮೂಲಕ ಆರೋಗ್ಯಕಾರಿ ಜೀವನ ನಡೆಸಬೇಕು ಎಂದು ಸಲಹೆ ಮಾಡಿದ್ದಾರೆ.

ಈ ಜಾಹೀರಾತು ಸಾಮಾಜಿಕ, ಡಿಜಿಟಲ್, ಎಲೆಕ್ಟ್ರಾನಿಕ್ ಮತ್ತು ಮುದ್ರಣ ಮಾಧ್ಯಮ ಪ್ಲಾಟ್‌ಫಾರ್ಮ್ ಗಳಲ್ಲಿ ಪ್ರಸಾರವಾಗುತ್ತಿದೆ. ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಪ್ಲಾಟ್‌ಫಾರ್ಮ್ ನಲ್ಲಿ ಈಗಾಗಲೇ 1 ಮಿಲಿಯನ್ ಗೂ ಅಧಿಕ ವೀಕ್ಷಣೆಯಾಗಿದೆ.

ಈ ಹಿಂದಿನ ಜಾಹೀರಾತು ಅಭಿಯಾನವಾದ 'ಫ್ರೀಡಂ ಆಂಬಲ್ ನಾಲ್‌ಜ್ ಸೀಲೆನ್ಸ್' ಒಂದು ಅನಿಮೇಟೆಡ್ ಐಡಿಯೋ ಅರಿತು. ಇದರಲ್ಲಿ ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಂಬಲ್ 10000+ಪಿಪಿಎಂ ಒಲಿಯೂನಾಲ್, ಟೋಕೋಫೆರಾಲ್ ಮತ್ತು ನೈಸರ್ಗಿಕ ಉತ್ಪತ್ತಿಗೊಳಿಸಿದ ರೋಡರಡಗಳಾದ ಟೋಕೋಫೆರಾಲ್ ಗಳು ಕೆಟ್ಟ ಕೊಲೆಸ್ಟ್ರಾಲ್ (ಎಲ್ ಡಿಎಲ್) ಅನ್ನು ಕಡಿಮೆ ಮಾಡಲು ಸಹಾಯ ಮಾಡುವ ಪ್ರಕ್ರಿಯೆಯನ್ನು ವಿವರಿಸಲಾಗಿದೆ.

ಈ ಹೊಸ ಅಭಿಯಾನವು ಹೃದಯದ ಆರೋಗ್ಯದ ಬಗ್ಗೆ ಕಾಳಜಿ ವಹಿಸಲು ತೆಗೆದುಕೊಳ್ಳಬೇಕಾದ ಕ್ರಮಗಳ ಕುರಿತು ಹೆಸರಾಂತ ಆಹಾರ ಪದ್ಧತಿಯ ಒಳಪರಿವುಗಳನ್ನು ಹಂಚಿಕೊಳ್ಳುತ್ತದೆ. ತಜ್ಞರಿಂದ ಸಂದೇಶವನ್ನು ಸರಳ ಮತ್ತು ಪರಿಣಾಮಕಾರಿಯಾದ ರೀತಿಯಲ್ಲಿ ಸಂವಹನ ಮಾಡಲು ಹಾಗೂ ದೈನಂದಿನ ಆಡುಗೆಗಾಗಿ ಫ್ರೀಡಂ ರೈಸ್ ಬ್ರಾನ್ ಆಂಬಲ್ ಅನ್ನು ಬಳಸಲು ಜನರನ್ನು ಪ್ರೋತ್ಸಾಹಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಅಭಿಯಾನವನ್ನು ಎನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ.

Name of the Publication: Dinasudar

Date: 19.03.2023

Page No: 03

Edition: Bangalore

Headline: Freedom Healthy Cooking Oils launches new campaign

## மருத்துவ பரிசோதனை தொழில்நுட்பத்தில் குறிப்பிடத்தக்க வளர்ச்சி

பெங்களூரு, மார்ச்.18-  
சென்சார்கள், மெஷின்  
லேர்னிங் மற்றும் மருத்துவ  
அறிவியலை ஒருங்கிணைக்கும்  
துல்லியமான ஹெல்த்கேர்  
தளமான ட்வின் ஹெல்த்,  
ஹோல் பாடி டிஜிட்டல் ட்வின்™  
என்ற தனது திருப்புமுனை  
தொழில்நுட்பத்தை அறிவித்தது.  
தொழில்நுட்பம் இப்போது  
காப்புரிமை பெற்றுள்ளது மற்றும்  
மருத்துவ பரிசோதனைகளின்  
அறிவியல் முடிவுகள்  
குறிப்பிடத்தக்க வளர்ச்சியை  
எடுத்துக்காட்டுகின்றன. வகை  
2 நீரிழிவு நோய் மற்றும் உடல்  
பருமன், உயர் இரத்த அழுத்தம்  
மற்றும் ஆல்கஹால் அல்லாத  
கல்லீரல் நோய் போன்ற பிற  
நாள்பட்ட வளர்சிதை மாற்ற  
நோய்களைத் தணித்தல்.  
வகை 2 நீரிழிவு நோயால்  
பாதிக்கப்பட்ட நபர்களுக்கு,  
நீரிழிவு மருந்துகளை எடுத்துக்  
கொள்ளாமல் குறைந்தது  
மூன்று மாதங்களுக்கு  
சாதாரண இரத்த குளுக்கோஸ்  
(இரத்த சர்க்கரை) அளவைப்  
பராமரிப்பது என நிவாரணம்  
வரையறுக்கப்படுகிறது. ட்வின்

ஹெல்த் இன் இயங்கும்  
ஆராய்ச்சி இன்றுவரை  
வகை 2 நீரிழிவு நோய்க்கான  
மிக உயர்ந்த சிகிச்சை  
விகிதத்தைப் புகாரளிக்கிறது.  
அமெரிக்க நீரிழிவு சங்கம்  
அமெரிக்கன் அசோசியேஷன்  
ஆஃப் கிளினிக்கல்  
எண்டோகிரைனாலஜி  
சர்வதேச நீரிழிவு கூட்டமைப்பு  
(IDF), மற்றும் நீரிழிவுக்கான  
மேம்பட்ட தொழில்நுட்பங்கள்  
மற்றும் சிகிச்சைகள்  
போன்றவற்றால் நடத்தப்படும்  
அறிவியல் அமர்வுகளில்  
மருத்துவ சோதனை  
ஏற்றுக்கொள்ளப்படுகிறது.  
இரட்டை ஆரோக்கிய  
ஆய்வின் முடிவுகள், 'செயற்கை  
நுண்ணறிவுடன் கூடிய வகை 2  
நீரிழிவு நோய்க்கான நிவாரணம்,  
திங்ஸ் இன்டர்நெட் மற்றும்  
முழு உடல் டிஜிட்டல் இரட்டை:  
ரேண்டமைஸ் கட்டுப்பாட்டு  
சோதனையின் ஆரம்ப ஆறு மாத  
முடிவுகள்', அமெரிக்க நீரிழிவு  
சங்கத்திற்கு சமர்ப்பிக்கப்பட்டது.  
இதில் இடம்பெறத்  
தேர்ந்தெடுக்கப்பட்டது.



## Headline: Freedom Healthy Cooking Oils launches new campaign

[illegible]

Name of the Website: [www.exchange4media.com](http://www.exchange4media.com)

Elink: <https://www.exchange4media.com/marketing-news/freedom-healthy-cooking-oils-highlights-the-benefits-of-rice-bran-oil-125951.html>

**e4m**HOME ADVERTISING MARKETING PR & CORP COMM MEDIA PEOPLE MOVEMENT BUDGET 2023 EVENTS MORE

**REACH 7X MORE PREMIUM AUDIENCES ON HD TV THAN CTV** **TATA IPL GETS BIGGER ON TV**

[Home](#) / [Internet Marketing News](#) / [Latest Internet Marketing News](#) / [Marketing](#)

## Freedom Healthy Cooking Oils highlights the benefits of Rice Bran Oil

Nutritionist Dr. Matheen Asrar stars in the ad

**exchange4media Staff**  
Published: Mar 15, 2023 1:56 PM | 3 MIN READ

Freedom Healthy Cooking Oils launched a new campaign on [Freedom Rice Bran Oil](#) to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new [campaign](#) highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist Dr. Matheen Asrar (PhD Nutritionist) recommends people to take a balanced diet, do regular exercise,

**COMMERCE Conclave 2023**  
Rethinking Growth in Online Marketplaces  
Media partner: e4m  
The largest gathering of Decision-makers & Startup founders from the E-commerce space  
Friday | 24th March | 4PM

**TOP STORIES**

LATEST	FEATURED
<b>Free Dish Auction: Prasara Bharati collects Rs 291 cr in two days as 16 channels buy slots</b> 4 hours ago	<b>We ensure consumers get to experience the 'pricelessness': Manasi Narasimhan, Mastercard</b> 4 hours ago
<b>B Thiagarajan to be part of enba jury panel</b> 5 hours ago	<b>Mandeep Singh joins Bennett Coleman &amp; Co. Ltd as Vice President - Response</b> 18 hours ago
<b>Havas Creative India gets Anirban Mozumdar as Chief Strategy Officer</b> 4 hours ago	<b>Open</b>



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

Elink: <https://www.adgully.com/freedom-healthy-cooking-oils-launches-new-campaign-129972.html>

The screenshot shows the Adgully website interface. At the top, there's a banner for a show called 'बेकाब' (Bekab) on Colors TV, airing SAT-SUN 9PM. Below the banner is the Adgully logo and navigation links: ADVERTISING, MARKETING, MEDIA, PR, EXCLUSIVES, EVENTS, UPCOMING EVENTS, INTERNATIONAL. A sidebar on the left has a menu with 'TALKING INSIGHTS' and 'OTHERS'. The main content area features a large banner for 'DIGIX SUMMIT | AWARDS 2023' and 'GURUGRAM | 12th April'. Below this is another banner for 'MRSI Golden Key Awards 2022' with the tagline 'Recognizing excellence in Market Research and Insights'. The article title is 'Freedom Healthy Cooking Oils launches new campaign'. The article text states: 'Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist Dr. Matheen Asrar (PhD Nutritionist) recommends people to take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform. In the earlier campaign of 'Freedom Oil Knowledge Series' an animated video was rolled out to explain the process by which Freedom Rice Bran Oil with 10000+ ppm Oryzanol, tocopherol, and tocotrienols which are natural Antioxidants, helps to reduce Bad Cholesterol (LDL) and maintain Good Cholesterol (HDL). The new campaign shares the inputs by a renowned dietitian on steps to be taken to take care of heart health. The campaign is designed to communicate the message in a simple yet effective manner from an expert and encourage people to use Freedom Rice Bran Oil for daily cooking.' Below the article is a video player showing a woman speaking, with the title 'Zoot Review Freedom Rice Bran Oil 30 sec Hindi' and a large red play button. The video player also has a 'Watch later' and 'Share' button.

## Freedom Healthy Cooking Oils launches new campaign

**ADVERTISING**

5 MINUTES TO READ  
MAR 27, 2023

**ADGULLY BUREAU**  
@adgully  
News in the domain of Advertising, Marketing, Media and Business of Entertainment

**RELATED ITEMS** **FREEDOM** **DR MATHEEN ASRAR**  
P CHANDANA SHERGALIA REEDY

Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist Dr. Matheen Asrar (PhD Nutritionist) recommends people to take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform.

In the earlier campaign of 'Freedom Oil Knowledge Series' an animated video was rolled out to explain the process by which Freedom Rice Bran Oil with 10000+ ppm Oryzanol, tocopherol, and tocotrienols which are natural Antioxidants, helps to reduce Bad Cholesterol (LDL) and maintain Good Cholesterol (HDL). The new campaign shares the inputs by a renowned dietitian on steps to be taken to take care of heart health. The campaign is designed to communicate the message in a simple yet effective manner from an expert and encourage people to use Freedom Rice Bran Oil for daily cooking.

Zoot Review Freedom Rice Bran Oil 30 sec Hindi

बाद कोलेस्ट्रॉल घटाये

Watch later Share

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

Elink: <https://www.adgully.com/freedom-healthy-cooking-oils-launches-new-campaign-129972.html>

**INDIANtelevision**  
TELEVISION CABLE TV DTH (WORLD MAM MOVIES REGULATORS RESOURCES SATELLITES TECHNOLOGY SPECIALS)


**MAM**

## Freedom Healthy Cooking Oils launches new campaign

Encourages people to #EatHealthyLiveHealthy with Freedom Rice Bran Oil.


29 Mar, 2023 - 01:33 PM IST | By IndianTelevision.com Team

[f](#)  
[t](#)  
[in](#)



Mumbai: Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using rice bran oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using rice bran oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using rice bran oil for daily cooking to control the same. In the video released as a part of the campaign, renowned nutritionist Dr. Matheen Asrar recommends people to take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform.

In the earlier campaign of 'Freedom Oil Knowledge Series' an animated video was rolled out to explain the process by which Freedom Rice Bran Oil with 10000 ppm oryzanol, tocopherol, and tocotrienols which are natural antioxidants, helps to reduce bad cholesterol (LDL), and maintain good cholesterol (HDL). The new campaign shares the inputs by a renowned dietitian on steps to be taken to take care of heart health. The campaign is designed to communicate the message in a simple yet effective manner from an expert and encourage people to use Freedom Rice Bran Oil for daily cooking.




Subscribe  
TVLine

Sign up for our Newsletter  
subscribe for latest updates

Email Address \*

Submit

**FIRESID**  
CONNECTED TV IS  
FOR CONTENT EN




**ANIL NM  
WANVARI**  
Founder, CEO & Editor in Chief  
IndianTelevision.com Group

**WHAT TO READ**

Name of the Website: [www.businessmicro.in](http://www.businessmicro.in)

Elink: <https://businessmicro.in/business/freedom-healthy-cooking-oils-launches-new-campaign/>




Blogbusinesseducationhealthnews

# Freedom Healthy Cooking Oils launches new campaign

Home > Freedom Healthy Cooking Oils launches new campaign

## Freedom Healthy Cooking Oils launches new campaign



29th March: Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist Dr. Matheen Asrar (Ph.D. Nutritionist) recommends people to take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform.


### Search

### Archives

Select Month

Name of the Website: [www.mediaexpress24.com](http://www.mediaexpress24.com)

Elink: <https://mediaexpress24.com/business/freedom-healthy-cooking-oils-launches-new-campaign/>



+91-9938772605

neelakanthap@gmail.com

f

t


@

[Business](#) [Health](#) [Education](#) [Technology](#) [News](#) [Contact](#)

Freedom Healthy Cooking Oils launches new campaign

[Home](#) > [Business](#) > Freedom Healthy Cooking Oils launches new campaign

29, Mar 2023



**Freedom Healthy Cooking Oils launches new campaign**

**29th March:** Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist **Dr. Matheen Asrar** (Ph.D. Nutritionist) recommends people to take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform.

In the earlier campaign of 'Freedom Oil Knowledge Series' an animated video was rolled out to explain the process by which Freedom Rice Bran Oil with 10000+ ppm Oryzanol, tocopherol, and tocotrienols which are natural Antioxidants, helps to reduce Bad Cholesterol (LDL), and maintain Good Cholesterol (HDL). The new campaign shares the inputs by a renowned dietitian on steps to be taken to take

Search

Search ...

Archives

» March 2023

» February 2023


Name of the Website: [www.onlinenews9.in](http://www.onlinenews9.in)

Elink: <https://onlinenews9.in/business/freedom-healthy-cooking-oils-launches-new-campaign/>

**Online News 9**[Blog](#)[Business](#)[Health](#)

## Freedom Healthy Cooking Oils launches new campaign

By [Rabindra](#) [March 29, 2023](#) [In Business](#) [No Comments](#)







**29th March:** Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist **Dr. Matheen Asrar** (Ph.D. Nutritionist) recommends people to take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform.


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

Elink: <https://quickbiznews.com/business/freedom-healthy-cooking-oils-launches-new-campaign/>

**Quick Biz News**blogbusinesshealtheducationtechnology

## Freedom Healthy Cooking Oils launches new campaign

 By [Rabindra](#)  [March 29, 2023](#)  In [Business](#)  [No Comments](#)



**29th March:** Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist **Dr. Matheen Asrar** (Ph.D. Nutritionist) recommends people to take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1

Ac



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

Elink: <https://bizrapidx.com/business/freedom-healthy-cooking-oils-launches-new-campaign/>

BusinessHealth

## Freedom Healthy Cooking Oils launches new campaign

By [Rabindra](#) [March 29, 2023](#) In [Business](#) [No Comments](#)



29th March: Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist **Dr. Matheen Asrar** (Ph.D. Nutritionist) recommends people to take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform.

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

Elink: <https://www.passionateinmarketing.com/freedom-healthy-cooking-oils-launches-new-campaign/>

The screenshot displays the homepage of the website 'PASSIONATE IN MARKETING'. At the top, there is a navigation bar with links for 'NEWS & ARTICLES', 'RESEARCH REPORTS', 'TALK & EVENTS', 'SKILLING PROGRAMS', and 'CONTACT US'. A prominent banner for 'Poonswalla Fincorp' offers a 'Loan Amount Upto ₹50 Lakh' with an 'OPEN' button. Below this, the article 'Freedom Healthy Cooking Oils launches new campaign' is featured, dated March 15, 2023. The article includes a video player for a 'Zoot Review Freedom Rice Bran Oil 30 sec Telugu' and a 'Watch on YouTube' link. To the right of the article is a 'Ads by Google' section with a 'Stop seeing this ad' button. Below the article, there is a 'HOUSING.COM' advertisement showing property listings in Hyderabad. The article text discusses the launch of the 'Freedom Rice Bran Oil' campaign, highlighting its benefits and the involvement of Dr. Matheen Asrar. On the right side, under the 'Also Read' section, there are links to 'Celebrate World Sleep Day sale with Amazon.in' and '5 Tips for More Effective Powerpoint Presentations'. At the bottom right, there is a section for 'Thermax enters the green hydrogen market'.

NAME OF THE WEBSITE: [www.passionateinmarketing.com](http://www.passionateinmarketing.com)

URL: <https://www.passionateinmarketing.com/freedom-healthy-cooking-oils-launches-new-campaign/>

Article Title: Freedom Healthy Cooking Oils launches new campaign

By: Passionate in Marketing - March 15, 2023

Video Title: Zoot Review Freedom Rice Bran Oil 30 sec Telugu

Also Read:

- available at amazon
- Celebrate World Sleep Day sale with Amazon.in from 15th-19th March
- 5 Tips for More Effective Powerpoint Presentations
- Thermax enters the green hydrogen market in partnership with Fortescue Future...

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

Elink: <https://konexionnetwork.com/NewsDetails.aspx?newsid=a25565a8-8324-474e-8990-bda266cb47c8>


**konexio**  
network

[Home](#) [News](#) [Articles](#) [Knowledge](#) [IPO](#) [Interviews](#) [Market](#) [Community Forum](#)

[Home](#) > [News](#) > [Freedom Healthy Cooking Oils launches new campaign](#)

## Freedom Healthy Cooking Oils launches new campaign

by Our Correspondent - Mar 15, 2023



[f](#) [t](#) [in](#) [wa](#) [wh](#) [e](#)

*Encourages people to #EatHealthyLiveHealthy with Freedom Rice Bran Oil*

**Hyderabad:** Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist Dr. Matheen Asrar (PhD Nutritionist) recommends people to take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy

**Category**

[NEWS](#)

[ARTICLES](#)

[KNOWLEDGE](#)

[IPO](#)

[INTERVIEWS](#)

[MARKET](#)

[COMMUNITY FORUM](#)

Name of the Website: www.apnnews.com

Elink: <https://www.apnnews.com/freedom-healthy-cooking-oils-launches-new-campaign/>

Tuesday, March, 2023 | Today's Market | Current Time: 01:06:39

SEARCH

NEWS | BUSINESS | TECH & INDUSTRY | ENTERTAINMENT | NEW PRODUCTS | EDUCATION | HEALTH | TOURISM | SPORTS | EDITOR'S COLUMN | MAGAZINE |

GENERAL

Previous story:  
Poonam Natasha appointed as the Marketing & Communication Manager at The Den Bengaluru

Next story:  
Novotel Hyderabad Airport, Preferred Wedding Destination, Hosts Successful Wedding Partner Event

RELATED VIDEO [More](#)

## Freedom Healthy Cooking Oils launches new campaign

Published on March 16, 2023

### Encourages people to #EatHealthyLiveHealthy with Freedom Rice Bran Oil

**Hyderabad:** Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist Dr. Matheen Asrar (PhD Nutritionist) recommends people to take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform.

In the earlier campaign of 'Freedom Oil Knowledge Series' an animated video was rolled out to explain the process by which Freedom Rice Bran Oil with 10000+ ppm Oryzanol, tocopherol, and tocotrienols which are natural Antioxidants, helps to reduce Bad Cholesterol (LDL), and maintain Good Cholesterol (HDL). The new campaign shares the inputs by a renowned dietitian on steps to be taken to take care of heart health. The campaign is designed to communicate the message in a simple yet effective manner from an expert and encourage people to use Freedom Rice Bran Oil for daily cooking.

According to Mr. P. Chandra Shekhara Reddy, Senior Vice President – Sales & Marketing, Freedom Rice Bran Oil, said, "We try to conduct focused campaigns as a part of 'Freedom Oil Knowledge Series' to inform the customers about the health benefits of edible oils. This new campaign on Freedom Rice Bran Oil, is designed to share insights on healthy living from an expert Dr. Matheen Asrar (Ph.D. Nutritionist), who recommends people to adopt a healthy lifestyle, eat a balanced diet, and cook food in a healthy oil-like Rice Bran Oil. Freedom Physically Refined Rice Bran Oil contains an ideal quantity of Oryzanol ie. 10000+ ppm therefore we request people to #SwitchtoFreedom and #ChangeForTheBetter and stay healthy with #ricebranoil."

According to experts, if people maintain a healthy lifestyle, eat right, drink at least 2 liters of water, avoid bad habits like smoking, regularly monitor and control diabetes, hypertension, obesity, and Cholesterol levels and choose healthy oil like Rice Bran Oil for everyday cooking, they are likely to stay healthy and safe.

SEE COMMENTS

Leave a Reply


Name

Email

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

Elink: <https://biznewsdesk.com/business/freedom-healthy-cooking-oils-launches-new-campaign/>

MARCH 21, 2023





# Smart Business News

Get Your Business Covered Here! Reach readers through your business stories!

 BUSINESS  HEALTH  EDUCATION  TECH  TRAVEL  FEATURED

 TRENDING NEWS

Home / Business / Freedom Healthy Cooking Oils launches new campaign

BUSINESS

## Freedom Healthy Cooking Oils launches new campaign

 SUJATA  5 DAYS AGO

Share











Hyderabad: March 2023: Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist Dr. Matheen Asrar (Ph.D. Nutritionist) recommends people take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform.

In the earlier campaign of 'Freedom Oil Knowledge Series' an animated video was rolled out to explain the process by which Freedom Rice Bran Oil with 10000+ ppm Oryzanol, tocopherol, and tocotrienols which are natural Antioxidants, helps to reduce Bad Cholesterol (LDL), and maintain Good Cholesterol (HDL). The new campaign shares the inputs from a renowned dietitian on steps to be taken to take care of heart health. The campaign is designed to communicate the message in a simple yet effective manner from an expert and encourage people to use Freedom Rice Bran Oil for daily cooking.

According to Mr. P. Chandra Shekhara Reddy, Senior Vice President – Sales & Marketing, Freedom Rice Bran Oil, said, "We try to conduct focused campaigns as a part of the 'Freedom Oil Knowledge Series' to inform the customers about the health benefits of edible oils. This new campaign on Freedom Rice Bran Oil is designed to share insights on healthy living from an expert Dr. Matheen Asrar (Ph.D. Nutritionist), who recommends people adopt a healthy lifestyle, eat a balanced diet, and cook food in a healthy oil-like Rice Bran Oil. Freedom Physically Refined Rice Bran Oil contains an ideal quantity of Oryzanol i.e. 10000+ ppm therefore we request people to #SwitchtoFreedom and #ChangeForTheBetter and stay healthy with #ricebranoil."

According to experts, if people maintain a healthy lifestyle, eat right, drink at least 2 liters of water, avoid bad habits like smoking, regularly monitor and control diabetes, hypertension, obesity, and Cholesterol levels and choose healthy oil like Rice Bran Oil for everyday cooking, they are likely to stay healthy and safe.



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

Elink: <https://smartbusinessnews.com/business/freedom-healthy-cooking-oils-launches-new-campaign/>

**Smart Business News**  
Business News That Matters

businesseducationhealthtechnologynews

# Freedom Healthy Cooking Oils launches new campaign

Home / Freedom Healthy Cooking Oils launches new campaign

Search

Search

SEARCH

Recent Posts

> Shri Swastik Honda opens its doors near you

> Electrolux Group announces the launch of its UltimateTaste range of Refrigerators

> Rotary Club of Hyderabad awards TSCS for its free service towards Thalassemia

> Armed Forces committed to winning Gold at International Cycle Polo


> South West Pinnacle Exploration Limited wins Letter of Award for CBM Production from Reliance Industries Limited

Archives

Select Month

## Freedom Healthy Cooking Oils launches new campaign

Views: 500 11




Hyderabad: March 2023: Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the "Freedom Oil Knowledge Series" on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist Dr. Matheen Asrar (Ph.D. Nutritionist) recommends people take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform.

In the earlier campaign of "Freedom Oil Knowledge Series" an animated video was rolled out to explain the process by which Freedom Rice Bran Oil with 10000+ ppm Oryzanol, tocopherol, and tocotrienols which are natural Antioxidants, helps to reduce Bad Cholesterol (LDL), and maintain Good Cholesterol (HDL). The new campaign shares the inputs from a renowned dietitian on steps to be taken to take care of heart health. The campaign is designed to communicate the message in a simple yet effective manner from an expert and encourage people to use Freedom Rice Bran Oil for daily cooking.



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

Elink: <https://contentmediasolution.com/business/freedom-healthy-cooking-oils-launches-new-campaign/>




Content Media Solution  
Simply Content

Business Technology Health Education Contact Us About Us

Home > Business > Freedom Healthy Cooking Oils launches new campaign

Search

Type Here




Category

Select Category

## Freedom Healthy Cooking Oils launches new campaign

March 16, 2023 Business



Ads by Google


Stop seeing this ad Why this ad?

Hyderabad: March 2023: Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist Dr. Matheen Asrar (Ph.D. Nutritionist) recommends people take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform.

In the earlier campaign of 'Freedom Oil Knowledge Series' an animated video was rolled out to explain the process by which Freedom Rice Bran Oil with 10000+ ppm Oryzanol, tocopherol, and tocotrienols which are natural Antioxidants, helps to reduce Bad Cholesterol (LDL), and maintain Good Cholesterol (HDL). The new campaign shares the inputs from a renowned dietitian on steps to be taken to take care of heart health. The campaign is designed to communicate the message in a simple yet effective manner from an expert and encourage people to use Freedom Rice Bran Oil for daily cooking.

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


Elink: <https://onlinemediacafe.com/business/freedom-healthy-cooking-oils-launches-new-campaign/>

**Online Media Cafe**  
*Only News*

HomeBusinessTechHealthEducationBusiness ProfileNewsVairContact Us

HOME / BUSINESS / FREEDOM HEALTHY COOKING OILS LAUNCHES NEW CAMPAIGN

**Freedom**  
**Freedom Healthy Cooking Oils launches new campaign**  
🕒 March 16, 2023



Hyderabad: March 2023: Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist Dr. Matheen Asrar (Ph.D. Nutritionist) recommends people take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform.

In the earlier campaign of 'Freedom Oil Knowledge Series' an animated video was rolled out to explain the process by which Freedom Rice Bran Oil with 10000+ ppm Oryzanol, tocopherol, and tocotrienols which are natural Antioxidants, helps to reduce Bad Cholesterol (LDL), and maintain Good Cholesterol (HDL). The new campaign shares the inputs from a renowned dietitian on steps to be taken to take care of heart health. The campaign is designed to communicate the message in a simple yet effective manner from an expert and encourage people to use Freedom Rice Bran Oil for daily cooking.

According to Mr. P. Chandra Shekhara Reddy, Senior Vice President - Sales & Marketing, Freedom Rice Bran Oil, said, "We try to conduct focused campaigns as a part of the 'Freedom Oil Knowledge Series' to inform the customers about the health benefits of edible oils. This new campaign on Freedom Rice Bran Oil is designed to share insights on healthy living from an expert Dr. Matheen Asrar (Ph.D. Nutritionist), who recommends people adopt a healthy lifestyle, eat a balanced diet, and cook food in a healthy oil-like Rice Bran Oil. Freedom Physically Refined Rice Bran Oil contains an ideal quantity of Oryzanol i.e. 10000+ ppm therefore we request people to #SwitchtoFreedom and #ChangeForTheBetter and stay healthy with #ricebranoil."

*According to experts, if people maintain a healthy lifestyle, eat right, drink at least 2 litres of water, avoid bad habits like smoking regularly,*

**Search**

**Recent Posts**  
  
Shri Swastik Honda opens its doors near you  
Electrolux Group announces the launch of its UltimateTaste range of Refrigerators  
Rotary Club of Hyderabad awards TSCS for its free service towards Thalassemia  
Armed Forces committed to winning Gold at International Cycle Polo  
South West Pinnacle Exploration Limited wins Letter of Award for CBM Production from Reliance Industries Limited

**Latest Popular Trending**  
  
**Business**  
**Shri Swastik Honda opens its doors near you**  
🕒 March 21, 2023  
  
**Business**  
**Electrolux Group announces the launch of its UltimateTaste range of Refrigerators**  
🕒 March 21, 2023  
  
**Business**  
**Rotary Club of Hyderabad awards TSCS for its free service towards Thalassemia**  
🕒 March 21, 2023  
  
**Business**  
**Armed Forces committed to winning Gold at International Cycle Polo**  
🕒 March 21, 2023  
  
**Business**  
**South West Pinnacle Exploration Limited wins Letter of Award for CBM Production from Reliance Industries Limited**  
🕒 March 21, 2023

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

Elink: <https://mediabulletins.com/business/freedom-healthy-cooking-oils-launches-new-campaign/>

Media  
ulletins

Business Profile News Health Education Technology About Media Bulletins Contact

IS / FREEDOM HEALTHY COOKING OILS LAUNCHES NEW CAMPAIGN

Freedom Healthy Cooking Oils launches new campaign


March 16, 2023


Like Tweet Save Share

Share

WhatsApp

HOUSING





Hyderabad: March 2023: Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist Dr. Matheen Asrar (Ph.D. Nutritionist) recommends people take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It has already garnered 1 million plus views from the social media platform.

Search ...

HOUSING

Kondap

IP Lwin

T20 World C

Official Betting Site

Join Now

casinos that accept

Recent Posts

Shri Swastik Hond

Electrolux Group a

UltimateTaste rang

Rotary Club of Hyd

service towards Th

Armed Forces com

International Cycle

South West Pinnac

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

Elink: <http://businessnewsthisweek.com/business/freedom-healthy-cooking-oils-launches-new-campaign/>

BUSINESS NEWS > [ March 21, 2023 ] South West Pinnacle Exploration Limited wins Letter of Award for CBM Production from

A leading business news portal

## Business News This Week

Best Rummy App  
Deposit bonus up to ₹111111 !  
Newcomer promo code: [1110308]

Free cricket Tips  
Bookmaker Reviews  
VISIT SITE

HOME BUSINESS ENTREPRENEURSHIP > HOME IMPROVEMENT INTERVIEW PRESS RELEASES > CONTACT US >


SEARCH ...

HOME > BUSINESS > Freedom Healthy Cooking Oils launches new campaign

# Freedom Healthy Cooking Oils launches new campaign

March 16, 2023 Sujata Business 0

f t in p e



Hyderabad: March 2023: Freedom Healthy Cooking Oils launched a new campaign on Freedom Rice Bran Oil to inform the customers about the health benefits of using Rice Bran Oil. This is the continuation of the 'Freedom Oil Knowledge Series' on the benefits of using Rice Bran Oil. The new campaign highlights the harmful effects of high levels of cholesterol and the benefit of using Rice Bran Oil for daily cooking to control the same. In the video released as a part of the campaign, renowned Nutritionist Dr. Matheen Asrar (Ph.D. Nutritionist) recommends people take a balanced diet, do regular exercise, and switch to a healthy cooking oil like Freedom Rice Bran Oil for everyday cooking to live a healthy life. The campaign has been rolled out across social, digital, electronic, and print platforms. It

Name of the Website: [www.youtube.com](http://www.youtube.com) (Hybiz News)

Elink: <https://www.youtube.com/watch?v=S080pYbbFSA>

