

Name of the Publication: The Hindu

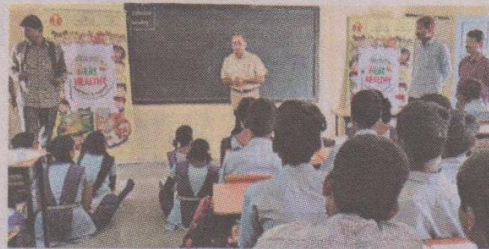
Date: 15.03.2020

Page No: 05

Edition: Hyderabad

Headline: Freedom Oils conducts Eat Healthy Sessions in Schools

FREEDOM OILS CONDUCTS EAT HEALTHY SESSIONS IN SCHOOLS



Freedom Healthy Cooking Oils, in association with Arogya Ahaar, as a part of their CSR initiative extends support in educating children on the Healthy Eating Habits and personal hygiene through the program Freedom Eat Healthy initiative. Freedom Healthy cooking oils has collaborated with Zila Parishad High School of Bachupally, Mallampet, Bowrampet, Dhoolapally along with 46 other schools to make the next generation aware of healthy eating habits, nutrition and personal hygiene. The informative and highly interactive sessions were conducted by Dr. Rajan Mahendra, Founder of Arogya Ahaar in the presence of Mr. Shalabh Sharma, Marketing Manager, Freedom Healthy Cooking Oils.

Name of the Publication: Telangana Today

Date: 04.03.2020

Page No: 02

Edition: Hyderabad

Headline: Inculcating healthy eating in kids

OF NUTRITION

Inculcating healthy eating in kids

Freedom healthy cooking oils conducts 'Eat Healthy Sessions' in schools

Freedom Healthy Cooking Oils, in association with Arogyahaar, as a part of their CSR initiative, extended support in educating children on healthy eating habits and personal hygiene through their 'Freedom Eat Healthy' initiative.

It collaborated with Zilla Parishad High Schools of Bachupally, Mallampet, Bowrampet, Dhulapally along with 46 other schools to make the next generation aware of healthy eating habits, nutrition and personal hygiene. The informative and highly interactive sessions were conducted by



Dr Rajan Mahendra, founder of Arogyahaar, in the presence of Shalabh Sharma, marketing manager, Freedom Healthy Cooking Oils.

Rajan Mahendra deliv-

ered a lecture about the importance of nutritional needs, eating habits, lifestyle patterns, exercise plans and improving energy and vitality at a young age. Each student was

given a specially curated book on the importance of nutrition and healthy foods. The initiative is likely to impact over 5,000 students from various schools in Hyderabad.

Name of the Publication: Sakshi

Date: 28.02.2020

Page No: 14

Edition: Hyderabad

Headline: Awareness to students on "Eat Healthy"

'ఈట్ హెల్త్'పై విద్యార్థులకు అవగాహన

పాఠశాలల్లో ఫ్రీడం హెల్త్ కుకింగ్ ఆయిల్ ఆధ్వర్యంలో సదస్సుల నిర్వహణ



వెంకటరమణకాలనీ(ఖైరతాబాద్): ఫ్రీడం హెల్త్ కుకింగ్ ఆయిల్ తమ సీఎస్ఆర్ కార్యక్రమంలో భాగంగా ఆరోగ్యాహార్ భాగస్వామ్యంతో ఆరోగ్యవంతమైన అలవాట్లు, వ్యక్తిగత పరిశుభ్రతపై పాఠశాలల్లో ' ఫ్రీడం ఈట్ హెల్త్ ' కార్యక్రమం పేరుతో అవగాహన సదస్సులు నిర్వహించారు.

50 పాఠశాలల్లో ఈ కార్యక్రమాన్ని నిర్వహించినట్లు ఆరోగ్యాహార్ ఫౌండర్ డాక్టర్ మహేంద్ర తెలిపారు.

కార్యక్రమంలో ఫ్రీడం హెల్త్ కుకింగ్ ఆయిల్స్ మేనేజర్ శిలభ శర్మ, చంద్రశేఖర్ రెడ్డి తదితరులు పాల్గొన్నారు.

Name of the Publication: Andhra Jyothi

Date: 28.02.2020

Page No: 02

Edition: Hyderabad

Headline: Freedom oil sessions in schools

హైదరాబాద్ సీటీ, ఫిబ్రవరి 27 (ఆంధ్ర జ్యోతి): ప్రీడం హెల్త్ కుకింగ్ ఆయిల్స్ సీవెస్ ఆర్ కార్యక్రమాల్లో భాగంగా గురువారం నగర పరిధిలోని బాచుపల్లి, మల్లంపేట, బొరంపేట, దూలపల్లి జిల్లా పరిషత్ ప్రభుత్వ పాఠశాలలతోపాటు 46 ఇతర స్కూళ్లలో 'ప్రీడం' ఆయిల్ అవగాహన సదస్సులు నిర్వహించారు. ఈ సందర్భంగా ఆరోగ్యవంతమైన ఆహారపు అలవాట్లు, వ్యక్తిగత శుభ్రతపై ప్రీడం ఈట్ హెల్త్ కార్యక్రమం ద్వారా అవగాహన కల్పించారు. అనంతరం ప్రీడం హెల్త్ కుకింగ్ ఆయిల్స్ సేల్స్

పాఠశాలల్లో 'ప్రీడం' ఆయిల్ సదస్సులు

మార్కెటింగ్ వైస్ ప్రెసిడెంట్ పి.చంద్రశేఖరరెడ్డి మాట్లాడుతూ ప్రీడం ఆయిల్ చిన్నారలు ఆరోగ్య వంతంగా ఉండేందుకు, వేగంగా ఎదిగేందుకు, చురుగ్గా ఆభ్యసించేందుకు దోహదపడుతుందని తెలిపారు. 50కి పైగా పాఠశాలలు, హెల్త్ కేర్, న్యూటిషన్ ప్రొఫెషనల్స్ తో భాగస్వామ్యం చేసుకుని చిన్నారులు, యువకులకు మార్గనిర్దేశనం చేస్తున్నామని చెప్పారు. కార్యక్రమంలో ఆరోగ్యహార్ ఫౌండర్ రాజన్ మహేంద్ర, ప్రీడం హెల్త్ కుకింగ్ ఆయిల్స్ మార్కెటింగ్ మేనేజర్ శలభేశ్వర్ తదితరులు పాల్గొన్నారు.



Name of the Publication: Praja Paksham

Date: 28.02.2020

Page No: 08

Edition: Hyderabad

Headline: Freedom conducts “Eat Healthy” sessions



Name of the Publication: Hindi Milap

Date: 01.03.2020

Page No: 02

Edition: Hyderabad

Headline: Sessions organized on healthy eating & hygiene

स्वास्थ्यवर्धक आहार तथा स्वच्छता पर सत्र आयोजित



हैदराबाद, 29 फरवरी-(मिलाप ब्यूरो) बच्चों को स्वास्थ्यवर्धक भोजन तथा व्यक्तिगत स्वच्छता के प्रति प्रोत्साहित करने हेतु फ्रीडम हेल्दी कुकिंग आयल्स द्वारा विभिन्न स्कूलों में जागरूकता सत्र आयोजित किए गए। आरोग्य आहार के सहयोग से सीएसआर गतिविधि के अंतर्गत आयोजित कार्यक्रम में विभिन्न जिला परिषद स्कूलों में छात्रों को स्वास्थ्य तथा स्वच्छ भोजन के सेवन के साथ व्यक्तिगत स्वच्छता के महत्व के बारे में जानकारी प्रदान की गई।

प्राप्त जानकारी के अनुसार, सीएसआर गतिविधि के तहत फ्रीडम हेल्दी कुकिंग आयल्स द्वारा 'फ्रीडम ईट हेल्दी इनेशिएटिव' आरंभ किया गया, जिसका उद्देश्य आहार तथा स्वच्छता के बारे में मार्गदर्शन प्रदान करना है। कार्यक्रम को बाचुपल्ली, मालपमेट, बौरमपेट, दुलापल्ली स्थित जिला परिषद हाईस्कूल सहित अन्य 46 स्कूलों में आयोजित किया गया। कार्यक्रम में छात्रों को बताया गया कि स्वास्थ्यवर्धक भोजन

से शरीर पुष्ट तथा निरोग रहता है। सही खान-पान से जीवन में सक्रियता तथा स्फूर्ति आती है। समुचित शारीरिक तथा मानसिक विकास के लिए पोषक आहार बहुत आवश्यक है। इसके अभाव में विभिन्न प्रकार की स्वास्थ्य समस्याएँ आती हैं। इसी क्रम में व्यक्तिगत स्वच्छता को अपनाना बहुत आवश्यक है।

आरोग्य आहार के संस्थापक राजन महेंद्र ने छात्रों को स्वच्छता पर आधारित व्याख्यान दिया। फ्रीडम हेल्दी कुकिंग आयल्स के उपाध्यक्ष (सेल्स एंड मार्केटिंग) पी.चंद्र शेखर रेड्डी ने कहा कि उनका लक्ष्य भावी पीढ़ी को सकारात्मक जीवनशैली के लिए

प्रोत्साहित करना है। इसके लिए आवश्यक है कि बच्चों को आरंभ से ही पौष्टिक आहार तथा स्वच्छता के बारे में जागरूक किया जाए। इसके लिए फ्रीडम हेल्दी कुकिंग ऑयल्स द्वारा 'फ्रीडम ईट हेल्दी इनेशिएटिव' को शुरू किया गया है, जिसमें स्कूली बच्चों को स्वास्थ्यवर्धक भोजन तथा व्यक्तिगत स्वच्छता के प्रति महत्वपूर्ण जानकारीयें प्रदान की जाएँगी।

कार्यक्रम में छात्रों को स्वस्थ तथा पोषक आहार पर तैयार पुस्तिका भी प्रदान की गई। अवसर पर फ्रीडम हेल्दी कुकिंग ऑयल्स के मार्केटिंग मैनेजर शलभ शर्मा ने हिस्सा लिया।

Name of the Publication: Siasat Daily

Date: 28.02.2020

Page No: 10

Edition: Hyderabad

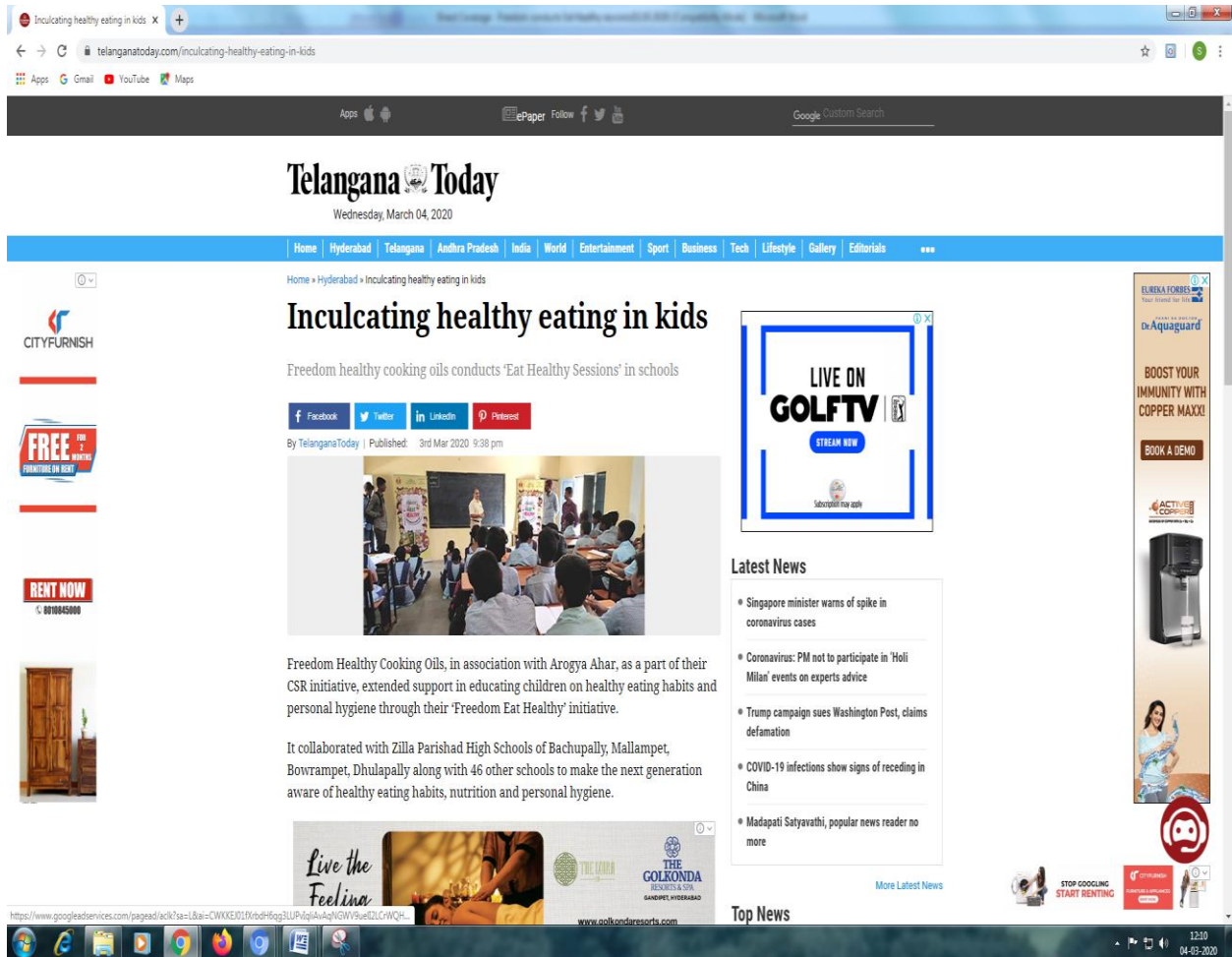
Headline: Freedom conducts “ Eat Healthy sessions



فریڈم ہیلتی کوئنگ آئیل نے آروگیا آگاد کے تعاون سے اسکولی بچوں میں صحت مند غذاؤں کے استعمال اور شخصی حفظان صحت سے متعلق شعور بیداری پروگرام شروع کیا ہے۔ ضلع پریشد ہائی اسکول باجو پٹی اور دیگر کئی اسکولوں میں اس پروگرام کا انعقاد عمل میں لایا گیا۔۔

Name of the Website: www.telanganatoday.com

E-Link: <https://telanganatoday.com/inculcating-healthy-eating-in-kids>



The screenshot shows a web browser displaying the article 'Incuculating healthy eating in kids' on the Telangana Today website. The article is dated Wednesday, March 04, 2020, and was published on 3rd Mar 2020 at 9:38 pm. The article describes an initiative by Freedom Healthy Cooking Oils, in association with Arogya Ahar, to educate children on healthy eating habits and personal hygiene through their 'Freedom Eat Healthy' initiative. It mentions collaboration with Zilla Parishad High Schools of Bachupally, Mallampet, Bowrampet, Dhulapally, and 46 other schools.

Incuculating healthy eating in kids

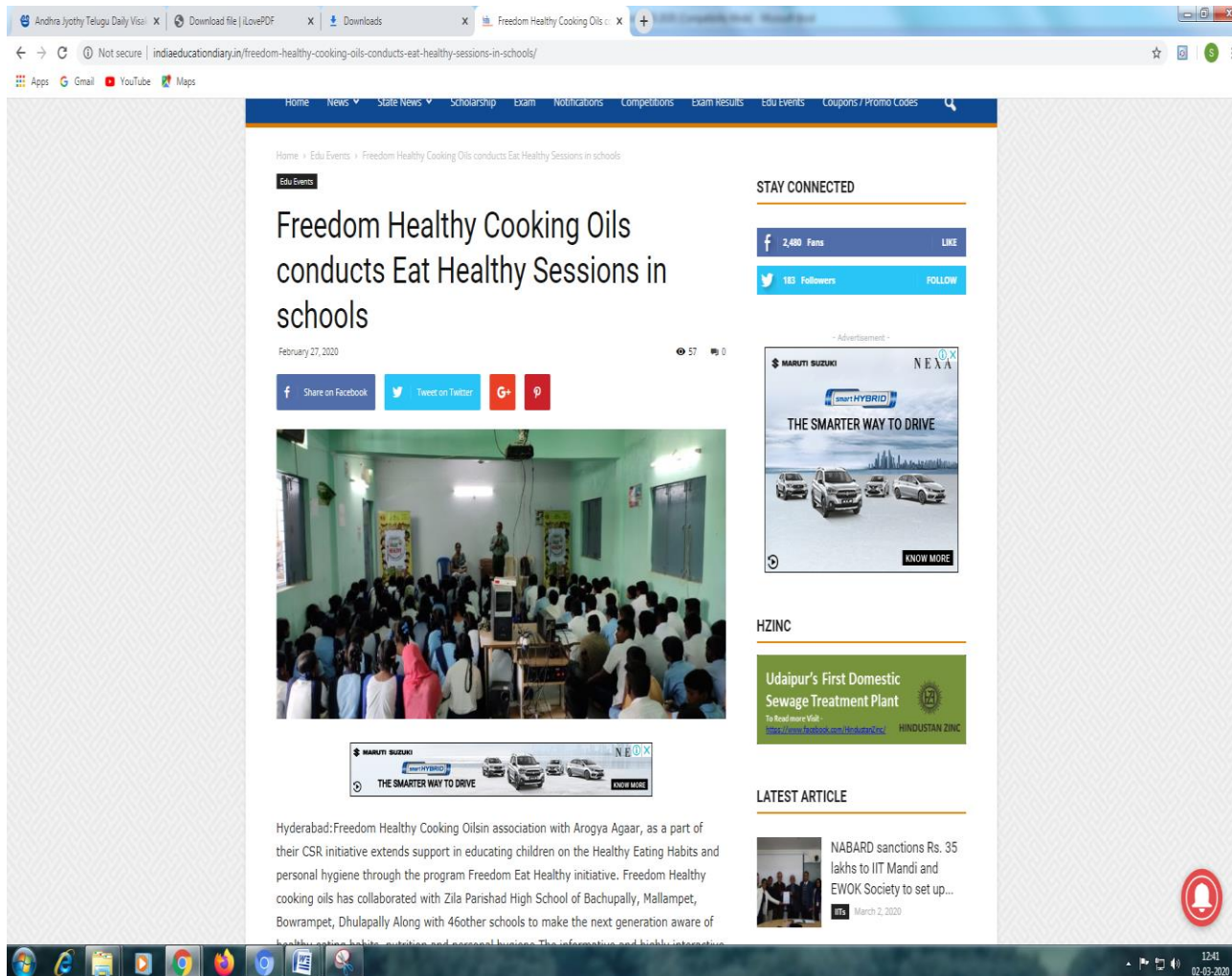
Freedom healthy cooking oils conducts 'Eat Healthy Sessions' in schools

By Telangana Today | Published: 3rd Mar 2020 9:38 pm

The article includes a photo of a classroom session where a teacher is interacting with students. A sidebar on the right features a 'LIVE ON GOLFTV' banner and a 'Latest News' section with headlines such as 'Singapore minister warns of spike in coronavirus cases', 'Coronavirus: PM not to participate in 'Holi Milan' events on experts advice', 'Trump campaign sues Washington Post, claims defamation', 'COVID-19 infections show signs of receding in China', and 'Madapati Satyavathi, popular news reader no more'.

Name of the Website: www.indiaeducationdiary.in

E-Link: <https://indiaeducationdiary.in/freedom-healthy-cooking-oils-conducts-eat-healthy-sessions-in-schools/>



The screenshot shows a web browser displaying an article on the website indiaeducationdiary.in. The article is titled "Freedom Healthy Cooking Oils conducts Eat Healthy Sessions in schools" and is dated February 27, 2020. The article text states: "Hyderabad: Freedom Healthy Cooking Oils association with Arogya Aagaar, as a part of their CSR initiative extends support in educating children on the Healthy Eating Habits and personal hygiene through the program Freedom Eat Healthy initiative. Freedom Healthy cooking oils has collaborated with Zila Parishad High School of Bachupally, Mallampet, Bowrampet, Dhulapally Along with 46 other schools to make the next generation aware of healthy eating habits, nutrition and personal hygiene. The information and highly interactive..."

The article is accompanied by a photograph of a classroom session where a teacher is addressing a group of students. The page also features a sidebar with social media links (Facebook, Twitter, Google+, Pinterest), a "STAY CONNECTED" section with 2,480 fans and 183 followers, and a "LATEST ARTICLE" section titled "NABARD sanctions Rs. 35 lakhs to IIT Mandi and EWOK Society to set up...".

Name of the Website: www.chennaipatrika.com

E-Link: <http://chennaipatrika.com/post/Freedom-Healthy-Cooking-Oils-conducts-Eat-Healthy-Sessions-in-schools>



Freedom Healthy Cooking Oils conducts Eat Healthy Sessions in schools

Feb 27, 2020

A step towards creating awareness & encouraging the next generation about the Healthy Eating Habits & Personal Hygiene

Freedom Healthy Cooking Oils in association with Arogya Aagaar, as a part of their CSR initiative extends support in educating children on the Healthy Eating Habits and personal hygiene through the program Freedom Eat Healthy initiative. Freedom Healthy cooking oils has collaborated with Zilla Parishad High School of Bachupally, Hallampet, Bowrampet, Dhulapally Along with 46 other schools to make the next generation aware of healthy eating habits, nutrition and personal hygiene. The informative and highly interactive sessions were conducted by Dr. Rajan Mahendra, Founder of Arogya Aagaar in the presence of Mr. Shalabh Sharma, Marketing Manager, Freedom Healthy Cooking Oils.

A healthy food can make children feel better, grow faster, learn actively by cultivating right eating habits. Freedom Eat Healthy initiative aims to help kids & teenagers lead a healthier life by making them aware about nuances in nutrition and providing psychosomatic counseling. Mr. Rajan Mahendra, Founder of Arogya Aagaar delivered a lecture about the importance of nutritional needs, eating habits, lifestyle pattern, exercise plans & improving energy and vitality at a young age. Each student was given a specially curated book on the importance of nutrition and healthy foods. The initiative is likely to impact over 5000 students from various schools in Hyderabad.

Speaking at the occasion Mr. P Chandra Shekhara Reddy, Vice President, Sales & Marketing, Freedom Healthy Cooking Oils said "We always encourage people to adopt healthy eating habits and lead an active lifestyle. As a part of this endeavor we have launched 'Freedom Eat Healthy Initiative'. To educate the next generation in adopted healthy eating habits and a proactive lifestyle."

FOLLOW US

- Facebook
- Twitter
- Google+
- LinkedIn
- YouTube

POPULAR POSTS

- "Motu Patlu Kungfu Kings 4: The Challenge of Kung Fu Brothers" Oct 20, 2019
- Karnataka Budget 2019-2020 Jul 5, 2019
- Kerala CM to visit US Jul 4, 2019
- Ruppee slumps to 71-mark first time ever Aug 30, 2018
- Ruppee breaches 72/\$ mark for first time Sep 6, 2018

RANDOM POSTS

- Press Release

Name of the Website: www.apnnnews.com

E-Link: <https://www.apnnnews.com/freedom-healthy-cooking-oils-conducts-eat-healthy-sessions-in-schools/>



The screenshot shows a web browser window displaying an article on the website www.apnnnews.com. The article is titled "Freedom Healthy Cooking Oils conducts Eat Healthy Sessions in schools" and was published on February 27, 2020. The article text describes a CSR initiative by Freedom Healthy Cooking Oils in association with Arogya Aagaar, aimed at educating children on healthy eating habits and personal hygiene through the "Freedom Eat Healthy initiative". It mentions that the sessions were conducted by Dr. Rajan Mahendra, Founder of Arogyaahaar, in the presence of Mr. Shalabh Sharma, Marketing Manager, Freedom Healthy Cooking Oils. The article also includes a photo of a group of children in a classroom setting.

On the right side of the article, there is a promotional banner for "ACTIVE COFFEE" with the text "WITH LUPPER POWER!" and "BOOK A DEMO". Below the banner, there is a "RELATED VIDEO" section with a "More" link.

At the bottom of the article, there are four small images with captions: "Lose 12 Kgs Weight by Fat Loss - Easy to Maintain Weight Loss", "Anveshi Jain to make her Bollywood debut", "Getting slim made super easy", and "Prachi Tehlan's new pool pictures are just too hot to handle".

The browser window shows multiple tabs open, including "Konnections: We Make The Right Impact", "Inbox (3) - sunim@konnections.com", "PressRelease - Synchrony - Meg", "FNB News - GEF India adopts B...", "Freedom Healthy Cooking Oils", and "Freedom Healthy Cooking Oils". The browser address bar shows the URL <https://www.apnnnews.com/freedom-healthy-cooking-oils-conducts-eat-healthy-sessions-in-schools/>. The Windows taskbar at the bottom shows the time as 12:53 on 02-03-2020.