



Draft Press Release

**Gemini Edible oils & Fats India Pvt Ltd organises “Freedom Health camp ” at Malaysian Township, Kukatpally**

**November 17<sup>th</sup>, 2012, Hyderabad:** Gemini Edible & Fats India Pvt Ltd ( GEF India) is organizing the “Freedom Health Camp ” at Malaysian Township on November 17 & 18, 2012 from 10 am to 6 pm. The Freedom health camp was organised with an objective to spread the message of healthy living . The residents were given free consultation on better life habits and healthy food consumption. Ms. .... famous dietician also gave residents inputs on maintaining balanced life style and encouraged them to be active and have a positive outlook towards life. Apart from this the residents were also given free dental check-up by Denty ’s Dental Clinic. ( Please provide inputs on what the other sponsors are doing at the venue)

Freedom Refined sunflower oil brought festivity to the stall by arranging a mehndi artist and a tattoo artist . Children were entertained with games, face painting and tattoos along with other fun activities while the parents attended the consultation with the dietitian . There were special counters for Bhajjis prepared in Freedom refined sunflower oil. The environment was buzzing and every one was seen having a great time.

Speaking on the occasion Mr. P. Chandra Sekhara Reddy, General Manager – Sales Marketing, Freedom Refined Sunflower oil said, “Freedom Refined Sunflower oil is committed towards the promotion of guilt free eating and to spread the message of healthy living . We have organized the Freedom Health Camp to conduct free check up and advise the residents of Malaysian Township on the right diet . We will be organizing a series of Freedom Health Camps in future. ” He also announced “A Lucky dip for all the residents who visited the Freedom Health Camp.”



### **About Freedom Refined Sunflower Oil**

Freedom Refined Sunflower Oil promotes 'guilt-free eating' and its brand promise is captured by its tagline 'Freedom to eat, Freedom to enjoy'. It is a premium quality Sunflower oil available at a competitive price point.

It is a leading brand of Sunflower oil and currently ranks **No. 2 by market share** in the Sunflower Oil category in both Odisha & Andhra Pradesh (Source: Nielsen Retail Audit Data Q2 2012). Freedom Sunflower Oil is clear, lite and low-absorbing and has been fortified with Vitamins A & D. It is also rich in naturally occurring Vitamin E. Its low absorbing property allows you to cook more food in less oil. It is thus a healthier choice for the entire family.

### **About GEF India**

GEF India is a professionally managed company and deals in a wide range of oils & fats like Sunflower oil, Palmolein oil, Vanaspati & a range of specialty fats to meet the demands of domestic, commercial and industrial consumers. The company is headquartered in Hyderabad and has two plants in Andhra Pradesh; one in Krishnapatnam (near Nellore) and the other in Kakinada. GEF India has three brands; **Freedom** for Sunflower oil, **First Klass** for Palmolein oil & Vanaspati and **GEF Magik** for specialty fats. Presently consumer brands are sold in Andhra Pradesh, Odisha, Chhattisgarh, Karnataka & Tamil Nadu and value added products are sold across the country to industrial customers. For more details visit: [www.gefindia.com](http://www.gefindia.com)