



## Freedom Healthy Cooking Oils joins Swachh Bharath Mission

*Donates 1840 dustbins to villages Maqdumpur & Kuchanapally, Medak District*

**Hyderabad: 29<sup>th</sup> November 2019:** Freedom Healthy Cooking Oils as a part of their CSR initiative joins Swachh Bharath Mission with Govt of Telangana, by supporting villages with dustbins to encourage wet & dry waste segregation among the local population. Freedom Healthy Cooking Oils has donated 1840 dustbins to villages Maqdumpur & Kuchanapally, Medak district.

Swachh Bharat Abhiyan (SBA), a nation-wide campaign in India that aims to clean up the streets, roads and infrastructure of India's cities, towns, urban and rural areas. The move has been undertaken by the Freedom Healthy Cooking Oils to encourage "Clean India Movement" and to educate people in the villages about the segregation of dry & wet waste to facilitate proper waste disposal.

Speaking on the Initiative, **Mr. P Chandra Shekhara Reddy, Vice President, Sales & Marketing, Freedom Healthy Cooking Oils** said "We are happy & proud to be part of the Swachh Bharath Abhiyan. Our main objective is to encourage people to eat healthy and lead a healthy lifestyle. As a part of our CSR initiative we are donating 1840 dustbins for dry & wet waste segregation to Villages Maqdumpur & kuchanapally, Medak District. We are also joining the local administration in spreading awareness about the importance of domestic waste segregation and its benefits for the environment. We hope this initiative will help, improve the health and hygiene in the villages, make them clean and help people lead a healthy life and preserve the planet for the next generation."

### **About Freedom Healthy Cooking Oils:**

Freedom' is the Flagship brand of Gemini Edibles and Fats India Pvt. Ltd. (GEF India). Freedom Healthy Cooking Oil Range is available as Freedom Refined Sunflower Oil, Freedom Physically Refined Rice Bran Oil and Freedom Mustard Oil, Freedom Groundnut Oil & Freedom Gingelly oil.

Freedom Healthy Cooking Oil Range was launched in April 2010 in Andhra Pradesh and Odisha. It is a leading brand of Sunflower oil and currently ranks No. 1 by market share in the Sunflower Oil category in Telangana, Andhra Pradesh & Odisha with market share of Sunflower Oil in Odisha, Andhra Pradesh & Telangana respectively (Source: Nielsen Retail Index Service for the Refined Sunflower Oils: All Packs category for MAT ended March 2018) - (Source: Q4 18 Report AC Nielsen).

Freedom Physically Refined Rice Bran Oil It is thus a healthier choice for the entire family. It was launched Oct-15, for the health conscious consumers with its strong proposition of 10,000 ppm Oryzanol and balance fat profile Freedom RBO is growing at faster space in the category.

For further information, please contact: KONNECTIONS IMAG

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