

Insert Logo : Freedom Healthy Oils

Freedom Healthy Oils flags off Bicycle Ride to Fitness

An initiative to spread the message on eat healthy live healthy

Hyderabad, 4th August, 2018: Freedom Healthy Oil flagged off “Bicycle Ride to Fitness” from Pala pitta cycling park, Kondapur today. **Mr. Pradeep Chowdhry, Managing Director, GEF India & Mr. P Chandra Shekhara Reddy, Vice President – Sales & Marketing, Freedom Healthy Oils** participated in the ride along with other participants.

The initiative is organized with an objective to create awareness about fitness and good health and spread the message of “**Eat Healthy, Live Healthy**”. The initiative received a good response and people from different walks of life along with Freedom healthy oils employees participated in the relay ride of 30 kms . All the participants took a pledge to adopt a healthy lifestyle and to “**Eat Healthy, Live Healthy**” and were seen having a good time.

Speaking on the occasion **Mr. Pradeep Chowdhry, Managing Director, Freedom Healthy Oils**, “We are extremely delighted to organize the **Freedom Bicycle Ride to Fitness**. Through this ride we would like to spread the message of good health and a balanced life style. We should all take care of our health properly and stay fit. We are overwhelmed with the response and are thankful to all the participants for making this ride successful.”

Speaking on the occasion **Mr. P Chandra Shekhara Reddy, Vice President - Sales & Marketing Freedom Healthy Oils** said “Freedom Healthy Oil believes in the motto Eat Healthy Live healthy. With **Freedom Bicycle Ride to Fitness** we would like to spread the message of healthy living , regular exercising and eating a balanced diet cooked in a healthy oil. This has been a great initiative and we would like to thank all our partners for giving their support to this initiative.”

About Freedom Healthy Oils

Freedom Healthy Oils promotes ‘guilt-free eating’ and its brand promise is captured by its tagline ‘**Freedom to eat, Freedom to enjoy**’. It is a premium quality Healthy oils available at a competitive price point. It is a leading brand of Sunflower oil & Rice Bran Oil and also available in Mustard, Groundnut and Gingelly Oil variants. **Freedom** currently ranks No. 1 by market share in the Sunflower Oil category in Telangana, Andhra Pradesh & Odisha (Source:

Nielsen Retail Index Service for the Refined Sunflower Oil : All Packs category for MAT ended March 2017).

Freedom Healthy Oils superior product packaging and aggressive marketing has made the brand a favorite with the consumers. The brand today enjoys 85% awareness among housewives and excellent patronage in the trade.

It is distributed across all the states in Telangana, Andhra Pradesh, Odisha and Karnataka available more than 1,50,000 outlets. It is also available across all major super markets; MORE, Big Bazaar, Reliance, METRO, SPAR, Heritage, Dmart and Spencer's. We have ensured the brand is available within an arm's reach of the housewife

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