



Press Release

Gemini Edibles & Fats India Pvt Ltd launches new 1-litre SKU of Freedom Refined Sunflower Oil

Hyderabad: August 29th, 2018: Gemini Edibles & Fats India Pvt Ltd (GEF India), unveiled the uniquely designed 1-litre SKU (stock keeping unit) of their flagship brand and the **brand leader Freedom Refined Sunflower oil**. The ultra-modern pack was launched by the famous Tollywood actress **Regina Cassandra** in the presence of **Mr. Pradeep Chowdhry, Managing Director**, GEF India (Freedom Healthy Cooking Oils) and **Mr. P Chandra Shekhara Reddy, Vice President - Sales & Marketing**, GEF India, (Freedom Healthy Cooking Oils), **Mr. Akshay Chowdhry, Chief Operating Officer**, GEF India, (Freedom Healthy Cooking Oils).

The new 1-litre pet bottle of Freedom Refined Sunflower oil has been specially designed keeping in mind the present day modern families and their usage. The 1-litre SKU has a sleek design in a plain see through bottle with a tamper proof CTC cap for flow control - avoiding spillage. The pack offers convenience as it has a strong grip making the bottle easy to handle. The new pack will be ideal for the present day woman who is looking at choices to save time and eliminate storage complexities. The sleek, beautifully crafted pet bottle is an ideal choice for households for domestic use during the upcoming festival season.

Speaking on the occasion **Mr. Pradeep Chowdhry, Managing Director, GEF India (Freedom Healthy Cooking Oils)** said, "At Gemini Edibles we believe in offering cooking oils which are high on nutrition & offer health benefits without compromising on the taste of the food. The new 1 Litre SKU is launched after proper research and thorough feedback from the customers. We have made substantial investments in the infrastructure to make the bottles cost effective. It is our organization's culture to recognize the needs and aspirations of homemakers and empower them with healthier and tastier cooking oils in convenient packs."

He further added that "**Freedom Refined Sunflower Oil** has become **the No. 1 brand** in the Sunflower oil category in the states of Telangana, Andhra Pradesh & Odisha. The total consumption of all cooking oils per month in AP & TS is **1,33,000 Tonnes**. Refined Sunflower oil is one of the fastest growing segment and caters to **35%** of this demand ie. **47,500 Tonnes** per month. 1 litre SKU forms **60%** of the total consumption of sunflower oil in both the states. It is our constant endeavor to provide our customers with better quality product in a convenient pack. We are happy to bring the new specially designed pack in 1 litre segment. We hope our customers will like and appreciate the convenience provided with this new pack and adopt it."

About Freedom Refined Sunflower Oil:



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 oil available at a competitive price point.

Freedom Refined 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. Freedom Refined Sunflower oil is available across the states of Telangana, Andhra Pradesh, Karnataka and Odisha. **Freedom is ranked No. 1 by market share in the Sunflower Oil category in Telangana, Andhra Pradesh & Odisha (Source: Nielsen Retail Index Service for the Refined Sunflower Oils: All Packs category for MAT ended March 2017).**

*Source AC Neilson Data

For Further details:

KONNECTIONS:

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