

**Press Release**

## **NutriDietWalk to commemorate National Nutrition Week**

- **Freedom Physically Refined Rice Bran Oil** presents **NutriDiet Walk 2019 – 5K Walkathon** - an exclusive walk for dietitians, nutritionists, doctors, fitness experts, scientists, nutrition students & other health care professionals on **8<sup>th</sup> September 2019** at **Femcity Hospital, Shaikpet**.
- It is the **3<sup>rd</sup> Edition** of **Eat Right Live Bright Walk** organized by Dr. Janaki every year in the month of September to commemorate the **National Nutrition Month**

**Hyderabad, 6<sup>th</sup> September, 2019:** **Freedom Rice Bran Oil** presents the **NutriDiet Walk** The 5K Walkathon themed **Eat Right Live Bright** in association with **Femcity Hospital**, on the occasion of **National Nutrition Week**. This logo for the walk was unveiled by **Dr. Janaki, Founder & Senior Nutritionist, Diaita Eat Right Clinic, Hyderabad**, **Mr. P. Chandra Sekhara Reddy, Vice President – Sales & Marketing, Freedom Healthy Cooking oils**, **Dr. Md. Ahmed Ali Khan, Founder & Director, Femcity Hospital** and **Mrs Farazana Baig, Stott Pilates Instructor at Femcity Hospital**. The aim of this walk is to bring together the eminent nutritionists, dietitians', doctors and fitness experts to create awareness regarding good lifestyle practices and balanced diet.

The National Nutrition Week is celebrated every year from 1st September to 7 September, to make people aware of nutrition and its importance in our lives. **The NutriDiet walk** organized on this occasion is aimed at spreading the message of healthy eating and bright living.

**Freedom Rice Bran Oil** presents **NutriDiet Walk 2019** powered by **Femcity Hospital** is scheduled for **8<sup>th</sup> September 2019 Sunday at 6.30am**. It will be flagged off from Femcity Hospital, Shaikpet Road and walk upto 7 tombs and return back. The walking congregation includes dietitians, nutritionists, doctors, fitness experts, scientists, nutrition students & other health care professionals.

According to **Dr. Janaki, Founder & Senior Nutritionist, Diaita Eat Right Clinic, Hyderabad** said, "This walk is aimed to let people know that 'Prevention is new Emergency', precaution is the way forward, hence the theme of The NutriDiet walk is '**Eat Right Live Bright**'. This walk is aimed at spreading the message of the importance of eating right along with a healthy dose of daily physical activity for a disease-free life. We hope we can reach out and encourage more and more people to adopt this doctrine of life."

Speaking on the occasion **Mr. P. Chandra Sekhara Reddy, Vice President – Sales & Marketing, Freedom Healthy Cooking oils** said, "We are proud to present the **NutriDiet Walk, the 5K Walkathon** and help create the awareness about the importance of daily exercise along with a balanced diet cooked in an appropriate Freedom healthy cooking oils. We have always endorsed the message of guilt-free eating which ensures freedom to eat and Freedom to enjoy. We hope to see massive participation in the event."

Adding to this **Dr. Md. Ahmed Ali Khan, Founder & Director, Femcity Hospital**, said, "At FemCity hospital we aim at encouraging a better balanced and nutritious diet to women to help improve the



health of the next generation. We are pleased to host the 1<sup>st</sup> edition of NutriDiet Walk 2019 and can relate to the mission of promoting the theme of Eating Right for a Bright Life.”

The **NutriDiet Walk** is Presented by **Freedom Physically Refined Rice Bran Oil**, powered by **Femcity Hospital**, supported by **Diaita eat right clinic**, **Farm2fridge&Pravas food products**.

#### **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.

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#### **About FemCity Hospital:**

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