

Freedom Sunflower and Rice Bran Oils price slashed

GEF India passes the benefits of GST to the end user

Hyderabad: 12th July, 2017: Gemini Edibles and Fats India Pvt Ltd announced a reduction in MRP for their flagship brand **Freedom Refined Sunflower Oil** & the newly introduced **Freedom Physically Refined Rice Bran oil** in a proactive move to pass on the benefits of GST and the input cost credit to the customers.

The MRP for 1 Litre Pouch and 5 Litre HDPE Jar of Freedom Refined sunflower oil has been reduced by approx 4% to Rs. 105 from Rs. 109 for 1 Litre Pouch and Rs. 535 from Rs. 555 for the 5 Litre Jar. The price for Freedom Physically refined Rice bran oil has also been reduced from Rs. 105 to Rs. 101.

Speaking on the occasion **Mr. P. Chandra Shekhara Reddy, Vice President - Sales & Marketing, Freedom Rice Bran Oil** said “ With the introduction of GST, there is no change in the tax rates for edible oil in AP & Telangana, however there is a small reduction in taxes from 6% and 5.5% to 5% in Odhisa and Karnataka respectively. Also with the introduction of GST we will also enjoy the benefit of borderless trade .Moreover we will also be eligible for increased Input tax credit as GST gives flexibility of getting input credit on services and also from interstate purchases which is likely to reduce the prices by approx 1%. However we are pleased to announce the reduction in MRP for our brands Freedom Refined Sunflower Oil and Freedom Physically refined Rice Bran Oil by approx 4%. We would like to thank our customers for the love and affection shown towards the brand Freedom and would like them to continue the patronage by living a healthy and happy life enjoying the **Freedom to eat and Freedom to enjoy.** “

About “Freedom”:

“**Freedom**” is the Flagship brand of Gemini Edibles and Fats India Pvt. Ltd. (GEF India). Freedom is available as Freedom Refined Sunflower Oil, Freedom *Physically Refined* Rice Bran Oil and Freedom Mustard Oil.

Freedom promotes ‘**guilt-free eating**’ and its brand promise is captured by its tagline ‘**Freedom to eat, Freedom to enjoy**’.

Freedom Refined Sunflower Oil 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 (*Source: Nielsen Retail Index Service for the Refined Sunflower Oils : All Packs category for MAT ended December 2015*).

Freedom Physically Refined Rice Bran Oil was launched in 2016, fairly new entrant has started creating niche amongst 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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