



Press Release

## “Freedom Kitchen India Expo 2018” inaugurated at Hitex

Hyderabad: 26<sup>th</sup> October, 2018: Hyderabad International Trade Expositions Limited (Hitex) and Traditions Event Management & Marketing Pvt. Ltd in association with Freedom Healthy Cooking Oil Range is organizing the 3<sup>rd</sup> edition of “Freedom Kitchen India Expo 2018” powered by Metalika Industries from 26<sup>th</sup> to 28<sup>th</sup> of October 2018. The Exhibition was inaugurated by Mrs. Upasana Kamineni Konidela - Vice Chair-Person, Apollo Hospitals CSR, Managing Director, Apollo Life, along with Chef Puneet Mehta - Consultant Chef (Master Chef, Finalist, Season 2), Mr. P. Chandra Shekhara Reddy – Vice President Sales and Marketing, Freedom Healthy Cooking Oil Range, Mrs. Sharmila Jain - CEO - Metalika Industries, Mr. KV Nagendra Prasad - CEO – HITEK, and Mr. Arun Kumar - Director - Traditions Event Management & Marketing Pvt Ltd. The Freedom Kitchen India Expo 2018 is an ideal destination for the passionate Indian, who loves to cook, enjoys the food and is willing to experiment in-keeping with the changing trends.

The Freedom Kitchen India Expo 2018 (KEI) is designed to encourage families to make kitchen **their** private space to enjoy, bond, experiment and cherish each other’s company. This year Freedom Kitchen India Expo, besides being a premier and prestigious exposition of Kitchenware showcasing all segments of the kitchen industry, including kitchen furniture, built-in appliances, kitchen fittings and much more will also offer a platform for home chefs, professionals, kids and brands to interact and learn. The highlight of the KEI 2018 will be the ‘Cook Off with the special Ingredient in the Mystery Box’ on 26<sup>th</sup> for the budding chefs from renowned culinary colleges in the city & the grand finale for ‘Kid’s Cook Off’ on 28<sup>th</sup> October. The Expo will also host special panel discussions with experts on the theme ‘Food Conservation & preventing food wastage’ and ‘Changing culinary trends’.

Speaking about the Freedom Kitchen India Expo 2018, Official consult of the expo **Celebrity Chef Puneet Mehta of Masterchef India** famesaid, “The exhibition is a One stop shop for all your kitchen needs. We have the grand finale for the winners of the ‘Kids Cook Off’ at the Freedom Kitchen India Expo 2018. We will also have sessions on making the ingredients to make dishes tastier in a special workshop on making pasta etc. Apart from this; various activities such as live culinary demonstrations by prominent bloggers and popular Home Chefs, Product demo sessions from popular brands, consultancy for designing the kitchen, health & nutritional consultancy are planned at the Expo to attract and engage the visitors. We hope the visitors enjoy the experience, cherish the family time spent at the expo and make Kitchen the focal point of their house for the daily family Rendezvous.”

Speaking on the occasion **Mr. P. Chandra Shekhara Reddy, Vice President - Sales & Marketing, Freedom Healthy Cooking Oil Range** said, “Being a consumer-focused company, Freedom refined sunflower oil always looks for opportunities to associate and bring to its invaluable patron's interactive platforms to explore new ways to make cooking fun. The 3<sup>rd</sup> Edition of Freedom Kitchen India Expo is a unique platform that brings the sellers and consumers together under one roof in an exciting and innovative format which offers an environment to participate, learn, experiment and enjoy with the family. It is a pleasure to associate with this The Kitchen India Expo 2018 and hope that the visitors have a great time at the Expo.”

-

-



### **About Freedom Healthy Cooking Oil Range**

Freedom Healthy Cooking Oil Range promotes '**guilt-free eating**' and its brand promise is captured by its tagline '**Freedom to eat, Freedom to enjoy**'. It is a range of premium quality Refined Sunflower oil, Rice Bran Oil, Mustard Oil, Groundnut Oil and Gingelly Oil available at a competitive price point to cater to the varied customer needs. Freedom Refined Sunflower oil currently ranks **No. 1 by market share** in the Sunflower Oil category in both Telangana, Andhra Pradesh & Odisha (Source: Nielsen Retail Index Service for the Refined Sunflower Oil : All Packs category for MAT ended March 2017).

### **About TRADITIONS:**

Is a leading event management company with over 4500+ events in 14 Years and still counting! Head Office in Hyderabad and has branch offices in 5 leading cities of the country, Bangalore, Vizag, Kolkata, Mumbai & Delhi. Network spread over 32 cities and strategic international alliances in UAE, Sri Lanka, Singapore, UK & Europe.

### **About HITEX:**

Hyderabad international Trade Expositions Limited, located in the heart of the city, is a state of the art exhibition venue with world class infrastructure, serves as the ultimate place for business meeting, a full-fledged exhibition, convention, international trade fair or even a cultural event, having hosted over 1000+ premium exhibitions and events. Has abundant parking space and has good arrangements for visitors viz. all day restaurant, ATMs, emergency medicare, Wi-fi internet service, etc. apart from special facilities for the physically challenged.

For further information, please contact: **Konnections IMAG :**

Anurag Kumar /8686072400 /anurag.kumar@konnections.co.in