

Consolidated E-Dossier

Freedom Healthy Cooking Oils



Date: 01st December – 31st December, 2021

Prepared by

COVERAGE INDEX

Government Intervention cools the Edible Oil Prices - 24.12.2021			
PRINT COVERAGE's			
Sl No	Date	Publication	Headline
01	28.12.2021	The Hindu	Freedom Sunflower Oil price reduced
02	25.12.2021	Telangana Today	Freedom oil prices down
03	28.12.2021	The Hans India	Breather for consumers as edible oil brands slash prices
04	28.12.2021	Eenadu	Sunflower oil price reduced to Rs.140 litre
05	27.12.2021	Sakshi	Freedom Sunflower oil prices reduced
06	25.12.2021	Andhra Jyothi	Government Intervention cools the cooking oil Prices
07	25.12.2021	Namaste Telangana	Prices down
08	25.12.2021	Velugu	Cooking oil prices decreased
09	26.12.2021	Hindi Milap	Freedom Sunflower oil prices decreased
10	25.12.2021	Munsif Daily	Government Intervention cools the Edible Oil Prices
11	31.12.2021	Siasat Daily	Government Intervention cools the Edible Oil Prices
12	28.12.2021	Sakshi	Cooking oil prices decreased
13	28.12.2021	Velugu	Cooking oil prices decreased
14	26.12.2021	Vijay Karnataka	Government Intervention cools the Edible Oil Prices
15	28.12.2021	Vijayavani	Freedom Sunflower oil price reduced
16	25.12.2021	Prajavani	Government Intervention cools the Edible Oil Prices

17	25.12.2021	Udayavani	Freedom Cooking Oils reduce Rs 40
18	28.12.2021	Kannada Prabha	Edible oil companies drop price 10-15%
19	28.12.2021	Suvarna Times of Karnataka	Government Intervention cools the Edible Oil Prices
20	27.12.2021	Vishwa Vaaridhi	Government Intervention cools the Edible Oil Prices
21	27.12.2021	Indu Sanje	Government Intervention cools the Edible Oil Prices
22	29.12.2021	Sanje Samaya	Government Intervention cools the Edible Oil Prices
23	27.12.2021	Dinasudar	Government Intervention cools the Edible Oil Prices
24	27.12.2021	Tarun Bharat	Government Intervention cools the Edible Oil Prices
25	27.12.2021	Dharitri	Government Intervention cools the Edible Oil Prices
ONLINE COVERAGE's			
26	www.sakshi.com		https://www.sakshi.com/telugu-news/business/prices-declined-freedom-refined-sunflower-oil-1422814
27	www.retail.economictimes.indiatimes.com		https://retail.economictimes.indiatimes.com/news/food-entertainment/grocery/major-edible-oil-brands-cut-mrp-by-10-15-to-give-relief-to-consumers-sea/88525481
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32	www.financialexpress.com	https://www.financialexpress.com/market/commodities/edible-oil-marketers-lower-mrp-by-1015/2391584/lite/?utm_campaign=fullarticle&utm_medium=referral&utm_source=inshorts	
Innovative Advertising - BANGALORE			
PRINT COVERAGE's			
33	03.12.2021	Deccan Herald	Freedom Refined Sunflower Oil
34	03.12.2012	Prajavani	Freedom Refined Sunflower Oil
ONLINE COVERAGE's			
35	www.moneycontrol.com	https://www.moneycontrol.com/news/business/ipo/after-record-fund-raising-in-november-8-10-ipos-expected-this-month-7781461.html	

Name of the Publication: The Hindu

Date: 28.12.2021

Page No: 10

Edition: Hyderabad

Headline: Freedom Sunflower Oil price reduced

FREEDOM SUNFLOWER OIL PRICE REDUCED

Last year Sunflower Oil has witnessed a steep increase in prices, driven by the higher prices of imported crude sunflower oil, surging manufacturing and transportation costs, and less production. The Central Government intervention with a series of duty cuts on crude Sunflower oil has helped to reduce the prices for Sunflower Oil. Speaking on this issue Mr. P Chandra Shekhara Reddy, Sr. Vice President Sales & Marketing, Freedom Healthy Cooking Oils said, "About 70% of India's consumption of Sunflower oil is from southern states of India and Odisha. Earlier this year, due to the global factors the price of Sunflower oil to consumer increased rapidly up to Rs.180 per ltr. The intervention by the Government of India that initiated a series of cuts in duty on sunflower oil helped us reduce the price to customer. As on today, for consumers our brand Freedom Refined Sunflower Oil should be available at Rs. 140/- or below per litre. The government efforts has effected in a net reduction of over 20% from the earlier peak prices. The reduction in prices plus Sankranti festival ahead should boost the demand further".

Name of the Publication: Telangana Today

Date: 25.12.2021

Page No: 06

Edition: Telangana

Headline: Cooking oil prices will decrease

Freedom oil prices down

STATE BUREAU

Hyderabad

Edible Oil prices have declined in the last few months mainly on the back of lower import duties despite strong price trends in global markets.

“As of today, our brand Freedom refined sunflower oil should be available at Rs 140 or below per litre even though the MRP is higher. Most of the consumers are already aware that cooking oil brands are usually sold by retailers below the MRP. The government efforts have resulted in a net reduction of over 20 per cent from the earlier peak prices,” said P Chandra Shekhara Reddy, Freedom Healthy Cooking Oils Sr vice president Sales and Marketing. The reduction in prices ahead of

Sankranti festival will boost the demand, he said. Last year, sunflower oil has witnessed a steep increase in prices, driven by the higher prices of imported crude sunflower oil, manufacturing and transportation costs, and less production. The selling prices are determined by global price trends, foreign currency, import duties, transport and manufacturing costs. Due to these factors the price of sunflower oil to consumers increased rapidly up to Rs 180 per litre.

About 70% of India's sunflower oil consumption is from the Southern States and Odisha. The crude sunflower oil is imported mainly from Ukraine and Russia and refined at companies' refineries at Kakinada and Krishnapatnam.

Name of the Publication: The Hans India

Date: 28.12.2021

Page No: 10

Edition: National

Headline: Breather for consumers as edible oil brands slash prices

Breather for consumers as edible oil brands slash prices

Adani Wilmar, Ruchi Soya, Gemini and other firms lower MRP by 15%

NEW DELHI

MAJOR edible oil companies, including Adani Wilmar and Ruchi Soya, have reduced the maximum retail price (MRP) of their products by 10-15 per cent to provide relief to consumers, industry body SEA said on Monday.

The prices have been reduced by Adani Wilmar (on Fortune brands), Ruchi Soya (Mahakosh, Sunrich, Ruchi Gold and Nutrella brands), Emami (Healthy & Tasty brands), Bunge (Dalda, Gagan, Chambal brands) and Gemini (Freedom sunflower oil brands), it said.

COFCO (Nutrilive brands), Frigorifico Allana (Sunny brands), Gokul Agro (Vitalife, Mahek and Zaika brands) and others have also reduced prices, it added.

"We are happy to share that our leading members have responded proactively and reduced price on edible oils marketed by them, across the board by 10-15 per cent to provide relief to consumers during the festival season," Solvent Extractors Association of India (SEA) said in a statement.

With a view to providing succour to consumers, Union Food Secretary Sudhanshu Pandey had called a meeting of industry leaders a few

NEW YEAR RELIEF



- Centre on Dec 20 reduced import duty on refined palm oil to 12.5% from 17.5%
- To boost supplies, the govt has allowed traders to import refined palm oil without licence till Dec 2022
- Sebi banned launch of new derivative contracts of crude palm oil and 6 other agricultural commodities
- India's dependence on import of edible oils is nearly 65% of the total consumption of about 22.5 MT
- India imports 15MT to bridge demand-supply gap
- For last 2 marketing years (Nov to Oct), due to the pandemic, the imported quantity reduced to nearly 13MT
- It caused escalation of edible oil prices

days back and requested them to respond positively to the reduction in import duties which the government had announced, it added.

The industry body said it is hopeful the New Year would bring hap-

pier tidings for consumers with expectations of a large domestic mustard crop coupled with softening international prices in coming months. The SEA further said that the exorbitant price increase in edi-

ble oils during the last few months on account of high international prices was unnerving domestic consumers as well as policy makers.

To rein in the prices of edible oils, the government has reduced import duties on both refined and crude edible oils several times this year.

The last reduction on import duty was done by the government on December 20 when the basic customs duty on refined palm oil was brought down to 12.5 per cent from 17.5 per cent till the end of March 2022.

To boost supplies, the government has allowed traders to import refined palm oil without licence for one more year till December 2022 and markets regulator banned launch of new derivative contracts of crude palm oil and a few other agricultural commodities.

According to the SEA, India's dependence on import of edible oils is nearly 65 per cent of the total consumption of about 22-22.5 million tonne. The country imports 13-15 million tonne to bridge the gap between demand and domestic supply. For the last two marketing years (November to October), due to the pandemic, the imported quantity reduced to nearly 13 million tonne.


Name of the Publication: Eenadu

Date: 28.12.2021

Page No: 16

Edition: National

Headline: Sunflower oil price Rs.140 litre



సన్‌ఫ్లవర్ నూనె లీటర్ రూ.140 లోపు

గరిష్ట స్థాయిల నుంచి
20% వరకు తగ్గిన ధరలు

దీర్ఘ: కొత్త సంవత్సరం, సంక్రాంతి వందగ వేళ వినియోగదారులకు శుభవార్త. వంట నూనెల ధరల భారం నుంచి కంపెనీలు ఉపశమనం కల్పించాయి. ప్రధాన వంట నూనె బ్రాండుల కంపెనీలైన ఆదానీ విల్సన్ (పార్సూన్), రుచిసోయా (మహాకోక్, రుచి గోల్డ్, సన్‌రిచ్, న్యూట్రెలా), జెమినీ (ప్రీడమ్ సన్‌ఫ్లవర్ ఆయిల్), ప్రియ పుష్పకు చందన ప్రయోజ్ఞాండ్ ఆయిల్స్ నంబ్రలు వంట నూనెల ఉత్పత్తుల గరిష్ట చిల్లర ధరను (ఎంటర్ప్రైస్) 20 శాతం వరకు తగ్గించాయి. కాఫీస్కీ (న్యూట్రీ లివ్), ప్రిగోరిఫికో అల్లానా (సన్నీ బ్రాండు), గోకుల్ ఆగ్రో (విటాలైవ్, మహేష్, జైకా బ్రాండు), బుంగే (డాల్కా, గగన్, చంబల్ బ్రాండు) కూడా ధరలు తగ్గించిన సంస్థల్లో ఉన్నాయని సాల్వెంట్ ఎక్స్‌ట్రాక్టర్స్ అసోసియేషన్ ఆఫ్ ఇండియా (ఎస్‌ఈఏ) తెలిపింది. ప్రభుత్వం వంట నూనెలపై దిగుమతి సుంకాన్ని తగ్గించడం, కొన్ని రకాలను లైసెన్స్ లేకుండా దిగుమతి చేసుకునేందుకు అనుమతిని చదం ఇందుకు కారణం. సుంకాల రూపేణ ప్రభుత్వం కల్పించిన ప్రయోజనాన్ని కంపెనీలు వినియోగదారులకు బదిలీ చేయాలని ఇటీవల కేంద్ర ఆహార శాఖ కార్యదర్శి సుధాన్లు పాండే సూచించారు. ఆయన వినతిపై సానుకూలంగా స్పందించిన పరిశ్రమ.. 15-20% శాతం మేర ధర తగ్గించినట్లు ఎస్‌ఈఏ పేర్కొంది. అంతర్జాతీయంగా ఆదిక ధరల కారణంగా కొన్ని నెలలుగా వంట నూనెల ధరలు భారీగా పెరిగాయని ఎస్‌ఈఏ తెలిపింది. రానున్న నెలల్లో అంతర్జాతీయంగా ధరలు

తగ్గే అవకాశం ఉన్నందున, కొత్త సంవత్సరంలో మరింతగా వంటనూనెల ధరలు తగ్గుతాయని భావిస్తున్నామని వెల్లడించింది. రిఫైన్డ్ పామాయిల్ పై కస్టమ్స్ సుంకాన్ని 17.5 శాతం నుంచి 12.5 శాతానికి తగ్గిస్తూ ఈనెల 20న ప్రభుత్వం నిర్ణయం తీసుకున్న సంగతి తెలిసిందే. ఈ సుంకం తగ్గింపు 2022 మార్చి వరకు వర్తింపనుంది.

గిరాకీ పెరిగే అవకాశం

అంతర్జాతీయ విపణిలో ధరల ప్రభావంతో ఈ ఏడాది ఆరంభం నుంచి సన్‌ఫ్లవర్ (పొద్దుతిరుగుడు పువ్వు) నూనె ధర గణనీయంగా పెరిగి లీటరుకు రూ.180కి చేరిందని, తదుపరి ప్రభుత్వ చర్యల ఫలితంగా స్థూలంగా ధర 20 % వరకు దిగివచ్చిందని ప్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ సీనియర్ వైస్ ప్రెసిడెంట్ (విక్రయాలు, మార్కెటింగ్) పి.చంద్రశేఖర్ రెడ్డి తెలిపారు. ప్రభుత్వం దిగుమతి సుంకాలను తగ్గించడమే ఇందుకు కారణమన్నారు. ధరల తగ్గింపుతో ప్రస్తుతం ప్రీడమ్ రిఫైన్డ్ సన్‌ఫ్లవర్ ఆయిల్ ధర లీటరుకు రూ.140 లేదా అంతకంటే తక్కువకే అందుబాటులో ఉందని తెలిపారు. పండగల సమయం కావడంతో వంట నూనెలకు గిరాకీ పెరిగే అవకాశం ఉందని ఆయన అంచనా వేశారు.

పి.ఆర్.డి.ఎస్.ఈ.ఆర్.	రూ.190.20
అంబికా	రూ.130.20
చేతులు	రూ.140.95
చేసింది.	ప్రైవేటు బ్యాంక్
చదం	బ్యాంకింగ్ నియంత్రణ

Name of the Publication: Sakshi

Date: 27.12.2021

Page No: 15

Edition: National

Headline: Freedom Sunflower oil prices reduced

తగ్గిన ఫ్రీడమ్ సన్‌ప్లవర్ ఆయిల్ ధర

ముంబై: దిగుమతి సుంకాలు తగ్గించడంతో ఫ్రీడమ్ రిఫైండర్ సన్‌ప్లవర్ ఆయిల్ ధర తగ్గిందని కంపెనీ పేర్కొంది. లీటరు ఫ్రీడమ్ రిఫైండర్ సన్‌ప్లవర్ ఆయిల్‌ను గరిష్టంగా రూ.140లు, అంతకంటే తక్కువ ధరకే విక్రయిస్తున్నామని కంపెనీ సీనియర్ వైస్ ప్రెసిడెంట్ చంద్రశేఖర రెడ్డి ఈ ప్రకటనలో పేర్కొన్నారు. సన్‌ప్లవర్ ఆయిల్‌పై కేంద్రం దిగుమతి సుంకాలను తగ్గించిన నేపథ్యంలో సంస్థ ఈ నిర్ణయం తీసుకుంది. అంతర్జాతీయ కారణాలతో ఈ ఏడాది ప్రారంభంలో లీటరు వంట నూనె ధర దాదాపు రూ.180 స్థాయికి చేరింది. నాటి



చంద్రశేఖర రెడ్డి
సీనియర్ వైస్ ప్రెసిడెంట్



నుంచి ధరల అదుపు చర్యల్లో భాగంగా ప్రభుత్వం పరిస్థితులకు తగ్గట్లు సన్‌ప్లవర్ ఆయిల్‌పై దిగుమతి సుంకాలు తగ్గిస్తూ వచ్చింది. దీంతో మార్కెట్లో సరఫరా పెరిగి ధరలు దిగివచ్చాయి.

Name of the Publication: Andhra Jyothi

Date: 25.12.2021

Page No: 12

Edition: Telangana

Headline: Government Intervention cools the cooking oil Prices

కేంద్రం జోక్యంతో దిగివచ్చిన వంట నూనెల ధరలు

హైదరాబాద్, డిసెంబరు 24 (ఆంధ్రజ్యోతి): కొద్దిరోజుల క్రితం వరకు ఆకాశాన్నంటిన వంట నూనెల ధరలు క్రమంగా తగ్గుముఖం పట్టాయి. అంతర్జాతీయ మార్కెట్లో ధరల పరంగా పెరుగుదల కనిపిస్తున్నప్పటికీ దిగుమతి సుంకాలు తగ్గించడమే నూనె ధరలు తగ్గేందుకు ప్రధాన కారణంగా మారింది. గత సంవత్సరం సన్ఫ్లవర్ ఆయిల్ ధరలు గణనీయంగా పెరిగాయి. దిగుమతి చేసుకున్న ముడి సన్ఫ్లవర్ ఆయిల్ ధరలు ఎక్కువగా ఉండటం, పెరిగిన తయారీ, రవాణా ఖర్చులు, ఉత్పత్తి తక్కువగా ఉండటం ధరల పెరుగుదలకు కారణమైంది. కేంద్ర ప్రభుత్వ జోక్యం, ముడి సన్ఫ్లవర్ ఆయిల్పై సుంకాలు తగ్గించడం వల్ల సన్ఫ్లవర్ ఆయిల్ ధరలు తగ్గాయి. భారతదేశ వినియోగంలో 70% దక్షిణాది రాష్ట్రాలతోపాటు ఒడిషాలో సన్ఫ్లవర్ ఆయిల్ వినియోగిస్తున్నారని ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ సీనియర్ వైస్ ప్రెసిడెంట్ - సేల్స్ అండ్ మార్కెటింగ్ పి. చంద్రశేఖర రెడ్డి తెలిపారు.

Name of the Publication: Namaste Telangana

Date: 25.12.2021

Page No: 11

Edition: Telangana

Headline: Prices down

దిగొచ్చిన ధరలు

హైదరాబాద్:

గతకొన్ని నెలలుగా
వంటనూనెల ధరలు
తగ్గుముఖం పడుతు
న్నాయని ప్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్
సేల్స్ అండ్ మార్కెటింగ్ విభాగం సీనియర్
ఉపాధ్యక్షుడు చంద్రశేఖర రెడ్డి తెలిపారు.
ముడి సస్‌ఫ్లవర్ ఆయిల్‌ను ఉక్రెయిన్, రష్యా
దేశాల నుంచి ప్రధానంగా దిగుమతి చేసుకో
వాల్సి వస్తుందన్న ఆయన.. దిగుమతి
సుంకాల భారం తగ్గడంతో దేశీయ మార్కె
ట్‌లో ధరలూ దిగివచ్చాయని చెప్పారు.

Freedom
Healthy Cooking Oils

Name of the Publication: Velugu

Date: 25.12.2021

Page No: 10

Edition: Telangana

Headline: Cooking oil prices decreased

వంటనూనెల ధరలు తగ్గాయ్

హైదరాబాద్, వెలుగు: కేంద్రం వంటనూనెలపై దిగుమతి సుంకాలు తగ్గించడంతో ధరలు అదుపులోకి వచ్చాయి. ముడి సస్నెఫ్లవర్ ఆయిల్ పై సుంకాలను తగ్గించడం వల్ల సస్నెఫ్లవర్ ఆయిల్ నూనె ధరలు తగ్గుముఖం పట్టాయి. ఈ విషయమై ఫ్రీడమ్ హెల్త్ ఆయిల్స్ కు చెందిన చంద్రశేఖర రెడ్డి మాట్లాడుతూ “ ఈ సంవత్సరం మొదట్లో సస్నెఫ్లవర్ లీటరు ధర రూ.180 వరకు ఉండేది. ఇప్పుడు ఇది రూ.140 దిగువకు పడిపోయింది. మిగతా వంటనూనెల బ్రాండ్లు కూడా ధరలు తగ్గించే అవకాశాలు ఉన్నాయి” అని అన్నారు.

Name of the Publication: Hindi Milap

Date: 26.12.2021

Page No: 10

Edition: Hyderabad

Headline: Freedom Sunflower oil prices decreased

फ्रीडम सनफ्लावर ऑयल की कीमतों में कमी

हैदराबाद, 25 दिसंबर-(मिलाप ब्यूरो) फ्रीडम हेल्दी कुकिंग ऑयल के वरिष्ठ उपाध्यक्ष (बिक्री एवं विपणन) पी. चंद्रशेखर रेड्डी ने कहा कि जेमिनी एडिबल्स एंड फैट इंडिया लिमिटेड (जीईएफ इंडिया) के फ्लैक्शिप ब्रांड फ्रीडम हेल्दी कुकिंग ऑयल ने फ्रीडम सनफ्लावर ऑयल की कीमतों में भारी कटौती की है।

यहाँ जारी प्रेस विज्ञप्ति के अनुसार, वैश्विक बाजार में दृढ़ कीमतों की रूझान के बावजूद मुख्य रूप से कम आयात शुल्क के कारण गत कुछ महीनों से खाद्यान्न तेल की कीमतों में गिरावट आई है। पिछले वर्ष सूरजमुखी तेल की कीमतों में भारी वृद्धि देखी गई थी, जो आयातीत कच्चे सूरजमुखी तेल की ऊँची कीमतों, बढ़ती विनिर्माण और परिवहन लागत के साथ कम उत्पादन के प्रभाव में हुई थीं। केंद्र सरकार द्वारा इन बढ़ती कीमतों को नियंत्रित करने के लिए कच्चे सूरजमुखी तेल पर शुल्क कटौती की जा रही है, जिसके कारण तेल की कीमतों में गिरावट आ रही है।

पी. चंद्रशेखर रेड्डी ने कहा कि

अधिकतर सनफ्लावर ऑयल का उपयोग भारत के दक्षिणी राज्य और उड़ीसा में किया जाता है। सूरजमुखी का कच्चा तेल मुख्यतः यूक्रेन व रूस से आयात किया जाता है, जिसका काकीनाड़ा और कृष्णापटनम में हमारी अत्याधुनिक रिफाइनरीज में स्वचालित रूप से रिफाईनिंग व पैकिंग प्रक्रिया के साथ विश्व स्तर की गुणवत्ता और स्वच्छता को सुनिश्चित करता हुए सनफ्लावर ऑयल लोगों के लिए उपलब्ध कराते हैं। उन्होंने आगे बताया कि उत्पाद का विक्रय मूल्य, वैश्विक मूल्य प्रवृत्तियों, विदेशी मुद्रा, आयात शुल्क परिवहन लागत आदि पर निर्धारित होता है। इस वर्ष की शुरुआत में उक्त विभिन्न कारणों से उपभोक्ताओं को सनफ्लावर ऑयल की बढ़ी कीमतों का सामना करना पड़ा, जिसके कारण फ्रीडम ऑयल भी 180 रुपये प्रति लीटर तक पहुँच गया, जो अब भारत सरकार के हस्तक्षेप के कारण इस तेल के शुल्कों में हो रही कटौती से फ्रीडम रिफाईनिंग सनफ्लावर ऑयल अपने एमआरपी से कम 140 रुपये प्रति लीटर में उपलब्ध करा रहा है।

Name of the Publication: Munsif Daily

Date: 25.12.2021

Page No: 08

Edition: Hyderabad

Headline: Government Intervention cools the Edible Oil Prices

امپورٹ ڈیوٹیز میں کمی، خوردنی تیل ارزاں

نائب صدر سیس اینڈ مارکیٹنگ فریڈم آئیل پی چندر شیکھر ریڈی کا ادا



اور اڈیشہ میں ہوتا ہے جبکہ خام سورج مکھی روں اور یوکرین سے برآمد کیا جاتا ہے جبکہ تیل کو فروخت کرنے کی قیمت عالمی سطح پر خوردنی تیل کی قیمت کے رجحان، بیرونی کرنسی، امپورٹ

ڈیوٹیز، مینوفیکچرنگ اور ٹرانسپورٹ اخراجات کو نظر میں رکھ کر کیا جاتا ہے۔ انہوں نے توقع ظاہر کی کہ تیل کی قیمتوں میں کمی اور تیل ہاروں کی وجہ سے تیل کی طلب اور کھپت میں اضافہ ہوگا۔

حیدرآباد۔ 24 دسمبر (منصف نیوز بیورو) سینئر نائب صدر سیس

اینڈ مارکیٹنگ فریڈم آئیل پی چندر شیکھر ریڈی نے کہا کہ مرکزی



حکومت کی مداخلت اور امپورٹ ڈیوٹیز میں کمی کی وجہ سے خوردنی تیل کی قیمتوں میں کمی آئی ہے۔ آج یہاں پریس کانفرنس سے خطاب کرتے ہوئے انہوں نے کہا کہ گزشتہ سال سورج مکھی تیل کی قیمتوں میں مسلسل اضافہ درج کیا گیا۔ اس کی وجہ سورج مکھی کے خام مال کی بین الاقوامی مارکٹ میں بڑھتی قیمتیں، مینوفیکچرنگ اور ٹرانسپورٹیشن کی شرح میں اضافہ اور کم پیداوار تھی۔ انہوں نے کہا کہ حالیہ عرصہ میں مرکزی حکومت کی مداخلت اور خام سورج مکھی اشیاء پر ڈیوٹی میں تخفیف کی وجہ سے خوردنی تیل کی قیمت میں کمی آئی ہے۔ پی چندر شیکھر ریڈی نے مزید کہا کہ سورج مکھی تیل کا زیادہ تر استعمال جنوبی ہند کی ریاستوں

Name of the Publication: Siasat Daily

Date: 31.12.2021

Page No: 07

Edition: Hyderabad

Headline: Government Intervention cools the Edible Oil Prices

مرکزی حکومت کی مداخلت سے خوردنی تیل کی قیمتوں میں کفایت

حیدرآباد - 29 دسمبر: (پریس نوٹ): عالمی بازار میں مضبوط قیمت کے رجحان کے باوجود گزشتہ چند ماہ میں خوردنی تیل کی قیمتوں میں کمی آنے کی اصل وجہ درآمداتی ڈیویز میں تخفیف کیا جانا ہے۔ گزشتہ برس سن فلاور تیل کی قیمتوں میں عمومی اضافہ دیکھا گیا۔ وجہ یہ تھی کہ درآمد کردہ کروڈ سن فلاور تیل کی قیمتیں بڑھ گئی تھیں۔ تیاری اور نقل و حمل کا خرچ بڑھنے سے پیداوار میں کمی ہو گئی تھی۔ مرکزی حکومت نے مداخلت کے ذریعہ ڈیویز میں کنٹری کی جس کی وجہ سے سن فلاور تیل کی قیمتوں میں تخفیف کی گئی۔ اس مسئلہ پر بات کرتے ہوئے پی چندرا بشیکھر ریڈی، سینئر وائس پریسڈنٹ سیلز اینڈ مارکیٹنگ، فریڈم کوکنگ آئلز نے کہا کہ اکثر سن فلاور تیل کا 70 فیصد استعمال ہندوستان میں جنوبی ریاستوں میں ہوتا ہے۔ کروڈ سن فلاور تیل کو خاص طور پر یوکرین اور روس سے درآمد کیا جا کر ہماری عصری آلات سے لیس کا کناڈا اور کرشنا چٹنم میں ریٹائنریز میں آٹو میٹڈ ریٹائننگ کے ذریعہ ریٹائن کر کے اعلیٰ عالمی درجہ کی یقین دہانی اور حفظان صحت کے اصولوں کے مطابق پیک کیا جاتا ہے۔ گزشتہ اضافہ قیمت 180 روپے سے قیمت کو تاحال 140 روپے کیا گیا ہے۔ حکومت کی کوشش سے 20 فیصد کمی واقع ہوئی ہے۔

Freedom
Healthy Cooking Oils



Name of the Publication: Sakshi

Date: 28.12.2021

Page No: 15

Edition: National

Headline: Cooking oil prices decreased

వంట నూనెల ధరలు తగ్గాయ్



హైదరాబాద్, బిజినెస్ బ్యూరో: వంట నూనెల ధరలు తగ్గాయి. బ్రాండ్, నూనె రకాన్నిబట్టి గరిష్ట ధరపై 10-15 శాతం తగ్గిందని సాలెస్టేట్ ఎక్స్‌ట్రా క్లర్స్ అసోసియేషన్ ఆఫ్ ఇండియా (ఎస్ఈఏ) సోమవారం ప్రకటించింది. ధరలు సవరించిన కంపెనీల జాబితాలో అదానీ విల్మర్ (ఫార్మాన్ బ్రాండ్), రుచి సోయా (మహాకోష్, సనీచ్, రుచి గోల్డ్, న్యూటెలా), ఇమామీ (హెల్త్ అండ్ టేస్ట్), జెమిని (ప్రీడమ్), బాంజీ (డాల్టా, గగన్, చంబల్ బ్రాండ్స్) వంటివి ఉన్నాయి. అంతర్జాతీయంగా అధిక ధరల కారణంగా గత కొన్ని నెలలుగా దేశీయంగా వంట నూనెలు ప్రియం కావడం వినియోగదార్లతోపాటు ప్రభుత్వాలను కలవరపెడుతోంది. ధరలను అదుపు చేసేందుకు కేంద్ర ప్రభుత్వం ఈ ఏడాది అనేకసార్లు శుద్ధి, ముడి వంట నూనెల దిగుమతి సుంకాలను తగ్గించింది. సరఫరాను పెంచడానికి లైసెన్స్ లేకుండా శుద్ధి చేసిన పామాయిల్‌ను దిగుమతి చేసుకోవడానికి ప్రభుత్వం డిసెంబర్ 2022 వరకు వ్యాపారులను అనుమతించింది. ముడి పామాయిల్, కొన్ని ఇతర వ్యవసాయ వస్తువుల కొత్త డెరివేటివ్ ఒప్పందాలను ప్రారంభించడాన్ని మార్కెట్ నియంత్రణ సంస్థ నిషేధించింది. భారత్‌లో ఏటా 2.25 కోట్ల టన్నుల వంట నూనెల వినియోగం అవుతోంది. ఇందులో దిగుమతుల వాటా ఏకంగా 65 శాతం దాకా ఉంది.

Name of the Publication: Velugu

Date: 28.12.2021

Page No: 10

Edition: Telangana

Headline: Cooking oil prices decreased



వంట నూనెల రేట్లు దిగొచ్చాయి

సాల్వెంట్ ఎక్స్‌ట్రాక్ట్స్ అసోసియేషన్ ప్రకటన

న్యూఢిల్లీ: కస్తూరుకు ఊరట కలిగించేలా పెద్ద కంపెనీలన్నీ వంట నూనెల రేట్లను 10-15 శాతం తగ్గించినట్లు సాల్వెంట్ ఎక్స్‌ట్రాక్ట్స్ అసోసియేషన్ (ఎస్ఈఎ) సోమవారం తెలిపింది. అదానీ విల్ మార్, రుచి సోయా సహా పెద్ద కంపెనీలన్నీ తమ మార్గిమమ్ రిటెయిల్ ప్రైస్ (ఎంఆర్పీ) ని తగ్గించాయని పేర్కొంది. ఇమామి, బుంగ్, జెమిని, కోఫీ, ఫిగోరిఫికో అల్లన, గోకుల్ ఆగ్రో కంపెనీలూ రేట్లను తగ్గించిన కంపెనీలలో ఉన్నాయని వెల్లడించింది. రేట్లు తగ్గించాలనే తమ ప్రపోజల్ పై లీడింగ్ మెంబర్లందరూ సానుకూలంగా స్పందించడం సంతోషం

కలిగిస్తోందని ఎస్ఈఎ ఈ స్టేట్మెంట్లో పేర్కొంది. ఇంపోర్ట్ డ్యూటీలను తగ్గించిన నేపథ్యంలో సానుకూలంగా వ్యవహరించి, వంట నూనెల రేట్లు తగ్గించాలని కంపెనీలను ఫుడ్ సెక్రటరీ సుధాంశు పాండే కోరిన విషయం తెలిసిందే. కొత్త సంవత్సరంలో ఆవాల పంట రానుండటంతోపాటు, గ్లోబల్ గానూ రేట్లు దిగి వచ్చే సూచనలున్నాయని ఎస్ఈఎ తెలిపింది. గ్లోబల్ రేట్లు ఎక్కువగా ఉండటంతో వంట నూనెల రేట్లు దేశీయంగానూ పెరిగాయని, ధరలను కిందకి తెచ్చేందుకు రిఫైన్డ్, క్రూడ్ ఎడిబుల్ ఆయిల్స్ పై ఇంపోర్ట్ డ్యూటీలను ప్రభుత్వం తగ్గించిన విషయం తెలిసిందే.

Name of the Publication: Vijay Karnataka

Date: 26.12.2021

Page No: 12

Edition: Bangalore

Headline: Government Intervention cools the Edible Oil Prices

ಸರಕಾರದ ಮಧ್ಯಪ್ರವೇಶದಿಂದ ಖಾದ್ಯ ತೈಲ ದರ ಇಳಿಕೆ

ಬೆಂಗಳೂರು: ಜಾಗತಿಕ ಮಾರುಕಟ್ಟೆಯಲ್ಲಿ ವ್ಯಾಪಕ ದರ ಏರಿಕೆಯ ಹೊರತಾಗಿಯೂ ಭಾರತದಲ್ಲಿ ಕಳೆದ ಕೆಲವು ತಿಂಗಳುಗಳಿಂದ ಖಾದ್ಯ ತೈಲಗಳ ದರದಲ್ಲಿ ಇಳಿಕೆಯಾಗಿದೆ. ಸರಕಾರ ಆಮದು ಸುಂಕವನ್ನು ಕಡಿತಗೊಳಿಸಿರುವುದು ಇದಕ್ಕೆ ಮುಖ್ಯ ಕಾರಣ. ಕಳೆದ ವರ್ಷ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ದರ ತೀವ್ರ ಏರಿಕೆಯಾಗಿತ್ತು. ಉತ್ಪಾದನೆ, ಸಾಗಣೆಯ ವೆಚ್ಚ ಇದಕ್ಕೆ ಕಾರಣವಾಗಿತ್ತು. ಕೇಂದ್ರ ಸರಕಾರ ಆಮದು ಸುಂಕ ಇಳಿಸಿ ಮಧ್ಯ



ಪ್ರವೇಶಿಸಿದ್ದರಿಂದ ಇಳಿಕೆಯಾಗಿದೆ ಎಂದು ಫೀಡಮ್ ಹೆಲ್ಪಿ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ತಿಳಿಸಿದೆ. ಭಾರತದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ

ಶೇ.70 ಪಾಲು ದಕ್ಷಿಣ ಭಾರತದ ರಾಜ್ಯಗಳು ಮತ್ತು ಒಡಿಶಾದಲ್ಲಿ ಬಳಕೆಯಾಗುತ್ತದೆ. ಉಕ್ರೇನ್ ಮತ್ತು ರಷ್ಯಾದಿಂದ ಮುಖ್ಯವಾಗಿ ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ಆಮದು ಮಾಡಿಕೊಳ್ಳಲಾಗುತ್ತದೆ. ಹಾಗೂ ಕಾಕಿನಾಡ ಮತ್ತು ಕೃಷ್ಣಪಟ್ಟಣಂನಲ್ಲಿರುವ ಸಂಸ್ಕರಣಾ ಘಟಕಗಳಲ್ಲಿ ಸಂಸ್ಕರಿಸಲಾಗುತ್ತದೆ ಎಂದು ಕಂಪನಿಯ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರ ಶೇಖರ ರೆಡ್ಡಿ ಅವರು ತಿಳಿಸಿದ್ದಾರೆ.

Name of the Publication: Vijayavani

Date: 28.12.2021

Page No: 09

Edition: Bangalore

Headline: Freedom Sunflower oil price drop

ಫ್ರೀಡಂ ಸನ್‌ಫ್ಲವರ್ ಆಯಿಲ್ ಬೆಲೆ ಇಳಿಕೆ

ಬೆಂಗಳೂರು: ಕೇಂದ್ರ ಸರ್ಕಾರ ಖಾದ್ಯ ತೈಲಗಳ ಮೇಲಿನ ಆಮದು ಸುಂಕ ಕಡಿತ ಮಾಡುತ್ತಿರುವ ಪರಿಣಾಮ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್‌ಫ್ಲವರ್ ಆಯಿಲ್ ಇನ್ನು ಮುಂದೆ ಪ್ರತಿ ಲೀಟರ್‌ಗೆ 140 ರೂ. ಅಥವಾ ಇದಕ್ಕಿಂತ ಕಡಿಮೆ ದರದಲ್ಲಿ ಗ್ರಾಹಕರಿಗೆ ದೊರೆಯಲಿದೆ. 'ಕೇಂದ್ರ ಸರ್ಕಾರ ಆಮದು ಸುಂಕ ಕಡಿಮೆ ಮಾಡಿರುವುದರಿಂದ ನಮ್ಮ ಬ್ರಾಂಡ್ ಆಯಿಲ್ 140 ರೂ. ಹಾಗೂ ಬಹುತೇಕ ರಿಟೇಲ್ ಶಾಪ್‌ಗಳಲ್ಲಿ ಎಂಆರ್‌ಪಿಗಿಂತ ಕಡಿಮೆ ಬೆಲೆಯಲ್ಲಿ ದೊರೆಯಲಿದೆ.



ಸಂಕ್ರಾಂತಿ ಹಬ್ಬವನ್ನು ಮತ್ತಷ್ಟು ಋಷಿಯಿಂದ ಆಚರಿಸಬಹುದಾಗಿದೆ' ಎಂದು ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕ್ಕಿಂಗ್ ಆಯಿಲ್‌ನ ಉಪಾಧ್ಯಕ್ಷ (ಮಾರಾಟ-ಮಾರುಕಟ್ಟೆ) ಪಿ.ಚಂದ್ರಶೇಖರ

ಸಂತಸ ವ್ಯಕ್ತಪಡಿಸಿದ್ದಾರೆ. ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಕಚ್ಚಾ ತೈಲವನ್ನು ಉಕ್ರೇನ್ ಮತ್ತು ರಷ್ಯಾದಿಂದ ಆಮದು ಮಾಡಿಕೊಂಡು ಕಾಕಿನಾಡ ಮತ್ತು ಕೃಷ್ಣಪಟ್ಟಣಂನಲ್ಲಿ ಖಾದ್ಯ ತೈಲವಾಗಿ ಪರಿವರ್ತಿಸಲಾಗುತ್ತದೆ. ಆದರೆ, ಮಾರಾಟ ಮಾಡುವ ಬೆಲೆ ವಿದೇಶಿ ಹಣ, ಆಮದು ಶುಲ್ಕ, ಸಾಗಾಣಿಕೆ ವೆಚ್ಚ, ಉತ್ಪಾದನಾ ಬೆಲೆಯ ಮೆಲೆ ನಿಗದಿಯಾಗಲಿದೆ. ಇದೀಗ ಕೇಂದ್ರ ಸರ್ಕಾರ ಆಮದು ಸುಂಕ ಕಡಿಮೆ ಮಾಡಿರುವುದರಿಂದ ಎಣ್ಣೆಯ ಶುಲ್ಕವೂ ಕಡಿಮೆಯಾಗಲಿದೆ ಎಂದರು.

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‘ಕೇಂದ್ರದ ಕ್ರಮದಿಂದಾಗಿ ಬೆಲೆ ಇಳಿಕೆ’

ಬೆಂಗಳೂರು: ಕೇಂದ್ರ ಸರ್ಕಾರಕ್ಕೆ ಗೊಂಡ ಕ್ರಮಗಳಿಂದಾಗಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಬೆಲೆಯು ಈಚೆಗೆ ತಲುಪಿದ್ದ ಗರಿಷ್ಠ ಮಟ್ಟಕ್ಕೆ ಹೋಲಿಸಿದರೆ ಶೇಕಡ 20ರಷ್ಟು ಕಡಿಮೆ ಆಗಿದೆ ಎಂದು ಫ್ರೀಡಂ ಹೆಲ್ಪಿ ಕುಕಿಂಗ್ ಆಯಿಲ್ ಕಂಪನಿಯ ಮಾರಾಟ ಮತ್ತು ಮಾರುಕಟ್ಟೆ ವಿಭಾಗದ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಅಭಿಪ್ರಾಯಪಟ್ಟಿದ್ದಾರೆ.

ದೇಶದಲ್ಲಿ ಬಿಕರಿಯಾಗುವ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯಲ್ಲಿ ಶೇಕಡ

70ರಷ್ಟು ದಕ್ಷಿಣದ ರಾಜ್ಯಗಳಲ್ಲಿ ಮತ್ತು ಒಡಿಶಾದಲ್ಲಿ ಮಾರಾಟ ಆಗುತ್ತದೆ. ದೇಶಕ್ಕೆ ಉಕ್ರೇನ್, ರಷ್ಯಾದಿಂದ ಹೆಚ್ಚಿನ ಪ್ರಮಾಣದಲ್ಲಿ ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆ ಆಮದಾಗುತ್ತದೆ. ‘ವರ್ಷದ ಆರಂಭದಲ್ಲಿ ಜಾಗತಿಕ ಕಾರಣಗಳಿಂದಾಗಿ ಎಣ್ಣೆಯ ಬೆಲೆ ₹ 180ರವರೆಗೂ ಏರಿಕೆ ಆಗಿತ್ತು. ಆದರೆ, ಕೇಂದ್ರ ಆಮದು ಸುಂಕವನ್ನು ತಗ್ಗಿಸಿದ್ದರಿಂದ ಎಣ್ಣೆಯ ಬೆಲೆಯನ್ನು ಇಳಿಸಲು ಸಾಧ್ಯವಾಯಿತು’ ಎಂದು ಪ್ರಕಟಣೆಯಲ್ಲಿ ತಿಳಿಸಿದ್ದಾರೆ.

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Edition: Bangalore

Headline: Freedom Cooking Oils reduce Rs40

ಫ್ರೀಡಂ ಅಡುಗೆ ಎಣ್ಣೆ ಬೆಲೆ 40 ರೂ. ಕಡಿತ

ಬೆಂಗಳೂರು: ದೇಶದಲ್ಲಿ ಖಾದ್ಯ ತೈಲಗಳ ಕುಟಾ ವಸ್ತುಗಳ ಮೇಲಿನ ಬೆಲೆಯನ್ನು ಕಡಿತಗೊಳಿಸುವ ಕಾರಣ 'ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕ್ಕಿಂಗ್ ಆಯಿಲ್' ಪ್ರತಿ ಲೀಟರ್ ಮೇಲೆ 40 ರೂ.ಗಳನ್ನು ಕಡಿತಗೊಳಿಸಲಾಗಿದೆ ಎಂದು ಸಂಸ್ಥೆಯ ಮಾರುಕಟ್ಟೆ ವಿಭಾಗದ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ ಹೇಳಿದರು.

ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕ್ಕಿಂಗ್ ಆಯಿಲ್ ಉತ್ತಮ ಗುಣ ಮಟ್ಟ ಮತ್ತು ಆರೋಗ್ಯಕರ ಅಡುಗೆ ಎಣ್ಣೆಯಾಗಿದೆ. ಖಾದ್ಯ ತೈಲದ ಕುಟಾ ವಸ್ತುಗಳನ್ನು ಉಕ್ರೇನ್ ಮತ್ತು ರಷ್ಯಾ ದೇಶಗಳಿಂದ ಆಮದು ಮಾಡಿಕೊಳ್ಳಲಾಗುತ್ತಿದೆ. ಕಳೆದ ವರ್ಷ ಆಮದು ಶುಲ್ಕ ಹೆಚ್ಚಳವಾಗಿದ್ದರಿಂದ ಪ್ರತಿ ಲೀ. ಅಡುಗೆ ಎಣ್ಣೆ ಬೆಲೆಯನ್ನು 180 ರೂ.ಗಳಿಗೆ ಹೆಚ್ಚಳ ಮಾಡಲಾಗಿತ್ತು. ಇದೀಗ ಕುಟಾ ಪದಾರ್ಥಗಳ ಬೆಲೆಯನ್ನು ಕಡಿತ ಮಾಡಿರುವುದರಿಂದ 140 ರೂ. ಗಳಿಗೆ ಇಳಿಸಲಾಗಿದೆ ಎಂದು ಹೇಳಿದ್ದಾರೆ. ಫ್ರೀಡಂ ಹೆಲ್ತ್ ಕುಕ್ಕಿಂಗ್ ಆಯಿಲ್ ಗೆ ಶೇ.70ರಷ್ಟು ಮಾರುಕಟ್ಟೆಯು ದಕ್ಷಿಣ ಭಾರತ ರಾಜ್ಯಗಳು ಮತ್ತು ಒಡಿಸ್ಸಾದಲ್ಲಿದೆ. ಬೆಲೆ ಇಳಿಕೆ ಮಾಡಿರುವುದರಿಂದ ಮುಂದಿನ ಸಂಕ್ರಾಂತಿ ಹಬ್ಬ ಬರುತ್ತಿದ್ದು ಗ್ರಾಹಕರು ಖರೀದಿ ಮಾಡಲು ಸಹಾಯ ವಾಗಲಿದೆ ಎಂದು ಪ್ರಕಟಣೆಯಲ್ಲಿ ತಿಳಿಸಿದ್ದಾರೆ.

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Headline: Edible oil companies drop price 10-15%

ಖಾದ್ಯ ತೈಲ ಕಂಪನಿಗಳಿಂದ ಶೇ.10-15ರಷ್ಟು ಬೆಲೆ ಕಡಿತ

ನವದೆಹಲಿ: ಅದಾನಿ ಎಲ್ಮಾರ್ ಮತ್ತು ರುಚಿ ಸೋಯಾದಂತಹ ಖಾದ್ಯ ತೈಲ ತಯಾರಕ ಕಂಪನಿಗಳು ತಮ್ಮ ಉತ್ಪನ್ನಗಳ ಗರಿಷ್ಠ ಮಾರಾಟ ದರವನ್ನು ಶೇ.10ರಿಂದ 15ರಷ್ಟು ಕಡಿಮೆ ಮಾಡಲು ನಿರ್ಧರಿಸಿವೆ. ಇದರಿಂದ ಗ್ರಾಹಕರಿಗೆ ಅನುಕೂಲವಾಗಲಿದೆ ಎಂದು ತೈಲೋದ್ಯಮ ಒಕ್ಕೂಟ ಹೇಳಿದೆ.

ಅದಾನಿ ಕಂಪನಿಯ ಫಾರ್ಮ್ ಬ್ರಾಂಡ್, ರುಚಿ ಸೋಯಾದಮಹಾಕೋಶ್, ಸನ್‌ರಿಚ್, ರುಚಿಗೋಲ್ಡ್ ಮತ್ತು ನ್ಯೂಟ್ರಿಲ್ಲಾ ಬ್ರಾಂಡ್, ಇಮಾಮಿಯ ಹೆಲ್ವಿ ಅಂಡ್ ಟೇಸ್ಟೀಬ್ರಾಂಡ್, ಬಂಜ್‌ನ ಡಾಲ್ಫಿನ್, ಗಗನ್, ಚೆಂಬಲ್ ಬ್ರಾಂಡ್, ಚೆಮಿನಿಯ ಪ್ರೀಡಂ ಸನ್‌ಫ್ಲವರ್ ಬ್ರಾಂಡ್‌ಗಳ ಬೆಲೆ ಕಡಿಮೆಯಾಗಲಿದೆ. ನಮ್ಮ ಪ್ರಮುಖ ಖಾದ್ಯ ತೈಲ ಉತ್ಪಾದಕ ಕಂಪನಿಗಳು ದರವನ್ನು ಕಡಿಮೆ ಮಾಡಲು ನಿರ್ಧರಿಸಿವೆ ಎಂದು ತಿಳಿಸಲು



ಸಂತೋಷವಾಗುತ್ತಿದೆ. ಹೊಸ ವರ್ಷಕ್ಕೆ ಈ ಕೊಡುಗೆ ಗ್ರಾಹಕರಿಗೆ ದೊರೆಯುವ ಸಾಧ್ಯತೆ ಇದೆ ಎಂದು ತೈಲೋದ್ಯಮ ಒಕ್ಕೂಟ ಪ್ರಕಟಣೆಯಲ್ಲಿ ತಿಳಿಸಿದೆ.

ಡಿ.20 ಸರ್ಕಾರ ಆಮದು ಸುಂಕವನ್ನು ಶೇ.17.5ರಿಂದ 12.5ಕ್ಕೆ ಕಡಿಮೆ ಮಾಡಿತ್ತು. ಇದರಿಂದ ಪಾಮ್ ಮುಂತಾದ ಕಚ್ಚಾ ವಸ್ತುಗಳ ಬೆಲೆ ಕಡಿಮೆಯಾಗಿರುವುದರಿಂದ ಕಂಪನಿಗಳು ಬೆಲೆ ಇಳಿಸಲು ನಿರ್ಧರಿಸಿವೆ.

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ಸರ್ಕಾರದ ಹಸ್ತಕ್ಷೇಪದಿಂದ ಖಾದ್ಯ ತೈಲ ಬೆಲೆ ಇಳಿಕೆ

ಬೆಂಗಳೂರು: ಜಾಗತಿಕ ಮಾರುಕಟ್ಟೆಗಳಲ್ಲಿ ಏರಿಕೆಯ ಬೆಲೆ ಪ್ರವೃತ್ತಿಯ ಹೊರತಾಗಿಯೂ ಆಮದು ಸುಂಕ ಕಡಿತಗೊಳಿಸಿದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಕಳೆದ ಕೆಲವು ತಿಂಗಳಲ್ಲಿ ಖಾದ್ಯ ತೈಲ ಬೆಲೆಗಳು ಇಳಿಕೆಯಾಗಿವೆ. ಆಮದು ಮಾಡಿಕೊಂಡ ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆ ಹೆಚ್ಚಳ, ಹೆಚ್ಚುತ್ತಿರುವ ಉತ್ಪಾದನೆ ಮತ್ತು ಸಾರಿಗೆ ವೆಚ್ಚಗಳು ಮತ್ತು ಕಡಿಮೆ ಉತ್ಪಾದನೆಯಿಂದಾಗಿ ಕಳೆದ ವರ್ಷ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆಗಳು ತೀವ್ರ ಏರಿಕೆ ಕಂಡಿದ್ದವು. ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಮೇಲಿನ ಸುಂಕ ಕಡಿತಗೊಳಿಸಿ ಕೇಂದ್ರ ಸರ್ಕಾರ ಮಧ್ಯಸ್ಥಿಕೆ ವಹಿಸಿದ್ದು ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆ ಕಡಿಮೆಯಾಗಲು ಸಹಾಯ ಮಾಡಿದೆ.

ಈ ಕುರಿತು ಮಾತನಾಡಿದ ಫ್ರೀಡಂ ಹೆಲ್ಪ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ಸೇಲ್ ಆಂಡ್ ಮಾರ್ಕೆಟಿಂಗ್ ವಿಭಾಗದ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ, ಭಾರತದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬಳಕೆಯಲ್ಲಿ ಅಂದಾಜು 70%ದಷ್ಟೇ ಭಾರತ ಮತ್ತು ಓಡಿಶಾ ರಾಜ್ಯಗಳಲ್ಲೇ ಆಗುತ್ತದೆ. ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ಮುಖ್ಯವಾಗಿ ಉಕ್ಕೇನ್ ಮತ್ತು ರಷ್ಯಾದಿಂದ ಆಮದು ಮಾಡಿಕೊಳ್ಳಲಾಗುತ್ತದೆ. ಕಾಕಿನಾಡ ಮತ್ತು ಕೃಷ್ಣಪಟ್ಟಣದಲ್ಲಿರುವ ನಮ್ಮ ಅತ್ಯಾಧುನಿಕ ಸಂಸ್ಕರಣಾಗಾರಗಳಲ್ಲಿ ಸ್ವಯಂಚಾಲಿತ ಸಂಸ್ಕರಣೆ ಮತ್ತು ಪ್ಯಾಕೇಜಿಂಗ್ ಪ್ರಕ್ರಿಯೆಯೊಂದಿಗೆ ವಿಶ್ವದರ್ಜೆಯ ಗುಣಮಟ್ಟ ಮತ್ತು ನೈರ್ಮಲ್ಯವನ್ನು ಖಾತ್ರಿಪಡಿಸುತ್ತದೆ. ನಮ್ಮ ಮಾರಾಟದ ಬೆಲೆಗಳನ್ನು ಜಾಗತಿಕ ಬೆಲೆ ಪ್ರವೃತ್ತಿಗಳು, ಏದೇಶಿ ಕರೆನ್ಸಿ, ಆಮದು ಸುಂಕಗಳು, ಸಾರಿಗೆ ಮತ್ತು ಉತ್ಪಾದನಾ ವೆಚ್ಚಗಳಿಂದ ನಿರ್ಧರಿಸಲಾಗುತ್ತದೆ. ಜಾಗತಿಕ ಅಂಶಗಳಿಂದ ಈ ವರ್ಷದ ಆರಂಭದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆಯು ಹಠಾತ್ ಏರಿಕೆ ಕಂಡು ಪ್ರತಿ ಲೀಟರ್ಗೆ 180 ರೂ.ಗಳಷ್ಟಾಗಿ, ಗ್ರಾಹಕರಿಗೆ ಬಿಸಿ ತಟ್ಟತ್ತು.

ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಮೇಲಿನ ಸುಂಕದಲ್ಲಿ ಕಡಿತದ ಸರಣಿಯನ್ನು ಪ್ರಾರಂಭಿಸಿ ಮಧ್ಯಸ್ಥಿಕೆ ವಹಿಸಿದ ಕೇಂದ್ರ ಸರ್ಕಾರಕ್ಕೆ ಅಭಿನಂದನೆಗಳು. ಇದು ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ಸ್ ಬೆಲೆಯನ್ನು ಗ್ರಾಹಕರಿಗಾಗಿ ಕಡಿಮೆ ಮಾಡಲು ನಮಗೆ ಸಹಾಯ ಮಾಡಿತು. ಇಂದಿನ ದಿನದ ಪ್ರಕಾರ, ಎಂಆರ್ಪಿ ಜಾಸ್ತಿ ಇದ್ದರೂ, ಗ್ರಾಹಕರಿಗೆ ನಮ್ಮ ಬ್ರಾಂಡ್ ಫ್ರೀಡಂ ರಿಫೈನ್ಡ್ ಸನ್ ಫ್ಲವರ್ ಆಯಿಲ್ ಲೀಟರ್ಗೆ ರೂ. 140 ಅಥವಾ ಅದಕ್ಕೂ ಕಡಿಮೆ ಬೆಲೆಗೆ ಲಭ್ಯವಿದೆ. ಅಡುಗೆ ಎಣ್ಣೆ ಬ್ರಾಂಡ್‌ಗಳನ್ನು ಸಾಮಾನ್ಯವಾಗಿ ಎಂಆರ್ಪಿಗಿಂತ ಕಡಿಮೆ ಬೆಲೆಗೆ ರೀಟೇಲ್ ವ್ಯಾಪಾರಿಗಳು ಮಾರಾಟ ಮಾಡುತ್ತಾರೆ ಎಂದು ಬಹುತೇಕ ಗ್ರಾಹಕರು ಈಗಾಗಲೇ ತಿಳಿದಿದ್ದಾರೆ. ಸರ್ಕಾರದ ಪ್ರಯತ್ನಗಳಿಂದಾಗಿ ಖಾದ್ಯ ತೈಲಗಳ ಬೆಲೆಯು ಹಿಂದಿನ ಗರಿಷ್ಠ ಬೆಲೆಗಳಿಂದ 20% ಕ್ಕಿಂತ ಹೆಚ್ಚು ನಿವ್ವಳ ಕಡಿತವನ್ನು ಕಂಡಿವೆ. ಮುಂಬರುವ ಸಂಕ್ರಾಂತಿ ಹಬ್ಬದ ಜೊತೆಗೆ ಬೆಲೆಗಳು ಇನ್ನಷ್ಟು ಇಳಿಕೆಯಾಗುವ ಜತೆಗೆ, ಬೇಡಿಕೊ ವೃದ್ಧಿಸುವ ನಿರೀಕ್ಷೆಯಿದೆ" ಎಂದರು.

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ಸರ್ಕಾರದ ಹಸ್ತಕ್ಷೇಪದಿಂದ ಖಾದ್ಯ ತೈಲ ಬೆಲೆ ಇಳಿಕೆ

ಜಾಗತಿಕ ಮಾರುಕಟ್ಟೆಗಳಲ್ಲಿ ಏರಿಕೆಯ ಬೆಲೆ ಪ್ರವೃತ್ತಿಯ ಹೊರತಾಗಿಯೂ ಆಮದು ಸುಂಕ ಕಡಿತಗೊಳಿಸಿದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಕಳೆದ ಕೆಲವು ತಿಂಗಳಲ್ಲಿ ಖಾದ್ಯ ತೈಲ ಬೆಲೆಗಳು ಇಳಿಕೆಯಾಗಿದೆ. ಆಮದು ಮಾಡಿಕೊಂಡ ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆ ಹೆಚ್ಚಳ, ಹೆಚ್ಚುತ್ತಿರುವ ಉತ್ಪಾದನೆ ಮತ್ತು ಸಾರಿಗೆ ವೆಚ್ಚಗಳು ಮತ್ತು ಕಡಿಮೆ ಉತ್ಪಾದನೆಯಿಂದಾಗಿ ಕಳೆದ ವರ್ಷ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆಗಳು ತೀವ್ರ ಏರಿಕೆ ಕಂಡಿದ್ದವು. ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಮೇಲಿನ ಸುಂಕ ಕಡಿತಗೊಳಿಸಿ ಕೇಂದ್ರ ಸರ್ಕಾರ ಮಧ್ಯಸ್ಥಿಕೆ ವಹಿಸಿದ್ದು ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆ ಕಡಿಮೆಯಾಗಲು ಸಹಾಯ ಮಾಡಿದೆ.

ಈ ಕುರಿತು ಮಾತನಾಡಿದ ಫ್ರೀಡಂ ಹೆಲ್ಪ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ನ ಸೀಲ್ಡ್ ಅಂಡ್ ಮಾರ್ಕೆಟಿಂಗ್ ವಿಭಾಗದ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ, "ಭಾರತದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬಳಕೆಯಲ್ಲಿ ಅಂದಾಜು 70% ದಕ್ಷಿಣ ಭಾರತ ಮತ್ತು ಒಡಿಶಾ ರಾಜ್ಯಗಳಲ್ಲೇ ಆಗುತ್ತದೆ. ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ಮುಖ್ಯವಾಗಿ ಉಕ್ಕೇನ್ ಮತ್ತು ರಫ್ತಾದಿಂದ ಆಮದು ಮಾಡಿಕೊಳ್ಳಲಾಗುತ್ತದೆ. ಕಾಕಿನಾಡ ಮತ್ತು ಕೃಷ್ಣಪಟ್ಟಣದಲ್ಲಿರುವ ನಮ್ಮ ಆತ್ಮಾವಲಂಬಿ ಸಂಸ್ಕರಣಾಗಾರಗಳಲ್ಲಿ ಸ್ವಯಂಚಾಲಿತ ಸಂಸ್ಕರಣೆ ಮತ್ತು ಪ್ಯಾಕೇಜಿಂಗ್ ಪ್ರಕ್ರಿಯೆಯೊಂದಿಗೆ ವಿಶ್ವದರ್ಜೆಯ ಗುಣಮಟ್ಟ ಮತ್ತು ನೈರ್ಮಲ್ಯವನ್ನು ಖಾತ್ರಿಪಡಿಸುತ್ತದೆ. ನಮ್ಮ ಮಾರಾಟದ ಬೆಲೆಗಳನ್ನು ಜಾಗತಿಕ ಬೆಲೆ ಪ್ರವೃತ್ತಿಗಳು, ವಿದೇಶಿ ಕರೆನ್ಸಿ, ಆಮದು ಸುಂಕಗಳು, ಸಾರಿಗೆ ಮತ್ತು ಉತ್ಪಾದನಾ ವೆಚ್ಚಗಳಿಂದ ನಿರ್ಧರಿಸಲಾಗುತ್ತದೆ. ಜಾಗತಿಕ ಅಂಶಗಳಿಂದ ಈ ವರ್ಷದ ಆರಂಭದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆಯು ಹಠಾತ್ ಏರಿಕೆ ಕಂಡು ಪ್ರತಿ ಲೀಟರ್ಗೆ 180 ರೂ.ಗಳಷ್ಟಾಗಿ, ಗ್ರಾಹಕರಿಗೆ ಬಿಸಿ ತಟ್ಟತ್ತು.

ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಮೇಲಿನ ಸುಂಕದಲ್ಲಿ ಕಡಿತದ ಸರಣಿಯನ್ನು ಪ್ರಾರಂಭಿಸಿ ಮಧ್ಯಸ್ಥಿಕೆ ವಹಿಸಿದ ಕೇಂದ್ರ ಸರ್ಕಾರಕ್ಕೆ ಅಭಿನಂದನೆಗಳು. ಇದು ಫ್ರೀಡಂ ಲಿಫ್ಟೆನ್ಸ್ ಸನ್ಮವರ್ ಆಯಿಲ್ಸ್ ಬೆಲೆಯನ್ನು ಗ್ರಾಹಕರಿಗಾಗಿ ಕಡಿಮೆ ಮಾಡಲು ನಮಗೆ ಸಹಾಯ ಮಾಡಿತು. ಇಂದಿನ ದಿನದ ಪ್ರಕಾರ, ಎಂಆರ್ಪಿ ಜಾಸ್ತಿ ಇದ್ದರೂ, ಗ್ರಾಹಕರಿಗೆ ನಮ್ಮ ಬ್ರಾಂಡ್ ಫ್ರೀಡಂ ಲಿಫ್ಟೆನ್ಸ್ ಸನ್ಮವರ್ ಆಯಿಲ್ಸ್ ಲೀಟರ್ಗೆ ರೂ. 140 ಅಥವಾ ಅದಕ್ಕೂ ಕಡಿಮೆ ಬೆಲೆಗೆ ಲಭ್ಯವಿದೆ. ಅದಕ್ಕೆ ಎಣ್ಣೆ ಬ್ರಾಂಡ್‌ಗಳನ್ನು ಸಾಮಾನ್ಯವಾಗಿ ಎಂಆರ್ಪಿಗಿಂತ ಕಡಿಮೆ ಬೆಲೆಗೆ ರೀಟೇಲ್ ವ್ಯಾಪಾರಿಗಳು ಮಾರಾಟ ಮಾಡುತ್ತಾರೆ ಎಂದು ಬಹುತೇಕ ಗ್ರಾಹಕರು ಈಗಾಗಲೇ ತಿಳಿದಿದ್ದಾರೆ. ಸರ್ಕಾರದ ಪ್ರಯತ್ನಗಳಿಂದಾಗಿ ಖಾದ್ಯ ತೈಲಗಳ ಬೆಲೆಯು ಹಿಂದಿನ ಗಂಭೀರ ಬೆಲೆಗಳಿಂದ 20% ಕ್ಕಿಂತ ಹೆಚ್ಚು ನಿವ್ವಳ ಕಡಿತವನ್ನು ಕಂಡಿದೆ. ಮುಂಬರುವ ಸಂಕ್ರಾಂತಿ ಹಬ್ಬದ ಜೊತೆಗೆ ಬೆಲೆಗಳು ಇನ್ನಷ್ಟು ಇಳಿಕೆಯಾಗುವ ಜತೆಗೆ, ಬೇಡಿಕೆಗಿಂತ ಜಮಖಂಡಿ ವೃದ್ಧಿಸುವ ನಿರೀಕ್ಷೆಯಿದೆ" ಎಂದರು.

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■ ಸರ್ಕಾರದ ಹಸ್ತಕ್ಷೇಪದಿಂದ

ಖಾದ್ಯ ತೈಲ ಬೆಲೆ ಇಳಿಕೆ

ಬೆಂಗಳೂರು: ಜಾಗತಿಕ ಮಾರುಕಟ್ಟೆಗಳಲ್ಲಿ ಏರಿಕೆಯ ಬೆಲೆ ಪ್ರವೃತ್ತಿಯ ಹೊರತಾಗಿಯೂ ಆಮದು ಸುಂಕ ಕಡಿತಗೊಳಿಸಿದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಕಳೆದ ಕೆಲವು ತಿಂಗಳಲ್ಲಿ ಖಾದ್ಯ ತೈಲ ಬೆಲೆಗಳು ಇಳಿಕೆಯಾಗಿವೆ. ಆಮದು ಮಾಡಿಕೊಂಡ ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆ ಹೆಚ್ಚಳ, ಹೆಚ್ಚುತ್ತಿರುವ ಉತ್ಪಾದನೆ ಮತ್ತು ಸಾರಿಗೆ ವೆಚ್ಚಗಳು ಮತ್ತು ಕಡಿಮೆ ಉತ್ಪಾದನೆಯಿಂದಾಗಿ ಕಳೆದ ವರ್ಷ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆಗಳು ತೀವ್ರ ಏರಿಕೆ ಕಂಡಿದ್ದವು. ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಮೇಲಿನ ಸುಂಕ ಕಡಿತಗೊಳಿಸಿ ಕೇಂದ್ರ ಸರ್ಕಾರ ಮಧ್ಯಸ್ಥಿಕೆ ವಹಿಸಿದ್ದು ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆ ಕಡಿಮೆಯಾಗಲು ಸಹಾಯ ಮಾಡಿದೆ.

ಈ ಕುರಿತು ಮಾತನಾಡಿದ ಫ್ರೀಡಂ ಹೆಲ್ಪ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್

ನ ಸೇಲ್ಸ್ ಅಂಡ್ ಮಾರ್ಕೆಟಿಂಗ್ ವಿಭಾಗದ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ, ಭಾರತದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬಳಕೆಯಲ್ಲಿ ಅಂದಾಜು 70% ದಕ್ಷಿಣ ಭಾರತ ಮತ್ತು ಒಡಿಶಾ ರಾಜ್ಯಗಳಲ್ಲೇ ಆಗುತ್ತದೆ. ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ಮುಖ್ಯವಾಗಿ ಉಕ್ರೇನ್ ಮತ್ತು ರಷ್ಯಾದಿಂದ ಆಮದು ಮಾಡಿಕೊಳ್ಳಲಾಗುತ್ತದೆ. ಕಾಕಿನಾಡ ಮತ್ತು ಕೃಷ್ಣಪಟ್ಟಣದಲ್ಲಿರುವ ನಮ್ಮ ಅತ್ಯಾಧುನಿಕ ಸಂಸ್ಕರಣಾಗಾರಗಳಲ್ಲಿ ಸ್ವಯಂಚಾಲಿತ ಸಂಸ್ಕರಣೆ ಮತ್ತು ಪ್ಯಾಕೇಜಿಂಗ್ ಪ್ರಕ್ರಿಯೆಯೊಂದಿಗೆ ವಿಶ್ವದರ್ಜೆಯ ಗುಣಮಟ್ಟ ಮತ್ತು ನೈರ್ಮಲ್ಯವನ್ನು ಖಾತ್ರಿಪಡಿಸುತ್ತದೆ. ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಮೇಲಿನ ಸುಂಕದಲ್ಲಿ ಕಡಿತದ ಸರಣಿಯನ್ನು ಪ್ರಾರಂಭಿಸಿ ಮಧ್ಯಸ್ಥಿಕೆ ವಹಿಸಿದ ಕೇಂದ್ರ ಸರ್ಕಾರಕ್ಕೆ ಅಭಿನಂದನೆಗಳು. ಸರ್ಕಾರದ ಪ್ರಯತ್ನಗಳಿಂದಾಗಿ ಖಾದ್ಯ ತೈಲಗಳ ಬೆಲೆಯು ಹಿಂದಿನ ಗರಿಷ್ಠ ಬೆಲೆಗಳಿಂದ 20% ಕ್ಕಿಂತ ಹೆಚ್ಚು ನಿವ್ವಳ ಕಡಿತವನ್ನು ಕಂಡಿವೆ. ಮುಂಬರುವ ಸಂಕ್ರಾಂತಿ ಹಬ್ಬದ ಜೊತೆಗೆ ಬೆಲೆಗಳು ಇನ್ನಷ್ಟು ಇಳಿಕೆಯಾಗುವ ಜತೆಗೆ, ಬೇಡಿಕೊ ವೃದ್ಧಿಸುವ ನಿರೀಕ್ಷೆಯಿದೆ ಎಂದರು.

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ಆಮದು ಸುಂಕ ಕಡಿತ: ಖಾದ್ಯ ತೈಲ ಬೆಲೆಗಳು ಇಳಿಕೆ

ಬೆಂಗಳೂರು: ಜಾಗತಿಕ ಮಾರುಕಟ್ಟೆಗಳಲ್ಲಿ ಏರಿಕೆಯ ಬೆಲೆ ಪ್ರವೃತ್ತಿಯ ಹೊರತಾಗಿಯೂ ಆಮದು ಸುಂಕ ಕಡಿತಗೊಳಿಸಿದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಕಳೆದ ಕೆಲವು ತಿಂಗಳಲ್ಲಿ ಖಾದ್ಯ ತೈಲ ಬೆಲೆಗಳು ಇಳಿಕೆಯಾಗಿವೆ. ಆಮದು ಮಾಡಿಕೊಂಡ ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆ ಹೆಚ್ಚಳ, ಹೆಚ್ಚುತ್ತಿರುವ ಉತ್ಪಾದನೆ ಮತ್ತು ಸಾರಿಗೆ ವೆಚ್ಚಗಳು ಮತ್ತು ಕಡಿಮೆ ಉತ್ಪಾದನೆಯಿಂದಾಗಿ ಕಳೆದ ವರ್ಷ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆಗಳು ತೀವ್ರ ಏರಿಕೆ ಕಂಡಿದ್ದವು. ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಮೇಲಿನ ಸುಂಕ ಕಡಿತಗೊಳಿಸಿ ಕೇಂದ್ರ ಸರ್ಕಾರ ಮಧ್ಯಸ್ಥಿಕೆ ವಹಿಸಿದ್ದು ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆ ಕಡಿಮೆಯಾಗಲು ಸಹಾಯ ಮಾಡಿದೆ.

ಈ ಕುರಿತು ಮಾತನಾಡಿದ ಫೀಡಂ ಹೆಲ್ಪ್ ಕುಕಿಂಗ್ ಆಯಿಲ್ಸ್ ನ ಸೀಲ್ಡ್ ಅಂಡ್ ಮಾರ್ಕೆಟಿಂಗ್ ವಿಭಾಗದ ಹಿರಿಯ ಉಪಾಧ್ಯಕ್ಷ ಪಿ. ಚಂದ್ರಶೇಖರ ರೆಡ್ಡಿ, "ಭಾರತದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬಳಕೆಯಲ್ಲಿ ಅಂದಾಜು 70% ದಕ್ಷಿಣ ಭಾರತ ಮತ್ತು ಒಡಿಶಾ ರಾಜ್ಯಗಳಲ್ಲೇ ಆಗುತ್ತದೆ. ಕಚ್ಚಾ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯನ್ನು ಮುಖ್ಯವಾಗಿ ಉತ್ತರ ಮತ್ತು ರಷ್ಯಾದಿಂದ ಆಮದು ಮಾಡಿಕೊಳ್ಳಲಾಗುತ್ತದೆ. ಕಾಕಿನಾಡ ಮತ್ತು ಕೃಷ್ಣಪಟ್ಟಣದಲ್ಲಿರುವ ನಮ್ಮ ಅತ್ಯಾಧುನಿಕ ಸಂಸ್ಕರಣಾಗಾರಗಳಲ್ಲಿ ಸ್ವಯಂಚಾಲಿತ ಸಂಸ್ಕರಣೆ ಮತ್ತು ಪ್ರಾಕೇಜಿಂಗ್ ಪ್ರಕ್ರಿಯೆಯೊಂದಿಗೆ ವಿಶ್ವದರ್ಜೆಯ ಗುಣಮಟ್ಟ ಮತ್ತು ನೈರ್ಮಲ್ಯವನ್ನು ಪಾತ್ರಿಸಿರುತ್ತದೆ. ನಮ್ಮ ಮಾರಾಟದ ಬೆಲೆಗಳನ್ನು ಜಾಗತಿಕ ಬೆಲೆ ಪ್ರವೃತ್ತಿಗಳು, ವಿದೇಶಿ ಕರೆನ್ಸಿ, ಆಮದು ಸುಂಕಗಳು, ಸಾರಿಗೆ ಮತ್ತು ಉತ್ಪಾದನಾ ವೆಚ್ಚಗಳಿಂದ ನಿರ್ಧರಿಸಲಾಗುತ್ತದೆ. ಜಾಗತಿಕ ಅಂಶಗಳಿಂದ ಈ ವರ್ಷದ ಆರಂಭದಲ್ಲಿ ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಬೆಲೆಯು ಹಠಾತ್ ಏರಿಕೆ ಕಂಡು ಪ್ರತಿ ಲೀಟರ್ಗೆ 180 ರೂ.ಗಳಷ್ಟಾಗಿ, ಗ್ರಾಹಕರಿಗೆ ಬಿಸಿ ತಟ್ಟತ್ತು.

ಸೂರ್ಯಕಾಂತಿ ಎಣ್ಣೆಯ ಮೇಲಿನ ಸುಂಕದಲ್ಲಿ ಕಡಿತದ ಸರಣಿಯನ್ನು ಪ್ರಾರಂಭಿಸಿ ಮಧ್ಯಸ್ಥಿಕೆ ವಹಿಸಿದ ಕೇಂದ್ರ ಸರ್ಕಾರಕ್ಕೆ ಅಭಿನಂದನೆಗಳು. ಇದು ಫೀಡಂ ರಿಫೈನ್ಡ್ ಸಸ್‌ವರ್ಡ್ ಆಯಿಲ್ಸ್ ಬೆಲೆಯನ್ನು ಗ್ರಾಹಕರಿಗಾಗಿ ಕಡಿಮೆ ಮಾಡಲು ನಮಗೆ ಸಹಾಯ ಮಾಡಿತು. ಇಂದಿನ ದಿನದ ಪ್ರಕಾರ, ಎಂಆರ್‌ಪಿ ಜಾಸ್ತಿ ಇದ್ದರೂ, ಗ್ರಾಹಕರಿಗೆ ನಮ್ಮ ಬ್ರಾಂಡ್ ಫೀಡಂ ರಿಫೈನ್ಡ್ ಸಸ್‌ವರ್ಡ್ ಆಯಿಲ್ಸ್ ಲೀಟರ್ಗೆ ರೂ. 140 ಅಥವಾ ಅದಕ್ಕೂ ಕಡಿಮೆ ಬೆಲೆಗೆ ಲಭ್ಯವಿದೆ. ಆಡುಗೆ ಎಣ್ಣೆ ಬ್ರಾಂಡ್‌ಗಳನ್ನು ಸಾಮಾನ್ಯವಾಗಿ ಎಂಆರ್‌ಪಿಗಿಂತ ಕಡಿಮೆ ಬೆಲೆಗೆ ರೀಟೇಲ್ ವ್ಯಾಪಾರಿಗಳು ಮಾರಾಟ ಮಾಡುತ್ತಾರೆ ಎಂದು ಬಹುತೇಕ ಗ್ರಾಹಕರು ಈಗಾಗಲೇ ತಿಳಿದಿದ್ದಾರೆ. ಸರ್ಕಾರದ ಪ್ರಯತ್ನಗಳಿಂದಾಗಿ ಖಾದ್ಯ ತೈಲಗಳ ಬೆಲೆಯು ಹಿಂದಿನ ಗರಿಷ್ಠ ಬೆಲೆಗಳಿಂದ 20% ಕ್ಕಿಂತ ಹೆಚ್ಚು ನಿವೃತ್ತ ಕಡಿತವನ್ನು ಕಂಡಿವೆ. ಮುಂಬರುವ ಸಂಕ್ರಾಂತಿ ಹಬ್ಬದ ಜೊತೆಗೆ ಬೆಲೆಗಳು ಇನ್ನಷ್ಟು ಇಳಿಕೆಯಾಗುವ ಜತೆಗೆ, ಬೇಡಿಕೊ

ವದಿಸುವ ನಿರೀಕ್ಷೆಯಿದೆ" ಎಂದರು.

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இறக்குமதி வரி குறைப்பால் சமையல் எண்ணெய் விலை குறைகிறது

பெங்களூர், டிச. 27- உலகச் சந்தைகளில் விலை ஏற்றம் காணப்பட்டாலும், கடந்த சில மாதங்களாக இறக்குமதி வரி குறைத்து உள்ளதால் சமையல் எண்ணெய் விலை குறைந்துள்ளது. உற்பத்தி மற்றும் போக்குவரத்து செலவு அதிகரிப்பு மற்றும் உற்பத்தி குறைவு காரணமாக இறக்குமதி செய்யப்படும் கச்சா சூரியகாந்தி எண்ணெயின் விலை கடந்த ஆண்டில் கடுமையாக அதிகரித்துள்ளது. மத்திய அரசு தலையிட்டு கச்சா சூரியகாந்தி எண்ணெய் மீதான வரியை குறைத்ததால் சூரியகாந்தி எண்ணெய் விலை குறைகிறது. விற்பனை மற்றும் சந்தைப்படுத்தல் மூத்த துணைத் தலைவர், சுதந்திர ஆரோக்கியமான சமையல் எண்ணெய்கள் சந்திரசேகர் ரெட்டி, கூறுகையில், இந்தியாவில் சூரியகாந்தி எண்ணெயின் 70% பயன்பாடு தென்னிந்தியா மற்றும் ஒடிசா மாநிலங்களில் நிகழ்கிறது. கச்சா சூரியகாந்தி எண்ணெய் முக்கியமாக உக்ரைன் மற்றும் ரஷ்யாவிலிருந்து இறக்குமதி செய்யப்படுகிறது. காக்கிநாடா மற்றும் கிருஷ்ணாப்பட்டினத்தில் உள்ள எங்களின் அதிநவீன சுத்திகரிப்பு நிலையங்கள் தானியங்கி செயலாக்கம் மற்றும் பேக்வேஷிங் செயல்முறையுடன் உலகத் தரம் மற்றும் சுகாதாரத்தை உறுதி செய்கின்றன. எங்கள் விற்பனை விலைகள் உலகளாவிய விலையிடல் போக்குகள், வெளிநாட்டு நாணயம், இறக்குமதி கட்டணங்கள், போக்குவரத்து மற்றும் உற்பத்தி செலவுகள் ஆகியவற்றால் தீர்மானிக்கப்படுகின்றன. இந்த ஆண்டின் தொடக்கத்தில், சூரியகாந்தி எண்ணெய் விலை உலக காரணிகளிலிருந்து கடுமையாக உயர்ந்து விட்டிருக்கு ரூ.180 ஆக இருந்தது. சூரியகாந்தி எண்ணெய் மீதான வரிக் குறைப்பைத் தொடங்கி, அதில் தலையிட்ட மத்திய அரசுக்கு வாழ்த்துகள். இது நுகர்வோருக்கு சுதந்திர சுத்திகரிக்கப்பட்ட சூரியகாந்தி எண்ணெயின் விலையை குறைக்க உதவியது. இன்றைய நிலவரப்படி, சலுகைகள் இருந்தபோதிலும், வாடிக்கையாளர்கள் எங்கள் பிராண்டான ப்ேரீட்டம் சுத்திகரிக்கப்பட்ட சூரியகாந்தி எண்ணெயை ரூ.140 அல்லது அதற்கும் குறைவான விலையில் கிடைக்கும். சமையல் எண்ணெய் பிராண்டுகள் பொதுவாக சில்லறை விற்பனையாளர்களால் குறைவாக விற்கப்படுகின்றன என்பதை பெரும்பாலான நுகர்வோர் ஏற்கனவே அறிந்திருக்கிறார்கள். அரசாங்க முயற்சிகள் காரணமாக, சமையல் எண்ணெய் விலைகள் முந்தைய அதிகப்பீச்சத்தை விட 20 சதவிகிதம்க்கும் அதிகமாக குறைந்துள்ளது. வரவிருக்கும் சீசனுடன் விலைகள் குறைந்து வருவதால், பெடிகோ வளர்ச்சியை எதிர்பார்க்கிறது.

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सरकारी हस्तक्षेपामुळे खाद्यतेलाच्या किमतीत घट

बेंगळूर : कमी आयात शुल्कामुळे खाद्यतेलाच्या किमती गेल्या काही महिन्यात घसरल्या आहेत. आयात केलेल्या कच्च्या सूर्यफूल तेलाच्या वाढत्या किमती, वाढता उत्पादन खर्च आणि वाहतूक खर्च आणि कमी उत्पादन यामुळे गेल्यावर्षी सूर्यफूल तेलाच्या किमतीत प्रचंड वाढ झाली आहे. पण कच्च्या सूर्यफूल तेलावरील शुल्क कपातीच्या मातकेसह केंद्र सरकारच्या हस्तक्षेपामुळे सूर्यफूल तेलाच्या किमती कमी होण्यास मदत झाली आहे.

फ्रीडम हेल्दी कुकिंग ऑईलच्या विक्री आणि विपणन विभागाचे उपाध्यक्ष पी. चंद्रशेखर रेड्डी या विषयावर बोलताना म्हणाले, बहुतेक सूर्यफूल तेलाचा अंदाजे ७० टक्के वापर दक्षिण भारत

Freedom!
Healthy Cooking Oils

आणि ओडिशा या राज्यांमध्ये होतो. कच्चे सूर्यफूल तेल मुख्यत्वेकरून युकेन आणि रशियामधून आयात केले जाते आणि काकीनाडा, कृष्णपट्टणम येथील आमच्या जत्यावुनिक रिफायनरीमध्ये स्वयंचलित शुद्धीकरण आणि पॅकिंग प्रक्रियेसह जागतिक दर्जाची गुणवत्ता आणि स्वच्छता सुनिश्चित करते. आमच्या विक्रीच्या किमती जागतिक किमतीचा ट्रेड, परकीय चलन, आयात शुल्क, वाहतूक आणि

उत्पादन खर्च यानुसार ठरवल्या जातात. या वर्षाच्या सुरुवातीला जागतिक कारणामुळे ग्राहकांसाठी सूर्यफूल तेलाची किमत झपाट्याने वाढली. सूर्यफूल तेलावरील शुल्कात सातत्याने कपात केल्याबद्दल सरकारचे आभार मानत आहे. कारण आमला फ्रीडम रिफाईंड सनफ्लॉवर तेलाची किंमत कमी करण्यास मदत झाली, बऱ्याच ग्राहकांना आधीच माहिती आहे की, स्वयंपाकाच्या तेलाचे ब्रँड सामान्यतः किरकोळ विक्रेते एमआरपीपेक्षा कमी दराने विकतात. सरकारी प्रयत्नांना परिणाम म्हणून पूर्वीच्या किमतीमध्ये २० टक्क्यांपेक्षा अधिक घट झाली आहे. संक्रेतीच्या अगोदर तेलाच्या किमती कमी झाल्याने त्याची मागणी आणखी वाढली पाहिजे.

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**ସରକାରଙ୍କ ହସ୍ତକ୍ଷେପ ଫଳରେ
ଖାଇବାତେଲ ଦର କମିଛି**

ବେଙ୍ଗାଳୁରୁ ୨୫।୧୨

ଭବିଷ୍ୟତ ବର୍ଷ ଲୋଭିତ୍ ବଚନର ଯୋଗୁ
ଭୟାବନ ଓ ଆନବାନୀରେ ଅନେକ
ସମସ୍ୟା କାରଣରୁ ଖାଇବାତେଲର
ଦର ଅନେକାଂଶରେ ବୃଦ୍ଧି ପାଇଥିଲା ।
ଫଳରେ ଖାଇବି ସରକାରଙ୍କ ଉପରେ
ଅସନ୍ତୋଷ ପ୍ରକାଶ କରିଥିଲେ ।
ଏଭିଏ ପରିସ୍ଥିତିରେ ସରକାର ମଧ୍ୟ
ଏହାରୁ ବୁଦ୍ଧି ସହ ପ୍ରତିକ୍ରିୟା ଦେଇ
ପ୍ରାୟ ଦିଶନ୍ଧରେ ବ୍ୟାପକ ପଦକ୍ଷେପ
ଗ୍ରହଣ କରିଥିଲେ । ଫଳରେ ଉଚ୍ଚ
ଭିକ୍ଷି ମାଧ୍ୟମରେ ଖାଇବାତେଲର
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ବିଶେଷତା କରାଯାଏ ।

Elink: <https://www.sakshi.com/telugu-news/business/prices-declined-freedom-refined-sunflower-oil-1422814>

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Freedom Sunflower Oil Price: తగ్గిన ఫ్రీడమ్ సన్‌ఫ్లవర్ ఆయిల్ ధర

Dec 27, 2021, 00:39 IST

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ముందై: దిగుమతి సుంకాలు తగ్గించడంతో ఫ్రీడమ్ రిఫైండర్ సన్‌ఫ్లవర్ ఆయిల్ ధర తగ్గించిన కంపెనీ పేర్కొంది. లీటరు ఫ్రీడమ్ రిఫైండర్ సన్‌ఫ్లవర్ ఆయిల్‌ను గరిష్టంగా రూ.140లు, అంతకంటే తక్కువ ధరతో విక్రయిస్తున్నామని కంపెనీ సీనియర్ వైస్ ప్రెసిడెంట్ చంద్రశేఖర రెడ్డి ఈ ప్రకటనలో పేర్కొన్నారు. సన్‌ఫ్లవర్ ఆయిల్‌పై కేంద్రం దిగుమతి సుంకాలను తగ్గించిన సేవద్వారా సంస్థ ఈ నిర్ణయం తీసుకుంది. అంతర్జాతీయ కారణాలతో ఈ ఏడాది ప్రారంభంలో లీటరు వంట నూనె ధర దాదాపు రూ.180 స్థాయికి చేరింది. నాటి నుంచి ధరల అదుపు చర్యల్లో భాగంగా ప్రభుత్వం పరిస్థితులకు తగ్గట్టు సన్‌ఫ్లవర్ ఆయిల్‌పై దిగుమతి సుంకాలు తగ్గిస్తూ వచ్చింది. దీంతో మార్కెట్లో సరఫరా పెరిగి ధరలు దిగివచ్చాయి.

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Elink: <https://retail.economictimes.indiatimes.com/news/food-entertainment/grocery/major-edible-oil-brands-cut-mrp-by-10-15-to-give-relief-to-consumers-sea/88525481>

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Major edible oil brands cut MRP by 10-15% to give relief to consumers: SEA

The prices have been reduced by Adani Wilmar (on Fortune brands), Ruchi Soya (Mahakosh, Sunrich, Ruchi Gold and Nutrella brands), Emami (Healthy & Tasty brands), Bunge (Dalda, Gagan, Chambal brands) and Gemini (Freedom sunflower oil brands), it said.

PTI • December 27, 2021, 18:15 IST

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Major edible oil companies, including Adani Wilmar and Ruchi Soya, have reduced the maximum retail price (MRP) of their products by 10-15 per cent to provide relief to consumers, industry body SEA said on Monday. The prices have been reduced by Adani Wilmar (on Fortune brands), Ruchi Soya (Mahakosh, Sunrich, Ruchi Gold and Nutrella brands), Emami (Healthy & Tasty brands), Bunge (Dalda, Gagan, Chambal brands) and Gemini (Freedom sunflower oil brands), it said.

COFCO (Nutrilive brands), Frigorifico Allana (Sunny brands), Gokul Agro (Vitalife, Mahek and Zaika brands) and others have also reduced prices, it added.

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Name of the website: www.timesofindia.indiatimes.com

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NEWS / BUSINESS NEWS / MAJOR EDIBLE OIL BRANDS CUT MRP BY 10-15% TO GIVE RELIEF TO CONSUMERS: SEA

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Major edible oil brands cut MRP by 10-15% to give relief to consumers: SEA

PTI | Dec 27, 2021, 17:03 IST





New Delhi, Dec 27 (PTI) Major edible oil companies, including Adani Wilmar and Ruchi Soya, have reduced the maximum retail price (MRP) of their products by 10-15 per cent to provide relief to consumers, industry body SEA said on Monday. The prices have been reduced by Adani Wilmar (on Fortune brands), Ruchi Soya (Mahakosh, Sunrich, Ruchi Gold and Nutrella brands), Emami (Healthy & Tasty brands), Bunge (Dalda, Gagan, Chambal brands) and Gemini (Freedom sunflower oil brands), it said.

COFCO (Nutrilive brands), Frigorifico Allana (Sunny brands), Gokul Agro (Vitalife, Mahek and Zaika brands) and others have also reduced prices, it added.

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Name of the website: www.bizzbuzz.news

Elink: <https://www.bizzbuzz.news/markets/breather-for-consumers-as-edible-oil-brands-slash-prices-1090593?infinitescroll=1>


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Breather for consumers as edible oil brands slash prices

Major edible oil companies, including Adani Wilmar and Ruchi Soya, have reduced the maximum retail price (MRP) of their products by 10-15 per cent to provide relief to consumers, industry body SEA said on Monday.

By Bizz Buzz | 27 Dec 2021 9:49 PM IST



Breather for consumers as edible oil brands slash prices

New Year Relief

- Centre on Dec 20 reduced import duty on refined palm oil to 12.5% from 17.5%
- To boost supplies, the govt has allowed traders to import refined palm oil without licence till Dec 2022

The prices have been reduced by Adani Wilmar (on Fortune brands), Ruchi Soya (Mahakosh, Sunrich, Ruchi Gold and Nutrella brands), Emami (Healthy & Tasty brands), Bunge (Dalda, Gagan, Chambal brands) and Gemini (Freedom sunflower oil brands), it said.

COFCO (Nutrilive brands), Frigorifico Allana (Sunny brands), Gokul Agro (Vitalife, Mahek and Zaika brands) and others have also reduced prices, it added.


Name of the website: www.livemint.com

Elink: <https://www.livemint.com/news/india/major-edible-oil-brands-cut-retail-prices-by-10-15-to-give-relief-to-consumers-11640619780778.html>

mint

Home / News / India / Major edible oil brands cut retail prices by 10-15% to give relief to ...

Major edible oil brands cut retail prices by 10-15% to give relief to consumers

A photograph showing a man in a white tank top and dark shorts loading a bicycle with large stacks of edible oil cans. The background is filled with more stacks of these cans, creating a dense wall of product.

To provide relief to consumer, the government has recently slashed import duty on edible oils from the surge in global commodity prices. (HT_PRINT)

2 min read . Updated: 27 Dec 2021, 09:27 PM IST

Livemint

- Industry body SEA said it is hopeful the New Year would bring happier tidings for consumers with expectations of a large domestic mustard crop coupled with softening international prices in coming months.

Recently, Union Food Secretary Sudhanshu Pandey had called a meeting of industry leaders a few days back and requested them to respond positively to the reduction in import duties which the government had announced.

The prices have been reduced by Adani Wilmar (on Fortune brands), Ruchi Soya (Mahakosh, Sunrich, Ruchi Gold and Nutrella brands), Emami (Healthy & Tasty brands), Bunge (Dalda, Gagan, Chambal brands) and Gemini (Freedom sunflower oil brands), it said.

COFCO (Nutralive brands), Frigorifico Allana (Sunny brands), Gokul Agro (Vitalife, Mahek and Zaika brands) and others have also reduced prices, it added.

"We are happy to share that our leading members have responded proactively and reduced MRP on edible oils marketed by them, across the board by 10-15% to provide relief to consumers during the festival

Elink: <https://www.newindianexpress.com/business/2021/dec/27/in-a-relief-to-consumers-major-edible-oil-brands-cut-maximum-retail-price-by-10-to-15-per-cent-2400287.html>

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473.25(0.82%)

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17232.10

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145.85(0.85%)

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Business

In a relief to consumers, major edible oil brands cut maximum retail price by 10 to 15 per cent

COFCO (Nutralive brands), Frigorifico Allana (Sunny brands), Gokul Agro (Vitalife, Mahek and Zaika brands) and others have also reduced prices, it added.

Published: 27th December 2021 08:01 PM

Last Updated: 27th December 2021 08:01 PM

Image used for representational purpose only. (Photo | Pixabay)

By PTI

NEW DELHI: Major edible oil companies, including Adani Wilmar and Ruchi Soya, have reduced the maximum retail price (MRP) of their products by 10-15 per cent to provide relief to consumers, industry body SEA said on Monday.

The prices have been reduced by Adani Wilmar (on Fortune brands), Ruchi Soya (Mahakosh, Sunrich, Ruchi Gold and Nutrella brands), Emami (Healthy & Tasty brands), Bunge (Dalda, Gagan, Chambal brands) and Gemini (Freedom sunflower oil brands), it said.

COFCO (Nutralive brands), Frigorifico Allana (Sunny brands), Gokul Agro (Vitalife, Mahek and Zaika brands) and others have also reduced prices, it added.

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Name of the website: www.financialexpress.com

Elink: https://www.financialexpress.com/market/commodities/edible-oil-marketers-lower-mrp-by-10-15/2391584/lite/?utm_campaign=fullarticle&utm_medium=referral&utm_source=inshorts

Friday, Dec 31, 2021 English | தமிழ் | বাংলা | മലയാളം | हिंदी | ગુજરાતી | Business | विज्ञापन | Insurance

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HOME / MARKETS / COMMODITIES / Edible Oil Marketers Lower MRP By 10-15%

Edible oil marketers lower MRP by 10-15%

Last week, the association had advised its members to market edible oils with realistic MRP that the consumer needs to pay.

Written By **FE Bureau**
December 28, 2021 3:55:00 am



All eligible registered unorganised workers are entitled to get benefit of an accidental insurance cover of Rs 2.0 Lakh for a year free of cost through Pradhan Mantri Suraksha Bima Yojana (PMSBY).

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The Solvent Extractors' Association (SEA) of India has claimed that several members of the association have reduced maximum retail price (MRP) on edible oils marketed by them by 10-15% to provide relief to the consumers this festive season. Atul Chaturvedi, president, SEA, said that members responded positively to the appeal made by the association to market edible oils with realistic MRP.

Some of the top members including Adani Wilmar (Fortune Brands) Ruchi Soya (Mahakosh, Sunrich, Ruchi Gold, Nutrella Brands, Emami) (Healthy & Tasty brands), Bunge (Dalda/Gagan/Chambal brands), Gemini (Freedom Sunflower Oil brands), COFCO (Nutrilive brand), Frigorifico Allana (Sunny Brands) and Gokul Agro (Vitalife, Mahek, Zaika brands) among others have reduced the MRP on their respective edible oil brands, he said.

Name of the website: Inshots



Major edible oil brands cut their MRP by 10-15%

Major edible oil brands have reduced their MRP by 10-15% to provide relief to customers, industry body Solvent Extractors' Association of India (SEA) said. The prices were cut after Food Ministry asked companies to act in sync with the reduction in import duties on edible oils. Adani Wilmar, Ruchi Soya, Emami, Gemini and other companies have reduced edible oil prices.

short by Pragya Swastik / 29 Dec, 2021

Name of the Publication: Deccan Herald

Date: 03.12.2021

Page No: 01

Edition: Bangalore

Headline: Freedom Refined Sunflower Oil

Freedom contributes towards Covid-19 relief operations

As part of their corporate social responsibility (CSR) initiative, Freedom Healthy Cooking Oils has contributed a total of ₹ 2.5 crore towards Covid-19 relief operations. Of the total contribution, the company contributed to the PM-Cares fund and to chief minister's relief funds for Telangana, Andhra Pradesh, Karnataka, Tamil Nadu and Odisha.

The organisation has also collaborated with governments to distribute edible oil worth ₹ 25 lakh to underprivileged sections living in localities around the cooking oil production units. "GEF India (makers of Freedom Healthy Cooking Oils) is humbled to contribute to the chief minister relief fund. We are confident that our contribution will have a positive impact on communities that have been hit hardest by this unprecedented crisis," said Gemini Edibles & Fats India managing director, Pradeep Chowdhry.

Also as a part of their CSR initiative, GEF extends support to the rural women by procuring 2.5 lakh face masks through the SHGs (Self-help group) in the rural areas.

This is an initiative to support the domestic craftsmen who are severely impacted by the COVID-19 pandemic. Besides which several workshops have been organized for women to make them independent and self-reliant through initiatives like Freedom self-employment cookery workshop, etc.

Freedom Sunflower Oil now in a 2 ltr jar

Freedom Oil, a flagship brand of city-based Gemini Edibles and Fats, has launched two litre jar of Freedom Refined Sunflower oil. The new jar was launched by P. Chandra Shekhara Reddy, Vice President - Sales & Marketing, Freedom Healthy Cooking Oils, along with the other senior management. The new two-litre jar has been designed according to socio-demographic profile of Indian consumers. The two-litre PET transparent jar has been introduced to offer convenience to the nuclear families to suit their consumption requirement. "We are happy to introduce the new two litre PET bottle of Freedom Refined Sunflower Oil, to provide an elegant and convenient SKU for the present-day customer. We hope it is liked by our patrons. We offer a value-for-money brand to our consumers providing them the 'Freedom to eat. Freedom to enjoy'," said Chandra Shekhara Reddy.

Freedom & Seva Bharati set up Covid home isolation centre

Freedom Oil, a flagship brand of city-based Gemini Edibles and Fats, has launched two litre jar of Freedom Refined Sunflower oil. The new jar was launched by P. Chandra Shekhara Reddy, Vice President - Sales & Marketing, Freedom Healthy Cooking Oils, along with the other senior management. The new two-litre jar has been designed according to socio-demographic profile of Indian consumers. The two-litre PET transparent jar has been introduced to offer convenience to the nuclear families to suit their consumption requirement. "We are happy to introduce the new two litre PET bottle of Freedom Refined Sunflower Oil, to provide an elegant and convenient SKU for the present-day customer. We hope it is liked by our patrons. We offer a value-for-money brand to our consumers providing them the 'Freedom to eat. Freedom to enjoy'," said Chandra Shekhara Reddy.

Freedom Healthy Cooking Oils becomes one of India's most Preferred Cooking Oil Brands

Freedom Healthy Cooking Oils, the leading brand of edible oil has been recognised among the Urban Indian Consumers Top 5 Cooking Oil choices in the India Today - Ipsos Urban Consumer Sentiment Survey 2020. This highlights the consumer's preference for the brand through an independent third-party survey, as they appreciate the quality, consistency and trustworthiness of their favourite edible oil brand - Freedom. Imparting its presence in selected geographies across India.

The survey was conducted to understand the change in consumer perception towards brands since COVID-19 led everyone to a new normal. The survey received over 4,000 responses from 15 cities across the country, with a list of well-known brands from 51 categories. The respondents were asked to choose their most preferred brands based on the criteria of price, quality, trustworthiness etc. While the price remained a factor of concern, consumers were willing to pay more for hygienically produced food products that have been consistent with their quality and brand messaging, which is what instilled a sense of trust in the brands. Freedom Healthy Cooking Oils has been making strides in the public eye by keeping consumer preferences at the top of their priority list.

FROM HUSBAND TO ROCKING HUSBAND!

Switch to Freedom. Enjoy the change.

Refined to retain its natural goodness, Freedom Sunflower Oil is light, clear and lets you cook more with less oil. So when your husband enjoys food made with Freedom, he enjoys being lighter, fitter and rocking!

GEF partners with Akshaya Patra and donates 6 vehicles

Gemini Edibles and Fats India Ltd. (GEF India), the makers of Freedom Healthy Cooking Oils, as a part of their CSR initiative, have partnered with Akshaya Patra Foundation and provided 6 customised food delivery vehicles to the kitchen centre across Karnataka, Telangana and Andhra Pradesh. Thereby it will help in reaching more than 20,000 nutritious mid-day meals to the government school children every day. Each vehicle can reach out to over 4,000 beneficiaries. Akshaya Patra Foundation Team - Yagneshwara Prabhu (Vice President, Akshaya Patra Chapter, Hyderabad), Rajini Sinha (State Head), Rohit Choudhary (National Director), expressed their gratitude to GEF India for their support.

GEF India receives Globoil recognition as the highest importer of crude sunflower oil in India

Gemini Edibles & Fats India Limited (GEF India) in Hyderabad, the manufacturer of Freedom Refined Sunflower Oil, won the Platinum Award in the category 'Highest importer of crude sunflower oil in India' at Globoil Award 2021. The Globoil Award recognises GEF India as the largest importer of crude sunflower oil in India for 2020-21. This crude oil is processed and distributed across the markets according to specified standards at three GEF India refineries. With a growing health awareness, a transition can be seen in favour of oils that are considered healthy. Soft oils such as sunflower, mustard, peanut and rice bran are considered healthier than palm oils.

Yash & Radhika roped in as brand ambassadors for freedom

Freedom Refined Sunflower Oil, the leading edible oil brand, has on-boarded popular Film Actor Yash, famously known for KGF Chapter 1 & 2, and his wife Radhika as their brand ambassadors.

As a part of the engagement, Yash & Radhika will be working on various amplifications for Freedom Refined Sunflower Oil across social and other media platforms and spread the message of healthy and guilt-free eating.

Freedom Refined Sunflower Oil has been continuously evolving and uplifting its look and feel and building a modern and contemporary brand image. Freedom has revised its brand strategy along with the way they communicate with the consumers. With this association, Freedom oil is keen on connecting with people and communicating the benefits of healthy eating during present times. This association will help the brand to strengthen the recall and aid in rapid adoption. Freedom Oil aims to take this brand to even greater heights and wants to enhance its footprint. The campaign with Yash is aimed at creating an impact in the minds of consumers about Freedom Refined Sunflower Oil, highlighting the promise of lower oil absorption and guilt-free indulgence.

"I feel Grateful!!! Just as fitness plays a vital role in my life as an actor, the quality, hygiene and taste of the food we have, matters the most - that's why, Radhika and I have shifted to Freedom Refined Sunflower Oil which has become an integral part of our food. Freedom Refined Sunflower Oil is clear, lite and contains Vitamins A, D & E. What we eat defines how we feel. So, Switch to Freedom & Enjoy the Change!" said Actor Yash the famous cine star.

Freedom Refined Sunflower Oil contains only 100% genuine sunflower oil, refined to international standards, and has highest market share in AP, Telangana and Odisha.

*Freedom recommends using minimum oil for cooking Healthy and Tasty food.

*Apart from using healthy cooking oil, Freedom recommends regular exercise & balanced diet for good health.

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[Home](#) [News](#) [Business](#) **IPO**

After record fund raising in November, 8-10 IPOs expected this month

Along with Star Health, which is open for subscription, December will see IPOs from Go Airlines, Adani Wilmar, Metro Brands, VLCC and Gemini Edibles among others, says Vishal Balabhadruni of CapitalVia Global Research

SUNIL SHANKAR MATKAR | DECEMBER 02, 2021 / 02:18 PM IST

The company is planning to mop up Rs 660 crore through its IPO that is entirely an offer for sale of 1.2 crore equity shares by promoters.

The company is planning to mop up Rs 660 crore through its IPO that is entirely an offer for sale of 1.2 crore equity shares by promoters.

November 2021 turned out to be great for the primary market as 10 main board companies closed their public issues during the month and reported a record fundraising of Rs 36,113 crore in a single month.

Funds raised in the year to November, too, were at a new high of Rs 1.14 lakh crore via 53 **IPOs** (initial public offerings), beating the previous best of Rs 74,035 crore seen in 2017. In fact, several new peaks were scaled following a healthy trend in the secondary market and a recovery in the economy after the COVID-19 crisis.

The year saw the decade's highest number of **IPO** launches. One97 Communications, the operator of leading digital payments platform Paytm, boasted of the biggest ever **IPO** in the history of Indian capital markets, mobilising Rs 18,300 crore in November, contributing significantly to the month's blockbuster fundraising, followed by food delivery giant Zomato's Rs 9,375-crore IPO in July.

Policybazaar operator PB Fintech, Nykaa operator FSN E-Commerce Ventures, cement company Nuvoco Vistas Corporation, auto components maker Sona Comstar and PowerGrid Infrastructure Investment Trust were the other big **IPOs** of the year with fundraising of Rs 5,000 crore and more.

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