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## Freedom Sunflower organises TV Anchor Hunt at Nampally Exhibition

**January 23<sup>rd</sup> , 2013, Hyderabad** : Freedom Refined Sunflower Oil in a ssociation with Maa TV organised a TV Anchor Hunt for the popular cookery show “**Freedom Maa Voori Vanta**” at the Freedom stall in Nampally Exhibition (Numaish) on January 23, 2013 . The Anchor Hunt is being organized every Wednesday from 6 pm to 10 pm at the stall. The hunt is a golden chance for young women in Hyderabad to host the popular cookery show an d charm the audiences across Andhra Pradesh.

The **TV Anchor Hunt** has been organized to find a fresh face for the sh ow. Maa TV is looking for a young woman who has a pleasing personality, amazing voice and g ood verbalization. Apart from this the candidate should be spontaneous and very confident. The Anchor Hunt has witnessed a fabulous response w ith hundreds of aspiring women participating in the show to display their talent. The event is being judged by Ms. M. Swathi - Senior Executive Programming and Mr. Venkatesh wara Rao – Producer, Maa Voori Vanta.

Speaking on the occasion **Mr. P. Chandra Shekhara Reddy,Vi ce President – Sales and Marketing,Gemini Edibles and Fat India Pvt. Ltd**, said“We have a long association with ‘Maa Voori Vanta’ and Maa TV and we are proud to jointly organise this anchor hunt to find a fresh face for the show. We are amazed at the talent, creativityand innovation displayed by the candidates participating in thisAn chor hunt.”

Adding further **Mr. Raghava V aidyula - AGM Programming,Maa TV** said “We are pleased with the response for the anchor hunt. With the enormous talent displa yed at the anchor hunt we are sure to find thefemale an chor who will connect with our audience, represent the essence of our prestigious cookery show ‘Freedom Maa Voori Vanta’ and will take it to new heights of popularity and success.”

If you missed the opportunity t o participate in the auditions the ofAnchor hunt for Freedom Maa Voori Vanta this week , make sure you visit Freedom Refined Sunflower oil stall at Numaish on 30<sup>th</sup> January 2013 or 6<sup>th</sup> February 2013 between 6-10 pm.



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## **About Freedom Refined Sunflower Oil**

Freedom Refined Sunflower Oil promotes 'guilt-free eating' and its brand promise is captured by its tagline 'Freedom to eat, Freedom to enjoy'. It is a premium quality Sunflower oil available at a competitive price point.

It is a leading brand of Sunflower oil and currently ranks **No. 2 by market share** in the Sunflower Oil category in both Odisha & Andhra Pradesh (Source: Nielsen Retail Audit Data Q2 2012). Freedom 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. Its low absorbing property allows you to cook more food in less oil. It is thus a healthier choice for the entire family.

## **About GEF India**

GEF India is a professionally managed company and deals in a wide range of oils & fats like Sunflower oil, Palmolein oil, Va naspati & a range of specialty fats to meet the demands of domestic, commercial and industrial consumers. The company is head quartered in Hyderabad and has two plants in Andhra Pradesh; one in Krishnapatnam (near Nellore) and the other in Kakinada. GEF India's Krishnapatnam plant is an HACCP and FSSC 22 000 certified plant. The company has three brands; **F reedom** for Sunflower oil, **First Klass** for Palmolein oil & Vanaspati and **GEF Magik** for specialty fats. Presently consumer bra nds are sold in Andhra Pradesh, Odisha, Chhattisgarh, Karnataka & Tamil Nadu and value added products are sold across the country to industrial c ustomers. For more details visit: [www.gefindia.com](http://www.gefindia.com)