

Freedom Refined Sunflower Oil launches 'Best of 2012 RecipeBook'

Introduces 10 outstanding recipes from across Andhra Pradesh

Hyderabad, 8th May 2013: Freedom Refined Sunflower Oil launched a unique recipebook dedicated to Indian cuisine featuring 10 best recipes for simple and easy cooking at home. These recipes have been selected from the popular Telugu cookery show **Freedom Maa Voori Vanta**. The book was launched by **Chef Puneet Mehta (Master Chef Season 2 Finalist)** along with **Mr. P Chandra Shekhara Reddy, Vice President - Sales & Marketing, Gemini Edibles & Fats India Private Limited** and **K Sai Prasad, Senior Vice President – Programming, Maa TV** at a glittering event.

The **Freedom Maa Voori Vanta recipe book** is a collection of healthy, delicious and easy to cook recipes which a housewife can prepare at home using the ingredients that are easily available. The recipe book is aimed at promoting effortless cooking and making the homemakers churn out a gastronomical treat in minutes. The book is dedicated to present day women who are playing multiple roles in keeping pace with fast changing trends and lifestyles. The book is an effort to introduce simple culinary flavors in modern day household and to add a little dash of spice to regular mundane cooking.

Speaking on the occasion **Mr. P Chandra Shekhara Reddy, Vice President - Sales & Marketing, Gemini Edibles & Fats India Private Limited** said "Through this initiative Freedom Refined Sunflower Oil aims to spread the message of good health among consumers. We have a long association with **Maa Voori Vanta** and are grateful to Maa TV & Chef Puneet Mehta in helping us come out with this unique book. We are confident that this book will help our customers enjoy simple and tasty recipes at home. With mother's day round the corner it is our dedication to all the mothers for their selfless love and affection."

Chef Puneet Mehta said: "Cooking is an art form, where experimenting is the mantra to create visually appealing & delicious food. This is what happens in **Freedom Maa Voori Vanta**, where participants push their imagination & creativity to churn out new, delicious & healthy dishes from normal ingredients. This book is a first of its kind effort, where select recipes of any Cookery Show is been published. I congratulate Freedom and Maa TV on this effort."

K Sai Prasad, Senior Vice President – Programming, Maa TV said: "Freedom Maa Voori Vanta has made history among the cookery shows in Andhra Pradesh with 1,800+ episodes in which more than 5,000 recipes have been showcased. We are proud to be associated with Freedom Refined Sunflower Oil in bringing out this book. It contains 10 best and tastiest recipes of 2012 which will appeal to every homemaker."

This book will be available free of cost with 5 liters jar of Freedom Refined Sunflower Oil across Andhra Pradesh, Odisha and other markets. So what are you waiting for? Hurry & get your copy of the book now!

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 Andhra Pradesh & Odisha (Source: Nielsen Retail Audit Data Q3 2012). Freedom Sunflower Oil is clear, light 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.