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Press release

Gemini Edibles & Fats India Private Limited launches 2-liter SKU of Freedom Refined Sunflower Oil

Bengaluru 15th December 2016: Gemini Edibles & Fats India Private Limited (GEF India), a subsidiary of Singapore based Golden Agri Resources today announced the launch of their 2-liter SKU of Freedom Refined Sunflower oil for the Karnataka market. This new SKU is the latest addition to the Freedom Refined Sunflower Oil offerings. Freedom Refined Sunflower Oil is currently available in various pack sizes: 500ml pouch, 1 liter pouch, 5 liter jar and 15 kg tin. The new SKU was launched by **Ms. Pranitha Subhash** the famous Kannada and Telugu cine star in presence of **Mr. Pradeep Chowdhry**, **Managing Director** GEF India, **Mr. P Chandra Shekhara Reddy**, **Vice President - Sales & Marketing** GEF India.

The new pack of Freedom Refined Sunflower oil has been especially designed keeping in mind the socio-demographic profile of Indian consumers. The 2-litre SKU has been introduced to offer convenience to the nuclear families and consumers and suit their consumption requirement. Its sleek and convenient design makes the bottle easy to handle and gives it a contemporary look with a unique PET bottle. Its an ideal choice for the present day woman who is looking at intelligent choices to save time and avoid spillage and storage complexities.

Sunflower oil is the fastest growing segment in the edible oil category in India . Sunflower oil is the most preferred edible oil in Karnataka with a consumption of **25000 metric tonnes** out of **80,000 metric tonnes** of packed edible oils amounting to around **35%** of total sales in Karnataka.

Freedom Refined 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. Freedom Refined Sunflower oil available across the states of Telangana, Andhra Pradesh and Odisha. **Freedom is ranked 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).**

Speaking on the occasion **Mr. Pradeep Chowdhry, Managing Director, GEF India** said, “We are passionate about bringing innovation to the market that benefits our consumers. This zeal has helped us establish GEF India as a leading edible oils company within a short span of time. This unprecedented success is attributed to our sound infrastructure, experienced management,



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superior product quality and aggressive marketing. We also have a state of the art refinery at Krishnapatnam and Kakinada which helps us in implementing strict quality & hygiene parameters.”

He further added , “Freedom Refined Sunflower Oil is an established & trustworthy brand. Going forward we plan to focus our energy in developing Karnataka and growing our market share with the focus on explaining brand attributes and enhancing distribution network. We are committed to recognize the needs and aspirations of homemakers and seek to empower them with healthier and tastier cooking.”

Speaking on the occasion **Mr. P Chandra Shekhara Reddy, Vice President - Sales & Marketing** GEF India said “Freedom Refined Sunflower Oil has become the No. 1 brand in the Sunflower oil category in the states of Telengana, Andhra Pradesh & Odisha. This achievement is a result of the highest level of quality which the brand provides and the emotional connect which the brand has been able to build with millions of consumers. We offer value for money and health benefits to our consumers and the brand stands for **guilt-free eating**. We are confident that with our experience and understanding of the dynamics in the edible oil sector backed by a strong distribution network, convenient packaging and superior quality, soon we will become the most desirable brand in the sunflower oil category in Karnataka also.”

About Gemini Edibles & Fats India Private Limited (GEF India)

GEF India is a subsidiary of Golden Agri Resources having turnover of 6.51 Bn USD , a Singapore based conglomerate which is part of Sinarmas Group which is world’s No.2 Palm plantation fields and into various business like Pulp and Paper Products, Agribusiness and Food, Financial Services, Developer and Real Estate, Telecommunications, Energy and Infrastructure. GEF India deals in a wide range of edible oils & fats like Sunflower oil, Palmolein oil, mustard oil, rice bran oil, Vanaspati & a range of value added fats to meet the demands of domestic, commercial and industrial consumers. The company is headquartered in Hyderabad and has two plants in Andhra Pradesh; one in Krishnapatnam (near Nellore) and the other in Kakinada. GEF India has three brands; **Freedom** for Sunflower oil, rice bran oil and mustard oil, **First Klass** for Palmolein oil & Vanaspati and **GEF Magik Food Services** for value added fats. For further information refer to : www.gefindia.com