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Headline: Time for chefs to experiment

Time for chefs to experiment

OUR BUREAU

The second edition of 'Freedom Kitchen India Expo 2017' began at Hitex in Hitec City on Friday.

The event was inaugurated by celebrity chefs Puneet Mehta and Mehreen Perizada.

P Chandra Shekhara Reddy – Vice President Sales and Marketing, Freedom Refined Sunflower Oil, Sanjay Jain - CEO - Agromech Industries, KV Nagendra Prasad - CEO – HITEX, Sekhar Raju – Hafele and Arun Kumar - Director - Traditions Event Management & Marketing Pvt Ltd attended.

Organised by Hyderabad International Trade Expositions Limited (Hitex) and Traditions Event Management & Marketing Pvt Ltd in association with Freedom Refined Sunflower Oil, the event is designed with the objective of connecting the Indian market demand with supply through companies that operate in the Industry.

Celebrity chef Mehta said, "The exhibition is a one stop shop for all your kitchen needs. We have the grand finale for the winners of "Cook it up with Chefs" at the Freedom Kitchen India Expo 2017. Apart from this; various activities such as live "Chef ki Paathshala" (cookery classes with renowned 5 star chefs), consultancy for designing the kitchen, health and nutritional consultancy, etc are planned at the Expo to attract and engage the visitors."

Shekhara Reddy said, "This edition 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 2017 and hope that the visitors have a great time at the Expo."

Mehreen Perizada and Puneet Mehta at the event

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మెహరిన్.. అదిరెన్

కిచెన్ సామగ్రిపై మహిళలు ఎక్కువ మక్కువ చూపిస్తారని 'మహానుభావుడు' ఫేమ్ మెహరిన్ అన్నారు. మాదాపూర్‌లోని హైటెక్స్‌లో ఏర్పాటు చేసిన కిచెన్ ఇండియా ఎక్స్‌పోను ఇమె శుక్రవారం ప్రారంభించారు. ఈ సందర్భంగా ఫొటోలకు ఫోజులిచ్చి సందడి చేశారు. వివిధ దేశాలకు చెందిన అత్యాధునిక కిచెన్ సామగ్రి అందుబాటులో ఉందని ప్రీడమ్ ఇంటీల్ వైస్ ప్రెసిడెంట్ చంద్రశేఖర్‌రెడ్డి తెలిపారు. మట్టి పాత్రలు ప్రత్యేక ఆకర్షణగా నిలుస్తాయన్నారు. మూడు రోజులు జరిగే ఈ ఎక్స్‌పో ఉదయం 11 గంటల నుంచి రాత్రి 9 గంటల వరకు అందుబాటులో ఉంటుందన్నారు. కార్యక్రమంలో ఆగ్రోమెక్ ఇండస్ట్రీస్ సీఈఓ సంజయ్‌జైన్, ట్రిడిషన్స్ ఈవెంట్ మేనేజ్‌మెంట్ అండ్ మార్కెటింగ్ ప్రైవేటు లిమిటెడ్ డైరెక్టర్ అరుణ్‌కుమార్ తదితరులు పాల్గొన్నారు. – మాదాపూర్

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మంచి గదితో సంబంధించిన వస్తువులు ఒక్కచోట కొనుగోలుచేయొచ్చు. ప్రొడక్ట్ ప్రొడక్షన్స్ ఈవెంట్స్ ప్రైవేట్ లిమిటెడ్ ఆధ్వర్యంలో 'కిచెన్ మరియూ ఎక్స్‌పో 2017'ను హైదరాబాద్‌లోని హైటెక్స్‌లో శుక్రవారం ప్రారంభించారు. సినీనటి మెహరీన్ ప్రారంభంచగా కుటుంబాలు కోసం కస్టమైజ్డ్ ఆధునిక కిచెన్ క్యాబినెట్స్, చిమ్నీ వంటకు ప్రదర్శనలో ఉంచారు. మూడురోజులపాటు ఉదయం 10 గంటల నుంచి రాత్రి 8.30 గంటల వరకు ప్రదర్శన కొనసాగుతుంది - సూర్యాపేట, సూర్యాపేట

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Freedom Kitchen India Expo 2017 at HITEX

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Hyderabad, October 13, 2017: Hyderabad International Trade Expositions Ltd (HITEX) and

Traditions Events are jointly hosting, "Freedom Refined Sunflower Oil Kitchen India Expo-2017".

This three day expo is all about kitchen. Anything and everything about kitchen. It was inaugurated today by Mehreen Pirzada, Film Actress, Mahaanubadvudu latest film fame. The expo will go on till 15th, for three days. The expo is held at Hitex. It is open from 11am to 9pm.

Mr. P. Chandra Shekhara Reddy - VP, Freedom Oils; Mr. KV Nagendra Prasad - COO - HITEX; Mr. Sanjay Jain - CEO - Agromech Industries and Mr. Arun Kumar - Director - Traditions Event Management & Marketing Pvt Ltd graced the inauguration.

Kitchen is a very important part of the home. Kitchen is not just women oriented. Now many men are getting into cooking and are good cooks also. I love to eat anything which is healthy said. Mehreen Perizada

Gone are the days of Kitchens. Modern lifestyle has led to a transformation of Indian kitchens. Kitchens have been transformed with such functionalities. Indian Kitchens are transforming giving way to Luxury Kitchens.

Designer Kitchens have become order of the day. Kitchens of wide variety of functionalities are preferred a lot. Kitchens have become hub of the home now. They are an integral and most focused area of one's home in every sense. They are not mere places where food is cooked. It is also used for guests get together, storing gadgets and eating a family meals. Kitchens have gone hitech too.

The customers are demanding the best in functionality, colours, innovation, material and technology. There are coolest kitchen accessories, gadgets, tools, innovative equipment available in market place.

In this light of background, Freedom Refined Sunflower Oil Kitchen India Expo-2017 is planned.

The expo is organised with the support of 'Freedom' Refined Sunflower Oil and powered by Agromech Homestore. Many companies are planning to launch their new products, variants in this exhibition, informed the organizers.

Celebrity Chef Puneet Mehta of Masterchef India fame is curating the show.

The objective of the show is to bring all concerned together on a single platform, help improve the functionality of kitchen, thereby contribute to the quality living.

The exhibition is targeted at B2B and B2C.

60 exhibitors will showcase their products and services. It also provides a platform to manufacturers and suppliers of latest kitchen hardware, kitchen essentials and F&B products to reach out to their target audience.

The plethora of national & international brands like Avocado, Butterfly, Kitchen Solutions, Sunflame, Pigeon, REussell Hobbs, Morphy Richards, Black Decker, Borosil, Ariane, Celisto, Gala, Kutchina, Zepter, Superware, KAFF, Ramson India, Samsung, Eureka Forbes, Wonderchef, Godrej Interio, Maples, Trellis and many more exhibiting their products exhibit their products and services.

The exhibitors profile include appliances, cooking oil, water purifiers, cutlery, table ware, textiles, glassware, electrical, cook wares & pots, stoves & cooking range, storage, knives & boards, lifestyle & electronics, free standing kitchens, kitchen trolleys, integrated lighting, kitchen fittings, tools & utilities, dairy products, healthy diet foods etc.

Live cookery completion, Junior Chef, consultancy for designing the kitchen, kids' zone etc are planned at the Expo to attract and engage the visitors.

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HYDERABAD, OCT 13 (UNI):- Telugu film actress, Mehrene Kaur Perizada, lighting the lamp to inaugurate "Freedom Refined Sunflower Oil Kitchen India Expo-2017" at Hitex in Hyderabad on Friday. UNI PHOTO- 63U