

## **Consolidated E-Dossier**

### **FREEDOM HEALTHY COOKING OILS**



**Date: June 01<sup>st</sup> - 30<sup>th</sup>, 2025**

**Prepared by**

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Name of the Publication: [www.madeinmedia.in](http://www.madeinmedia.in)

Elink: <https://madeinmedia.in/cooking-up-a-legacy-how-freedom-oil-stirred-up-market-leadership/>



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## Cooking up a legacy: How Freedom Oil stirred up market leadership

by **Kalpna Ravi** — June 3, 2025 in MIM Specials




Better Products. Better Life.  
Gemini Edibles & Fats (I) Ltd.

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How sharp marketing, deep consumer insight, and bold distribution strategies made Freedom a dominant force in India's edible oil market.

**Mumbai:** With a stronghold in the Indian edible oil industry, Gemini Edibles & Fats India Ltd. (GEF India) has successfully positioned its flagship brand Freedom as a trusted household name in key southern markets. Since its inception in 2010, Freedom Refined Sunflower Oil has risen to dominate with a remarkable 45% market share across Andhra Pradesh, Telangana, and Odisha. Backed by a sharp marketing vision, innovative distribution strategies, and a deep understanding of consumer behavior in a traditionally low-involvement category, GEF India has redefined brand-building in the edible oil space.

P. Chandra Shekhara Reddy, Sr. Vice President – Sales & Marketing at Gemini Edibles & Fats India Limited, brings over 30 years of cross-functional experience in the edible oil industry. He is known as a dynamic and results-driven leader with a strong focus on revenue growth, relationship management, and brand reputation. A firm believer in both people- and process-driven approaches, Reddy possesses deep insights into business dynamics and market behaviour.

His leadership has been pivotal in driving aggressive brand-building initiatives and nurturing a high-performing sales team, resulting in a vibrant and motivated workforce. He played a key role in establishing a wide and efficient distribution network, which significantly contributed to positioning "Freedom" as the second-largest sunflower oil brand in Andhra Pradesh and Odisha within just two years.

A Commerce graduate from Osmania University, Reddy began his career at ITC Agro-Tech, where he gained valuable experience across operations, trading, purchase, and logistics. Prior to joining Gemini Edibles & Fats, he served as General Manager – Sales & Marketing at Acalmar Oils & Fats Limited.

With strong communication skills, adaptability, and a keen understanding of the sector, he has helped GEF earn the trust and credibility of its stakeholders and partners. Known for his pleasant personality and sharp sense of humor, Reddy enjoys traveling and spending quality time with his family during his leisure hours.

In this exclusive **MadeInMedia.in**, speaks to P. Chandra Shekhara Reddy, Sr. Vice President – Sales & Marketing at Gemini Edibles & Fats India Limited, to delve into the brand's growth journey, its marketing playbook, and what lies ahead in an ever-evolving consumer landscape.

Freedom has captured a dominant market share in AP, Telangana, and Odisha. What were some of the key drivers that helped achieve this scale in such a competitive category?

Name of the Publication: [www.economictimes.indiatimes.com](http://www.economictimes.indiatimes.com)

Elink: <https://economictimes.indiatimes.com/industry/cons-products/food/edible-oil-prices-fall-as-israel-iran-ceasefire-holds-port-delays-reduce/articleshow/122112122.cms?from=mdr>

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Industry > Cons. Products > Food > Edible oil prices fall as Israel-Iran ceasefire holds, port delays reduce

Edible oil prices fall as Israel-Iran ceasefire holds, port delays reduce

By Sutanuka Ghosal, ET Bureau • Last Updated: Jun 27, 2025, 04:37:00 PM IST

Synopsis

Edible oil prices are declining due to the Israel-Iran ceasefire and improved cargo congestion at Kandla Port. Palm oil prices have fallen by \$30 per tonne, soya oil by \$20, and sunflower oil by \$10. Reduced tensions and smoother port operations have eased supply concerns, leading to an expected 2-3% price drop for consumers.



TIL Creatives

AI generated image for representation purposes.

With the [Israel-Iran ceasefire](#) holding up and cargo congestion at Kandla Port improving, prices of edible oils have started declining. Prices of imported palm oil have fallen by \$30 per tonne to \$1,060 per tonne, soya oil by \$20 per tonne to \$1,150 per tonne, and sunflower oil by \$10 per tonne to \$1,200 per tonne in the past three days, said industry executives.

"Prices had gone up after tension escalated between Iran and Israel. Additionally, the congestion at Kandla Port had further pushed up prices, as the domestic edible oil industry feared a shortage of imported oil. But the situation has eased now and prices have started falling," said Sandeep Bajoria, CEO of Sunvin Group, a Mumbai-based oil trading company.

"Prices have fallen by ₹3 per kg in the last two days for all categories of oil. There is no dearth of edible oil now. Prices are under pressure. For consumers, prices may fall by 2-3%," said Pradeep Chowdhary, Managing Director of Gemini Edibles and Fats.

Name of the Publication: The South India Times

Date: 11.06.2025

Page No: 05

Edition: Hyderabad

Headline: Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

## Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

Hyderabad: Freedom Healthy Cooking Oils, the leading brand for edible oils in India, launched a campaign focusing on connecting hearts through tasty traditional food cooked with love. The campaign captures the brand's core message—that Freedom oil preserves the authenticity of Telugu flavors while embracing evolving tastes, celebrating strong family bonds through food highlighted in the tag line 'Taste so good, it evokes your Telugu emotion.' Through this campaign, Freedom Healthy Cooking Oils reinforces its commitment to health, purity, and the emotional bond that food carries in Indian homes. It emphasizes that 'good taste builds great relationships', and with Freedom Groundnut Oil, every bite is a bond transcending generations.

Freedom Groundnut Oil's heartwarming campaign beautifully captures the essence of relationships across generations,



using food as a powerful bridge that connects hearts, cultures, and traditions. In one narrative, a traditional Indian mother-in-law bonds with her NRI daughter-in-law over a beloved South Indian snack—mirchi bajji—prepared with Freedom Groundnut Oil. Despite their cultural differences, the shared taste becomes a symbol of trust, tradition, and unity.

Another story showcases the deep bond between a grandmother and her mod-

ern grandson. Though generations apart, they connect over a comforting dish of vankaya curry. The use of Freedom Groundnut Oil carries forward a legacy of healthy, homemade meals, turning a simple recipe into a moment of togetherness. The final narrative unfolds in a workplace, where a dull lunch is transformed by the aroma of gongura pachadi made with Freedom Groundnut Oil. This moment of shared flavor becomes an emotional escape from routine,

celebrating culture and connection even in a corporate setting. Across all stories, Freedom Groundnut Oil emerges as more than just an ingredient—it's the essence of love, tradition, and unity, bringing people closer one dish at a time.

According to Mr. P Chandrashekhara Reddy, Sr, Vice President, Sales and Marketing, Gemini Edibles & Fats India Ltd, "At Freedom Healthy Cooking Oils, we always cherish the Indian family values and the way they bond Indian society. Through this innovative campaign, we tried to highlight the pivotal role played by food cooked with traditional recipes in healthy cooking oil in bridging the differences and bonding the family together."

Speaking about the campaign, Mr. Chetan Pimpalkhute, GM - Marketing, Gemini Edibles & Fats India Ltd, said "These three videos portray different relationships—a mother-in-law and daughter-in-law in

one, a grandmother and grandson in another, and in the last, a workplace bond between two colleagues. Despite the varied contexts, they all carry the same underlying emotion: how food becomes a bridge between generations and cultures. In these narratives, Freedom Groundnut Oil plays a pivotal role in bringing people together through traditional yet timeless recipes. This shared sentiment is beautifully summed up in the line repeated across the ads: 'Freedom verusha-negatho chesina vantalu mee notiki isthayi asalu sisalina Telugu ruchulu.' It captures the brand's core message—that Freedom Groundnut Oil preserves the authenticity of Indian flavors while embracing evolving tastes, celebrating unity in diversity through food. The campaign has struck a chord with audiences, especially among those who cherish the warmth of family values blended with modern sensibilities."

Name of the Publication: Pragati Express

Date: 12.06.2025

Page No: 05

Edition: Hyderabad

Headline: Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

## Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

HYDERABAD: Freedom Healthy Cooking Oils, the leading brand for edible oils in India, launched a campaign focusing on connecting hearts through tasty traditional food cooked with love. The campaign captures the brand's core message—that Freedom oil preserves the authenticity of Telugu flavors while embracing evolving tastes, celebrating strong family bonds - through food highlighted in the tagline 'Taste so good, it evokes your Telugu emotion.' Through this campaign, Freedom Healthy Cooking Oils reinforces its commitment to health, purity, and the emotional bond that food carries in Indian homes. It emphasizes that 'good taste builds great relationships', and with Freedom Ground-



nut Oil, every bite is a bond transcending generations. Freedom Groundnut Oil's heartwarming campaign beautifully captures the essence of relationships across generations, using food as a powerful bridge that connects hearts, cultures, and traditions. In one narrative, a traditional Indian mother-in-law bonds with her NRI daughter-in-law over a beloved South Indian snack—mirchi bajji—prepared with Freedom Groundnut

Oil. Despite their cultural differences, the shared taste becomes a symbol of trust, tradition, and unity. Another story showcases the deep bond between a grandmother and her modern grandson. Though generations apart, they connect over a comforting dish of vankaya curry. The use of Freedom Groundnut Oil carries forward a legacy of healthy, homemade meals, turning a simple recipe into a moment of togetherness.

The final narrative unfolds in a workplace, where a dull lunch is transformed by the aroma of gongura pachadi made with Freedom Groundnut Oil. This moment of shared flavor becomes an emotional escape from routine, celebrating culture and connection even in a corporate setting. Across all stories, Freedom Groundnut Oil emerges as more than just an ingredient—it's the essence of love, tradition, and unity.

Name of the Publication: Deccan Vision

Date: 13.06.2025

Page No: 08

Edition: Hyderabad

Headline: Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

## *Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture*

**Hyderabad:** Freedom Healthy Cooking Oils, the leading brand for edible oils in India, launched a campaign focusing on connecting hearts through tasty traditional food cooked with love. The campaign captures the brand's core message—that Freedom oil preserves the authenticity of Telugu flavors while embracing evolving tastes, celebrating strong family bonds - through food highlighted in the tag line "Taste so good, it evokes your Telugu emotion." Through this campaign, Freedom Healthy Cooking Oils reinforces its commitment to health, purity, and the emotional bond that food carries in Indian homes. It

emphasizes that 'good taste builds great relationships', and with Freedom Groundnut Oil, every bite is a bond transcending generations. Freedom Groundnut Oil's heart-warming campaign beautifully captures the essence of relationships across generations, using food as a powerful bridge that connects hearts, cultures, and traditions. In one narrative, a traditional Indian mother-in-law bonds with her NRI daughter-in-law over a beloved South Indian snack—mirchi bajji—prepared with Freedom Groundnut Oil. Despite their cultural differences, the shared taste becomes a symbol of trust, tradition, and unity.



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Name of the Publication: Andhra Prabha

Date: 11.06.2025

Page No: 06

Edition: Hyderabad

Headline: Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

## రుచి, సంస్కృతిని అనుసంధానించడంపై దృష్టి పెట్టిన ఫ్రీడమ్ వేరుశనగ నూనె

సోమాజిగూడ, జూన్ 10 (ఆంధ్రప్రభ): భారతదేశంలో వంటనూనెల పరంగా ప్రముఖ బ్రాండ్ అయిన ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్, ప్రేమతో వండిన రుచికరమైన సాంప్రదాయ ఆహారం ద్వారా హృదయాలను అనుసంధానించడంపై దృష్టి సారించే ఒక వినూత్నమైన ప్రచారాన్ని ప్రారంభించింది. ఈ ప్రచారం బ్రాండ్ యొక్క ప్రధాన సందేశం, ఫ్రీడమ్ ఆయిల్ తెలుగు రుచుల ప్రామాణికతను సంరక్షిస్తుంది, అదే సమయంలో మారుతున్న అభిరుచులను స్వీకరిస్తుంది, బలమైన కుటుంబ బంధాలను వేడుక జరుపుకుంటుందని ప్రతినిధులు పేర్కొన్నారు.

Name of the Publication: Nava Telangana

Date: 11.06.2025

Page No: 06

Edition: Hyderabad

Headline: Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

## రుచి, సంస్కృతి, బంధాలకు వేదికగా ఫ్రీడమ్ వేరుశనగ నూనె ప్రచారం

**నవతెలంగాణ-జూబ్లీహిల్స్**

భారతీయ కుటుంబాల చెంతకు ప్రేమతో వండిన వంటల రుచిని తీసుకువచ్చే లక్ష్యంతో, ప్రముఖ వంట నూనె బ్రాండ్ ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ ఒక ప్రత్యేక ప్రచారాన్ని ప్రారంభించింది. "రుచి చాలా బాగుంది, ఇది మీ తెలుగు భావోద్వేగాలను రేఖిస్తుంది" అనే ట్యాగ్లైన్తో ఈ ప్రచారం, వంటకాల్లోని రుచి ద్వారా కుటుంబ బంధాలను, సంస్కృతిని అనునంధానించే ప్రయత్నం చేస్తోంది. ఈ ప్రచారం ద్వారా ఫ్రీడమ్ ఆయిల్, తెలుగు నమకాతీన అభిరుచులను కూడా అదర్శిస్తోంది. భారతీయ ఇండ్లల్లో వంటకాలు అందించే భావోద్వేగ బంధాన్ని ప్రధానంగా చూపిస్తూ, "మంచి రుచి గొప్ప బంధాలను నిర్మిస్తుంది" అనే సందేశాన్ని పునరుద్ఘాటిస్తోంది. జెమిని ఎడిటూర్స్ అండ్ పబ్లికేషన్స్ ఇండియా లిమిటెడ్ సీనియర్ వైస్ ప్రెసిడెంట్ (సేర్వీస్ అండ్ మార్కెటింగ్) పి. చంద్రశేఖర రెడ్డి మాట్లాడుతూ "ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్లో మేము భారతీయ కుటుంబ విలువలను గౌరవిస్తాము. ఆరోగ్యకరమైన వంట నూనెతో వండిన సాంప్రదాయ వంటకాలు కుటుంబాన్ని కలిపే సామర్థ్యాన్ని కలిగి ఉంటాయి." మార్కెటింగ్ జనరల్ మేనేజర్ చేతన్ పింపాబ్బాట్ మాట్లాడుతూ: "ఈ ప్రచారంలోని మూడు



వీడియోలు మూడు భిన్నమైన సంబంధాలను చూపిస్తాయి - అత్తగారు-కోడలు, అమ్మమ్మ-మనవడు, నానాచోళ్ళుల మధ్య ఉన్న అనుబంధం. ఆహారం ఎలా తరాల మధ్య వారధిగా మారుతుందో ఇందులో ప్రతిబింబించబడింది." ప్రచారంలో ముఖ్యంగా హైలైట్ అయ్యే వాక్యం "ఫ్రీడమ్ వేరుశనగ నూనెతో చేసిన వంటల రుచులు మీ నోటికి ఇస్తాయి అసలైన తెలుగు రుచులు" తెలుగు సాంప్రదాయాన్ని ప్రతిబింబించేలా ఉంది. ఈ ప్రకటన ఫ్రీడమ్ బ్రాండ్కు ఒక ప్రత్యేక గుర్తింపును తీసుకొచ్చేలా ఉండటమే కాక, ఆహారపు సంస్కృతిలో భావోద్వేగాన్ని సృష్టంగా వ్యక్తపరుస్తోంది. ఈ ప్రచారం ప్రేక్షకులను, ముఖ్యంగా ఆధునిక భావాలు కలిగినప్పటికీ కుటుంబ విలువల గొప్పతనాన్ని గౌరవించే వారిని ఆకట్టుకుందని అన్నారు.

Name of the Publication: Surya

Date: 11.06.2025

Page No: 06

Edition: Hyderabad

Headline: Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

**సంప్రదాయ రుచుల ద్వారా అనుబంధాలను బలపరుస్తున్న ఫ్రీడమ్ వేరుశనగ మూసె**



ఖైరతాబాద్ మేజర్ స్క్వాస్ : హైదరాబాద్ : ప్రేమను పంచే రుచి... అనుబంధాన్ని కట్టిపడేసే వంటకాలు ఇవే ఫ్రీడమ్ వేరుశనగ నూనె కొత్త ప్రచార సారాంశం. భారతీయ సంప్రదాయ వంటలతో కుటుంబ బంధాలను మెరిపించేలా, భిన్న భావోద్వేగాలను కలపడమే లక్ష్యంగా ఈ ప్రచారాన్ని ప్రారంభించింది ఫ్రీడమ్ హెల్త్ కుశీంగ్ ఇయల్స్. 'రుచి చాలా చాగుంది, ఇది మీ తెలుగు భావోద్వేగాలను రేపిస్తుంది' అనే ట్యాగ్ లైన్ తో అచోరానికి ప్రేమ, అనుబంధం, సంప్రదాయం అనే కోణాలను జోడిస్తోంది. ఫ్రీడమ్ వేరుశనగ నూనెతో తయారైన దిగుతించులు అచోరాలు తరతరాల బంధాన్ని మరింత బలపరుస్తాయని ఈ ప్రచారం స్పష్టం చేస్తోంది. అత్తగారు-ఎన్నామ్మ కోరల మధ్య విచ్చి బిళ్ళ అనుసంధానమైందనేది ఒక కథనం. వంశాయ కూరను మనవడికి తయారుచేసే అమ్మమ్మ కథలో తరాల తేడాలు కలిగి వస్తాయి. ఆఫీసులో గోంగూర పచ్చడి వాసవతో ఏర్పడిన అనుబంధం మరో ఉదాహరణ. ఇలా వివిధ కథల ద్వారా భావోద్వేగ బంధాలకు వంట నూనె మాధ్యమమవుతుందని ప్రచారం చెబుతోంది. ఫ్రీడమ్ ఇయల్ కేవలం పరిార్థం కాదని... ప్రేమ, బిక్కుత, సంప్రదాయం ప్రతీక అని స్పష్టమవుతోంది. 'మంచి రుచి, గొప్ప బంధాలను నిర్మిస్తుంది' అనే వాక్యం ప్రచారానికి ప్రాణం. తెమిసి ఎడిబుల్స్ అండ్ ఫ్యాల్స్ ఇండియా లిమిటెడ్ సేల్స్ అండ్ మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి. చంద్రశేఖర రెడ్డి మాట్లాడుతూ, 'భారతీయ కుటుంబ విలువలను గౌరవిస్తూ, ఆరోగ్యకరమైన వంట నూనె ద్వారా కుటుంబాన్ని కలిపే ప్రయత్నమే ఈ ప్రచారం' అన్నారు. ఈ సందర్భంగా సంస్థ మార్కెటింగ్ జనరల్ మేనేజర్ చేతన్ పింపిల్కాట్ మాట్లాడుతూ, 'అత్తగారు-కోడలు, అమ్మమ్మ-మనవడు, న హెరాల్డోగుల మధ్య బంధాలను వీడియోల ద్వారా చూపించాం. అచోరం ఎలా భావోద్వేగాలకు వేదికవుతుందో చూపించడమే లక్ష్యం. ఫ్రీడమ్ వేరుశనగ నూనె రుచుల్లో అసలైన తెలుగు మనసును బంధిస్తుంది' అన్నారు. తెలుగు రుచుల ప్రామాణికతను కాపాడుతూ, మారుతన్న అభిరుచులను స్వీకరిస్తూ, అనుబంధానికి వంటకాన్ని పువారి చేసుకుంటూ ముందుకు సాగుతోంది ఫ్రీడమ్ వేరుశనగ నూనె.

Name of the Publication: Janam Sakshi

Date: 11.06.2025

Page No: 04

Edition: Hyderabad

Headline: Freedom launches innovative campaign

### వినుత్యమైన ప్రచారాన్ని ప్రారంభించిన ఫ్రీడమ్

ఛైరతాబాద్ , జూన్ 10 (జనంసాక్షి) : భారత దేశంలో వంట నూనెల పరంగా ప్రముఖ బ్రాండ్ అయిన ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్, ప్రేమ తో వండిన రుచికరమైన సాంప్రదాయ ఆహారం ద్వారా హృదయా లను అనుసంధానించడంపై దృష్టి సారించే ఒక వినుత్యమైన ప్రచారాన్ని ప్రారంభించిందని జెమిని ఎడిటర్స్, ఫ్యాట్స్ ఇండియా లిమిటెడ్ సేల్స్ అండ్ మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి.చంద్రశేఖర రెడ్డి మంగళ వారం ఒక ప్రకటనలో పేర్కొన్నారు. మార్కెటింగ్ జనరల్ మేనేజర్ శ్రీ చేతన్ పింపాలు?టేతో కలసి ఆయన మాట్లాడుతూ ఈ ప్రచారం బ్రాండ్ యొక్క ప్రధాన సందేశం, ఫ్రీడమ్ ఆయిల్ తెలుగు రుచుల ప్రామాణికతను సంరక్షిస్తుందన్నారు. అదే సమయంలో మారుతున్న అభిరుచులను స్వీకరిస్తుందన్నారు. బలమైన కుటుంబ బంధాలను వేడుక జరుపుకుంటుందని అన్నారు. 'రుచి చాలా బాగుంది, ఇది మీ తెలుగు భావోద్వేగాలను రేకెత్తిస్తుంది' అనే ట్యాగ్ లైన్లో ఆహారం ద్వారా ఇది ప్రధానంగా వెల్లడిస్తుందని అన్నారు. ఈ ప్రచారం ద్వారా, ఆరోగ్యం, స్వచ్ఛత, భారతీయ ఇళ్లలో ఆహారం తీసుకు వచ్చే భావోద్వేగ బంధం పట్ల దాని నిబద్ధతను ఫ్రీడమ్ హెల్త్ కుకింగ్ ఆయిల్స్ వెల్లడి చేస్తోందన్నారు.

Name of the Publication: Aadab Hyderabad

Date: 11.06.2025

Page No: 06

Edition: Hyderabad

Headline: Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

**రుచి, సంస్కృతి అనుసంధానించడంపై**

**దృష్టి పెట్టిన ఫ్రీడమ్ వేరుశనగ నూనె**

హైదరాబాద్, 10 జూన్ (అదాద్ హైదరాబాద్): భారతదేశంలో వంట నూనెల పరంగా ప్రముఖ క్రాంట్ అయిన ఫ్రీడమ్ హెల్త్ కుకింగ్ అయిల్స్, ప్రేమతో వండిన రుచికరమైన సాంప్రదాయ అహారం ద్వారా హృదయాలు అనుసంధానించడంపై దృష్టి సారించే ఒక విశిష్టమైన ప్రచారాన్ని ప్రారంభించింది. ఈ ప్రచారం క్రాంట్ యొక్క ప్రధాన సందేశం - ఫ్రీడమ్ అయిల్ తెలుగు రుచుల ప్రామాణికతను సురక్షిస్తుంది, అదే సమయంలో మారుమూల అభిరుచులను స్వీకరిస్తుంది, జలమైన కుటుంబ బంధాలను వేరుకొనడం అరుపుతుంది. 'రుచి చాలా బాగుంది, ఇది మీ తెలుగు భావోద్వేగాలను రేపిస్తుంది' అనే ట్యాగ్ లైన్లో అహారం ద్వారా ఇది ప్రధానంగా వెల్లడిస్తుంది. ఈ ప్రచారం ద్వారా, అలోగ్గుల, స్వచ్ఛత మరియు భారతీయ ఇల్లో అహారం తీసుకువచ్చే భావోద్వేగ బంధం పట్ల దాని విలక్షణమైన ఫ్రీడమ్ హెల్త్ కుకింగ్ అయిల్స్ వెల్లడి చేస్తోంది. 'మంచి రుచి, గొప్ప బంధాలను నిర్మిస్తుంది' అని ఇది నొక్కి చెబుతుంది. ఫ్రీడమ్ వేరుశనగ నూనెతో, అహారం తీసుకున్న ప్రతిసారి కలయిక అభిగమించే బంధంగా మారుతుంది. ఫ్రీడమ్ వేరుశనగ నూనె యొక్క అత్యుత్తమ ఈ ప్రచారం, తరతరాలుగా సంబంధం సారాన్ని అందంగా ఒదిపివేస్తుంది, హృదయాలు, సంస్కృతులు మరియు సంప్రదాయాలను అనుసంధానించే శక్తివంతమైన వంటకంగా అహారాన్ని ఉపయోగిస్తుంది. ఒక కథనంలో, ఒక సాంప్రదాయ భారతీయ అత్తగారు తన ఎన్నాల్తో కోడలితో ఫ్రీడమ్ క్రాంట్ నట్ అయిల్ తో తయారుచేసిన ఫ్రీడమ్ నట్లైన దక్షిణ భారత చెరుకుండి - మిర్చి ఇల్తో బంధం ఏర్పడుతుంది. వారికి సాంస్కృతిక కేరాలు ఉన్నప్పటికీ, ఉమ్మడి రుచి సమ్మతం, సంప్రదాయం మరియు బహుళమైన చిహ్నంగా మారుతుంది. మరో కథ అమ్మమ్మ మరియు అమ్మ అభివృద్ధి చేసిన మధ్య లోలైన బంధాన్ని ప్రదర్శిస్తుంది. కలాల వేదా ఉన్నప్పటికీ, వారు వంటకాలు కురచే ద్వారా అనుసంధానించబడ్డారు. ఫ్రీడమ్ క్రాంట్ నట్ అయిల్ వాడకం అలోగ్గులకన్నా, ఇంట్లో తయారుచేసిన భోజనం వారసత్వాన్ని ముందుకు తీసుకువెళుతుంది. సాధారణ వంటకాన్ని కలిపి ఉండే క్షణంగా మారుస్తుంది. చివరి కథనం కార్యాలయంలో జరుగుతుంది, ఇక్కడ విస్తృతమైన భోజనం ఫ్రీడమ్ క్రాంట్ నట్ అయిల్ తో తయారు చేసిన గోంగూర వచ్చడి వానన ద్వారా రూపొందించడం చెందుతుంది. ఈ భాగస్వామ్య రుచి క్షణం చివరకు మంచి భావోద్వేగ తప్పించుకునేదిగా మారుతుంది, కార్పొరేట్ నేపథ్యంలో కూడా సంస్కృతి మరియు సంబంధాన్ని అరుపుతుంది. ఇచ్చి కథనంలో, ఫ్రీడమ్ క్రాంట్ నట్ అయిల్ వేపలం ఒక



పదార్థంగా మాత్రమే కాకుండా ప్రేమ, సంప్రదాయం మరియు బహుళ యొక్క సారాంశంగా ఉద్భవించింది. ప్రజలను ఒకేసారి ఒక వంటకానికి దగ్గర చేస్తుంది. ఈ ప్రచారం గురించి తెలిసి ఎడిటర్స్ ఫ్యాన్సీ ఇండియా టెలివిజన్ మార్కెటింగ్ అసోసియేషన్ మేనేజర్ చేకన్ సింహా? బే మాట్లాడుతూ, "ఈ మూడు వీడియోలు విభిన్న సంబంధాలను చిత్రించాయి-ఒకదానిలో అత్తగారు మరియు కోడలు, మరొకదానిలో అమ్మమ్మ మరియు మనవడు, మరియు చివరిగా, ఇద్దరు సహోద్యోగుల మధ్య పని ప్రదేశంలో బంధం ఏర్పడి ద్వారా చూపుతున్నాము. విభిన్న సంస్కృతులు ఉన్నప్పటికీ, అమ్మ ఒక అంతర్గత భావోద్వేగాన్ని కలిగి ఉంటాయి: కలాల మరియు సంస్కృతుల మధ్య వారసత్వం అహారం ఏలా మారుతుంది అనేది తెలుపుతాయి. ఈ కథనాలలో, సాంప్రదాయకమైనప్పటికీ, కాలాతీతమైన వంటకాల ద్వారా ప్రజలను ఏకం చేయడంలో ఫ్రీడమ్ క్రాంట్ నట్ అయిల్ కీలక పాత్ర పోషిస్తుంది. ఈ ఉమ్మడి భావన ప్రజలను ఒకే పునరాభివృద్ధి ముందుకు వాళ్ళు: 'ఫ్రీడమ్ వేరుశనగ నూనెతో చేసిన వంటల రుచులు మీ నోటికి ఇస్తాయి అనలు సింగ్లెస్ తెలుగు రుచులు' అందంగా ఒదిపివేస్తుంది. ఇది క్రాంట్ యొక్క ప్రధాన సందేశం - ఫ్రీడమ్ క్రాంట్ నట్ అయిల్ భారతీయ రుచుల ప్రామాణికతను కాపాడుతుంది, అభివృద్ధి చెందుతున్న అభిరుచులను స్వీకరిస్తుంది, అహారం ద్వారా భిన్నత్వంలో ఏకత్వాన్నివేరుకొనడం చేస్తుంటుంది. ఈ ప్రచారం ప్రేక్షకులను, ముఖ్యంగా అధునిక భావాలు కలిగినప్పటికీ కుటుంబ విలువల గొప్పనవాన్ని గౌరవించే వారిని అలక్ష్యపెట్టదు" అని అన్నారు.

Name of the Publication: Siasat Daily

Date: 11.06.2025

Page No: 09

Edition: Hyderabad

Headline: Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

## فریڈم گراؤنڈنٹ آئل کی ذائقہ اور ثقافت کو مربوط کرنے والی نئی مہم کا آغاز

حیدرآباد۔ 10۔ جون: (پریس نوٹ): بھارت کے معروف کوئنگ آئل برانڈ فریڈم  
ہیلتھی کوئنگ آئلز نے ایک دل کو چھو لینے والی مہم کا آغاز کیا ہے، جو اس بات پر زور دیتی  
ہے کہ محبت سے تیار کردہ روایتی کھانے نسلوں اور ثقافتوں کے درمیان جذباتی رشتے قائم  
کرتے ہیں۔ اس مہم کا مرکزی نعرہ ہے: "ایسا ذائقہ جو چکائے آپ کا تلو چنڈہ بنیمنی اینڈ ہلز  
اینڈ فیلز انڈیا لمیٹڈ کے سینیئر نائب صدر برائے سیلز و مارکیٹنگ، جناب بی چندر شیکھر ریڈی



نے کہا ہماری ہمیشہ سے یہ کوشش رہی ہے کہ ہم بھارتی خاندانی اقدار اور ان کے ذریعے  
معاشرے میں جڑت کو اجاگر کریں۔ یہ مہم اسی جذبے کی عکاسی کرتی ہے۔ فریڈم، جینی  
اینڈ ہلز اینڈ فیلز انڈیا لمیٹڈ کا فلیگ شپ برانڈ ہے۔ جس میں سورج مکھی، سرسوں، رائس  
بران، اور گراؤنڈنٹ آئل شامل ہیں۔ 2010 میں تعارف کرایا گیا، فریڈم سن فلاور آئل  
آج بھارت میں سب سے زیادہ فروخت ہونے والا سورج مکھی کا تیل ہے۔

Name of the Publication: Munsif Daily

Date: 11.06.2025

Page No: 08

Edition: Hyderabad

Headline: Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

فریڈم گراؤنڈ نیٹ آئل کی نئی مہم "سٹ سگوڈ" اسٹ ایو کس یوور تگلوا میوشن کا آغاز  
جنمی انڈیا لمیٹڈ کے سینئر نائب صدر پی چندر شیخر کا بیان



مہاراشٹر، 11 جون (منسلب نیوز ویرو) بھارت کی سرحدوں اور دنیا کی ہر زبان پر فریڈم گراؤنڈ نیٹ آئل کی مہم کا آغاز کیا گیا ہے۔ جو محبت سے تیار کیے گئے روایتی حیرت انگیز کھانوں کے ذریعہ لوگوں کو جوڑنے پر مرکوز ہے۔ اس مہم کا مرکزی پیام فریڈم آئل تگلوا انکس کی اصلیت کو برقرار رکھتے ہوئے چلتے ہوئے (انکس کو اپنا ہے اور کھانے کے ذریعہ) تگلوا خاندانی برادریوں کا جشن منانا ہے۔ جو ان کے گھرانے کی سٹ سگوڈ، اسٹ ایو کس یوور تگلوا میوشن سے جڑا ہوا ہے۔ اس مہم کے ذریعہ فریڈم گراؤنڈ نیٹ آئل کو کھانے، پکانے اور بھارتی گھروں میں کھانے کے ساتھ بڑے جذباتی رشتوں کے لیے اپنی دانگی کا اعادہ کرتا ہے۔ اور بتاتا ہے کہ اچھا اناکار کھانے کا ذائقہ ہے۔ جس فریڈم گراؤنڈ نیٹ آئل کے ساتھ ہر گھر لوگوں کے کھانے کا رشتہ ہوتا ہے۔ فریڈم گراؤنڈ نیٹ آئل کی یہ دل کو چھو لینے والی مہم نسل خواتین کی تخلیقی تصویریں کرتی ہے، جہاں کھانا ایک طاقتور ذریعہ ہے جو لوگوں، کھانوں اور روایات کو جوڑتا ہے۔ ایک قصہ، ایک روایت بھارتی مائیں اور اس کی ان آر آئی، بھارتی ہندوستانی مقبوضہ سرزمین کی جو فریڈم گراؤنڈ نیٹ آئل سے تیار کیا گیا ہوتا ہے۔ کے ذریعہ قریبی رشتہ قائم کرتے ہیں۔ ثقافتی امتزاجات کے باوجود، مشترکہ روایت اور خاندانی علامت بن جاتا ہے۔ دوسری کہانی ایک دہائی اور اس کے بعد یہ خیال رکھنے والے بچے کے درمیان کرے تعلق کو دکھاتی ہے۔ نسلیں کے لڑکے باوجود وہ نیکان کا سانس جیسے کھانے کے ذریعہ بڑھتے ہیں۔ فریڈم گراؤنڈ نیٹ آئل کا استعمال صحت مند، مگر کے کھانوں کی روایت کو آگے بڑھاتا ہے۔

اور ایک مادہ لے کر ایک ساتھ ہونے کے لیے میں چلی دیتا ہے۔ تیسری داستان ایک کام کی جگہ پر ہوتی ہے۔ جہاں معمولی دوپہر کے کھانے کو فریڈم گراؤنڈ نیٹ آئل سے بنے کھانے کا چارٹی خوشبو ڈھونڈ کر لیتی ہے۔ یہ مشترکہ اناکار کھانے کے ذریعہ ان کرداروں کی زندگی سے نکلتا ہے۔ اور یہاں بھی ثقافت اور عشق کا جشن مناتا ہے۔ ان تمام کہانیوں میں فریڈم گراؤنڈ نیٹ آئل ایک ایسا ایکٹو ہے۔ ان روایت اور خاندانی اصل سے جو کھانے کے ذریعہ لوگوں کو قریب لاتی ہے۔ یہی اچھا اناکار کھانے کے ساتھ ساتھ صحت مند، تیار اور مارکیٹ کی چندر شیخر بڑی لے کر، "فریڈم گراؤنڈ نیٹ آئل" میں ہم بھارتی خاندانی قدر اور خاندانی برادری کی قدر کرتے ہیں۔ اس جدید مہم کے ذریعہ ہم نے اس بات کو اچھا کر لیا ہے کہ اپنی انکس میں چکر کھانا کس طرح صحت مند بن سکتا ہے۔ کھانے کے ساتھ ساتھ ان کو قریب لانے میں اہم کردار ادا کرتا ہے۔ مطلقاً کھانے کے ذریعہ فیڈر مارکیٹ، نسلیں اچھا اناکار کھانے کے ذریعہ انکس کے ساتھ ساتھ کم کے ذریعہ میں کیا یہ تین دہائیوں مختلف رشتوں کو چلاتی ہے۔ ایک میں مائیں اور بچے، دوسرے میں دہائی اور بچے، تیسری میں دہائی اور بچے، چوتھی میں تین دہائیوں کا جشن مناتا ہے۔ مختلف نسلیں و سماج کے باوجود، ان میں ایک ہی جذباتی بات ہے: کھانا نسلیں اور کھانوں کے درمیان بیل بن جاتا ہے۔ ان کہانیوں میں فریڈم گراؤنڈ نیٹ آئل ایک مرکزی کردار ادا کرتا ہے۔ اور وہ اپنی گھر میں کھانوں کے ذریعہ لوگوں کو جوڑتا ہے۔ یہ ہم خاندانوں کے ان کھانوں کے دل کو چھو لیتی ہے جو خاندانی قدر کی گنجائی کو چھو چھوٹے کھانوں کے ساتھ خراب کر دیتے ہیں۔

Name of the Publication: Rahnuma-E-Deccan

Date: 13.06.2025

Page No: 08

Edition: Hyderabad

Headline: Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture


**فریڈم گراؤنٹ آئلز کی مہم ذائقہ اور ثقافت کو جوڑنے پر مرکوز ہے**  
 حیدرآباد: 10 جون (ایجنیٹر) فریڈم گراؤنٹ آئلز، جو ہندوستان میں خوردنی تیلوں کے لیے سرکردہ برانڈ ہے، نے ایک مہم کا آغاز کیا جس میں پیار سے کپے لہذا روایتی کھانوں کے ذریعے دلوں کو جوڑنے پر توجہ مرکوز کی گئی۔ مہم برانڈ کے بنیادی پیغام کو حاصل کرتی ہے کہ فریڈم آئلز ابھرتے ہوئے ذوق کو اپناتے ہوئے، مضبوط خاندانی بندھنوں کو مناتے ہوئے تیلگو ڈانٹوں کی صداقت کو محفوظ رکھتا ہے لیگ لائن میں نمایاں کردہ



کھانے کے ذریعے ذائقہ بہت اچھا ہے، یہ آپ کے تیلگو جذبات کو ابھارتا ہے۔ اس مہم کے ذریعے، فریڈم صحت مند کھانا پکانے کے لیے اپنی ذمہ داریوں اور صحت کو فروغ دینے کے لیے عزم ہے۔ جذباتی رشتہ جو ہندوستانی گھروں میں کھانا لے جاتا ہے۔ یہ اس بات پر زور دیتا ہے کہ 'اچھا ذائقہ عظیم رشتے بناتا ہے'، اور فریڈم گراؤنٹ آئلز کے ساتھ، ہر کائناتوں سے ماوراء باڈ ہے۔ فریڈم گراؤنٹ آئلز کی دل دہلا دینے والی مہم نسلوں کے رشتوں کے جوہر کو خوبصورتی سے پکڑتی ہے، کھانے کو ایک طاقتور ریل کے طور پر استعمال کرتے ہوئے جو دلوں، ثقافتوں اور روایات کو جوڑتا ہے۔ ایک حکایت میں، ایک روایتی ہندوستانی ساس اپنی این آر آئی بہو کے ساتھ ایک پیارے جنوبی ہندوستانی ناشتے مرغی باجی پر جو فریڈم گراؤنٹ آئلز سے تیار کی گئی ہے۔ ان کے گفتگوئی اختلافات کے باوجود، مشترکہ ذائقہ اعتماد، روایت اور اتحاد کی علامت بن جاتا ہے۔ ایک اور کہانی ایک دادی اور اس کے حیدر پوتے کے درمیان گہرے رشتے کو ظاہر کرتی ہے۔

Name of the Website: [www.foodpackagingnetwork.com](http://www.foodpackagingnetwork.com)

Elink: <https://foodpackagingnetwork.com/freedom-groundnut-oils-campaign-focuses-on-connecting-taste-and-culture/>

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News

### Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

June 11, 2025



Freedom Healthy Cooking Oils, the leading brand for edible oils in India, launched a campaign focusing on connecting hearts through tasty traditional food cooked with love. The campaign captures the brand's core message—that Freedom oil preserves the authenticity of Telugu flavors while embracing evolving tastes, celebrating strong family bonds – through food highlighted in the tag line **'Taste so good, it evokes your Telugu emotion.'** Through this campaign, Freedom Healthy Cooking Oils reinforces its commitment to health, purity, and the emotional bond that food carries in Indian homes. It emphasizes that 'good taste builds great relationships', and with Freedom Groundnut Oil, every bite is a bond transcending generations.

Freedom Groundnut Oil's heartwarming campaign beautifully captures the essence of relationships across generations, using food as a powerful bridge that connects hearts, cultures, and traditions. In one narrative, a traditional Indian mother-in-law bonds with her NRI daughter-in-law over a beloved South Indian snack—mirchi bajji—prepared with Freedom Groundnut Oil. Despite their cultural differences, the shared taste becomes a symbol of trust, tradition, and unity.

Name of the Website: [www.fooddrinkinnovations.com](http://www.fooddrinkinnovations.com)

Elink: <https://fooddrinkinnovations.com/news-pr/freedom-groundnut-oils-campaign-focuses-on-connecting-taste-and-culture/>



The screenshot shows a web page from 'food-Drink & innovations'. The header includes a navigation menu with links like NEWS, INDUSTRY, TECHNOLOGY AND INNOVATIONS, INGREDIENT, SUSTAINABILITY, WEBZINES, TRADE ZONE, EVENTS, and ADVERTISE. A search icon is also present. The main content area features a large image of a woman holding a box of 'Freedom Groundnut Oil' while sitting at a table with food. To the right of the image is the article title 'Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture' and the date 'June 11, 2025'. Below the image is a 'SHARE' button and social media icons. The article text describes the campaign's focus on connecting hearts through traditional food and the brand's commitment to health and purity. A 'Social Feed' section is visible on the right side of the page.

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News/PR

## Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

June 11, 2025

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Social Feed

Social Feed

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Name of the Website: [www.hospibuz.com](http://www.hospibuz.com)

Elink: <https://hospibuz.com/beverages-hot-topics/freedom-groundnut-oils-campaign-focuses-on-connecting-taste-and-culture-9351541>




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## Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture


Discover the authentic taste of Telugu cuisine with Freedom Healthy Cooking Oils' new campaign, celebrating family bonds through delicious, pure, and healthy food.



Hospibuz
10 Jun 2025 17:04 IST


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Hyderabad: Freedom Healthy Cooking Oils, the leading brand for edible oils in India, launched a campaign focusing on connecting hearts through tasty traditional food cooked with love. The campaign captures the brand's core message—that Freedom oil preserves the authenticity of Telugu flavors while embracing evolving tastes, celebrating strong family bonds - through food highlighted in the tag line **'Taste so good, it evokes your Telugu emotion.'** Through this campaign, Freedom Healthy Cooking Oils reinforces its commitment to health, purity, and the emotional bond that food carries in Indian homes. It emphasizes that 'good taste builds great relationships', and with Freedom Groundnut Oil, every bite is a bond transcending generations.




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## Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

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Freedom Healthy Cooking Oils, the leading brand for edible oils in India, launched a campaign focusing on connecting hearts through tasty traditional food cooked with love. The campaign captures the brand's core message—that Freedom oil preserves the authenticity of Telugu flavors while embracing evolving tastes, celebrating strong family bonds – through food highlighted in the tag line **'Taste so good, it evokes your Telugu emotion.'** Through this campaign, Freedom Healthy Cooking Oils reinforces its commitment to health, purity, and the emotional bond that food carries in Indian homes. It emphasizes that 'good taste builds great relationships', and with Freedom Groundnut Oil, every bite is a bond transcending generations.

Name of the Website: [www.medianews4u.com](http://www.medianews4u.com)

Elink: <https://www.medianews4u.com/freedom-groundnut-oils-launches-heartfelt-campaign-connecting-taste-culture-and-family-bonds/>



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## Freedom Groundnut Oils launches heartfelt campaign connecting taste, culture, and family bonds

by MN4U Bureau — June 7, 2025 in Campaigns Reading Time: 2 mins read AA



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Hyderabad: Freedom Healthy Cooking Oils, an edible oil brand, has unveiled a new campaign for Freedom Groundnut Oil that places culture, relationships, and authentic Telugu cuisine at the heart of its storytelling. The campaign celebrates the emotional bond that food fosters in Indian homes, underscored by the tagline: *"Taste so good, it evokes your Telugu emotion."*

Name of the Website: [www.mediabrief.com](http://www.mediabrief.com)

Elink: <https://mediabrief.com/freedom-healthy-cooking-oils-launches-campaign-celebrating-telugu-flavors-and-family-bonds/>



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# Freedom Healthy Cooking Oils launches campaign celebrating Telugu flavors and family bonds

By **News Desk Team** · June 12, 2025

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Freedom Healthy Cooking Oils has launched a campaign focusing on connecting hearts through tasty traditional food cooked with love. The campaign captures the brand's core message—that Freedom oil preserves the authenticity of Telugu flavors while embracing evolving tastes, celebrating strong family bonds – through food highlighted in the tag line 'Taste so good, it evokes your Telugu emotion.'

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Name of the Website: [www.mediainfoonline.com](http://www.mediainfoonline.com)

Elink: <https://www.mediainfoonline.com/advertising/freedom-groundnut-oils-campaign-focuses-on-connecting-taste-and-culture>

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By MediaInfoLine  
Jun 10, 2025, 13:20 Pm



Freedom Healthy Cooking Oils, the leading brand for edible oils in India, launched a campaign focusing on connecting hearts through tasty traditional food cooked with love. The campaign captures the brand's core message—that Freedom oil preserves the authenticity of Telugu flavors while embracing evolving tastes, celebrating strong family bonds – through food highlighted in the tag line **'Taste so good, it evokes your Telugu emotion.'** Through this campaign, Freedom Healthy Cooking Oils reinforces its commitment to health, purity, and the emotional bond that food carries in Indian homes. It emphasizes that 'good taste builds great relationships', and with Freedom Groundnut

Name of the Website: [www.adgully.com](http://www.adgully.com)


Elink: <https://www.adgully.com/post/2342/freedom-healthy-cooking-oils-new-campaign-connects-generations-through-authentic-telugu-cuisine>

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**Freedom Healthy Cooking Oils' new campaign connects generations through authentic Telugu cuisine**

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Name of the Website: [www.impactonnet.com](http://www.impactonnet.com)

Elink: <https://www.impactonnet.com/more-from-impact/freedom-groundnut-oils-launches-campaign-highlighting-cultural-connections-through-food-10770.html>








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## FREEDOM GROUNDNUT OILS LAUNCHES CAMPAIGN HIGHLIGHTING CULTURAL CONNECTIONS THROUGH FOOD

The campaign includes three short stories that focus on relationships across different settings, all connected by traditional dishes prepared with Freedom Groundnut Oil

BY [TEAM IMPACT](#)  
04th June 2025






Freedom Healthy Cooking Oils, a brand under Gemini Edibles & Fats India Ltd, has launched a campaign centred on the theme of connecting people through traditional food. The initiative aims to highlight how Freedom Groundnut Oil maintains the authenticity of Telugu flavours while catering to changing tastes, emphasising the role of food in building and strengthening relationships.

The campaign includes three short stories that focus on relationships across different settings, all connected by traditional dishes prepared with Freedom Groundnut Oil. One narrative features a mother-in-law and her NRI daughter-in-law bonding over *mirchi bajji*.

Name of the Website: [www.medianews4u.com](http://www.medianews4u.com)

Elink: <https://www.medianews4u.com/freedom-groundnut-oils-launches-heartfelt-campaign-connecting-taste-culture-and-family-bonds/>



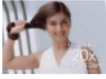
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## Freedom Groundnut Oils launches heartfelt campaign connecting taste, culture, and family bonds

by **MN4U Bureau** — June 7, 2025 in Campaigns Reading Time: 2 mins read [AA](#)




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Hyderabad: Freedom Healthy Cooking Oils, an edible oil brand, has unveiled a new campaign for Freedom Groundnut Oil that places culture, relationships, and authentic Telugu cuisine at the heart of its storytelling. The campaign celebrates the emotional bond that food fosters in Indian homes, underscored by the tagline: *"Taste so good, it evokes your Telugu emotion."*



**SIDA JURY MEMBER**



**Benjamin Joy**  
Agency Head - India  
Unilever

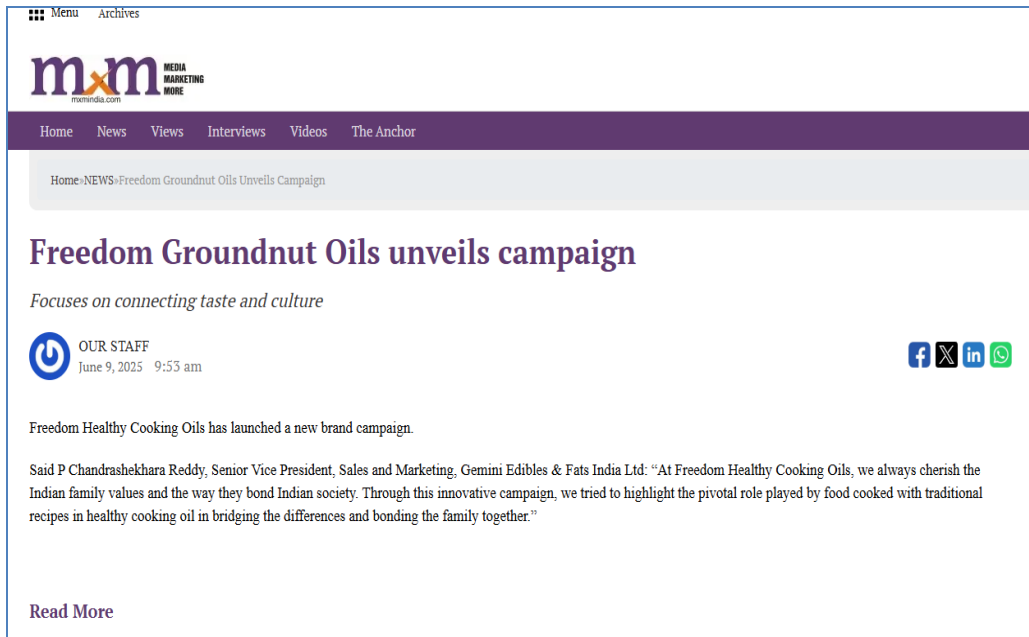


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Designed to resonate with evolving yet tradition-rooted Indian households, the campaign brings to life stories where food becomes a powerful conduit for connection—bridging


Name of the Website: [www.mxmindia.com](http://www.mxmindia.com)

Elink: <https://www.mxmindia.com/news/freedom-groundnut-oils-unveils-campaign/>



Name of the Website: [www.passionateinmarketing.com](http://www.passionateinmarketing.com)

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## Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

Game-changing advertising campaigns

*Freedom oil preserves the authenticity of Telugu flavors while embracing evolving tastes, celebrating strong family bonds - through food highlighted in the tag line 'Taste so good, it evokes your Telugu emotion.'*

June 11, 2025   234


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Hyderabad: **Freedom Healthy Cooking Oils**, the leading brand for edible oils in India, launched a campaign focusing on connecting hearts through tasty traditional food cooked with love. The campaign captures the brand's core message—that Freedom oil preserves the authenticity of Telugu flavors while embracing evolving tastes, celebrating strong family bonds – through food highlighted in the tag line **'Taste so good, it evokes your Telugu emotion.'** Through this campaign, Freedom Healthy Cooking Oils reinforces its commitment to health, purity, and the emotional bond that food creates in Indian homes. It

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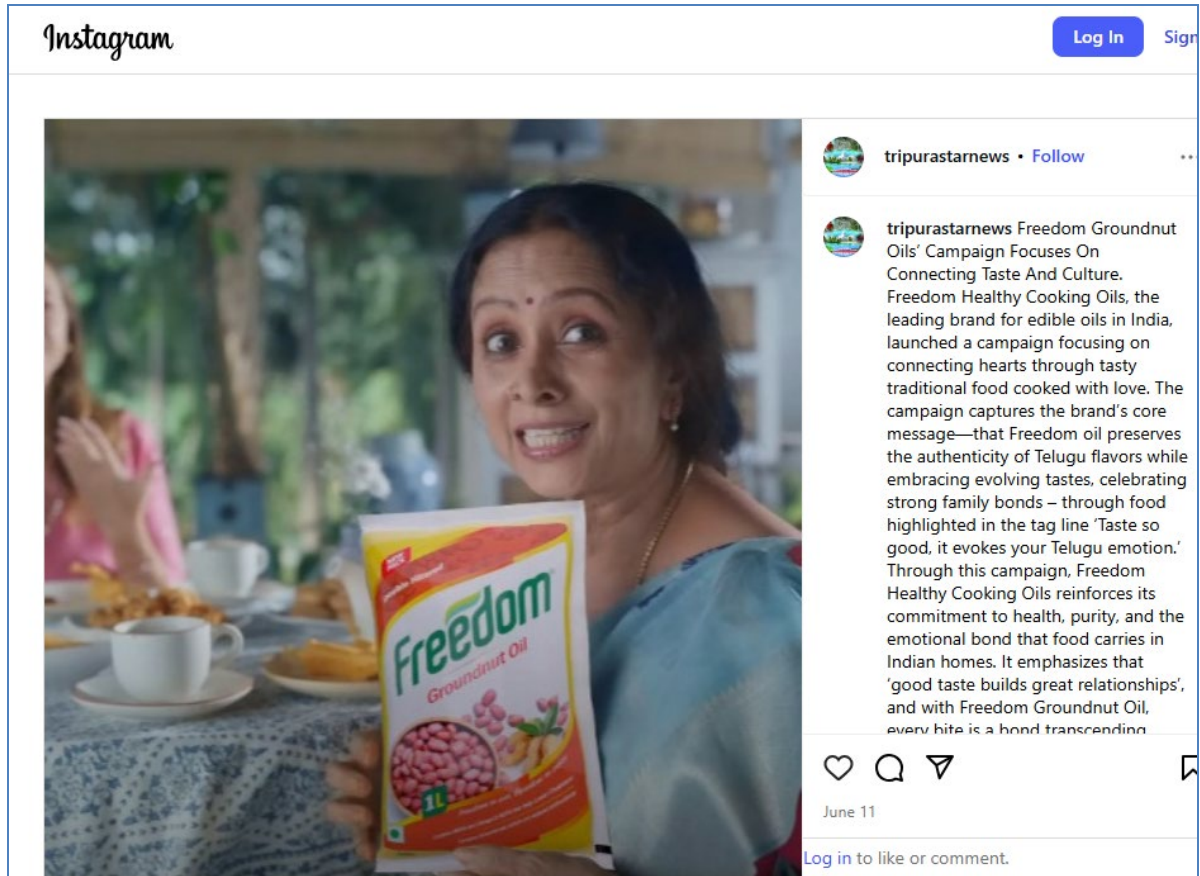
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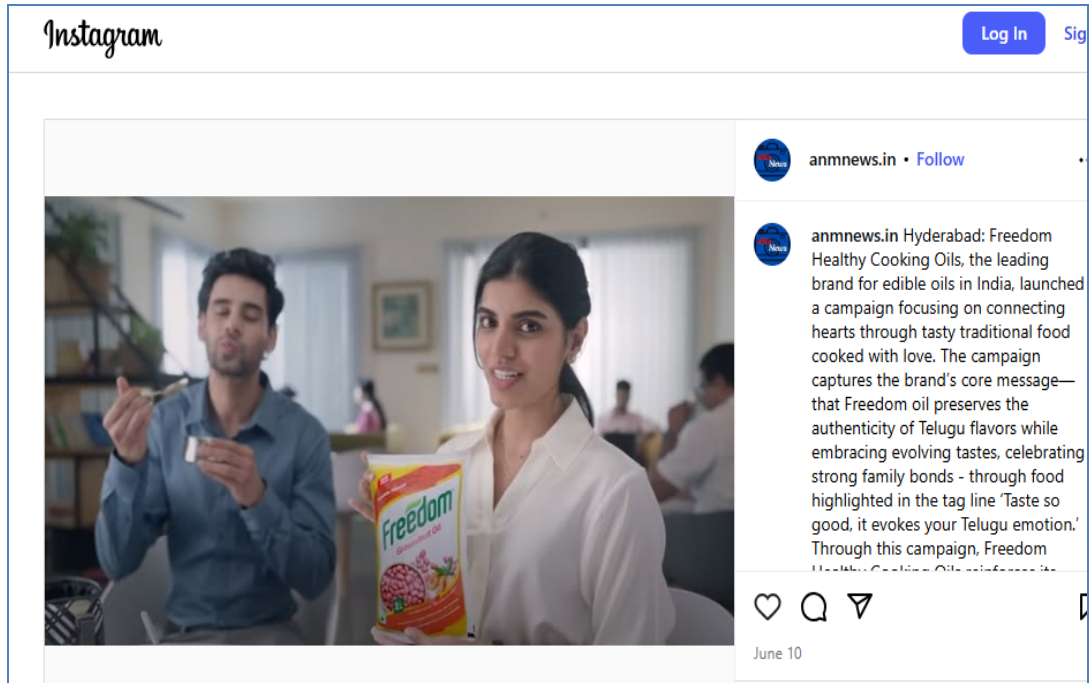
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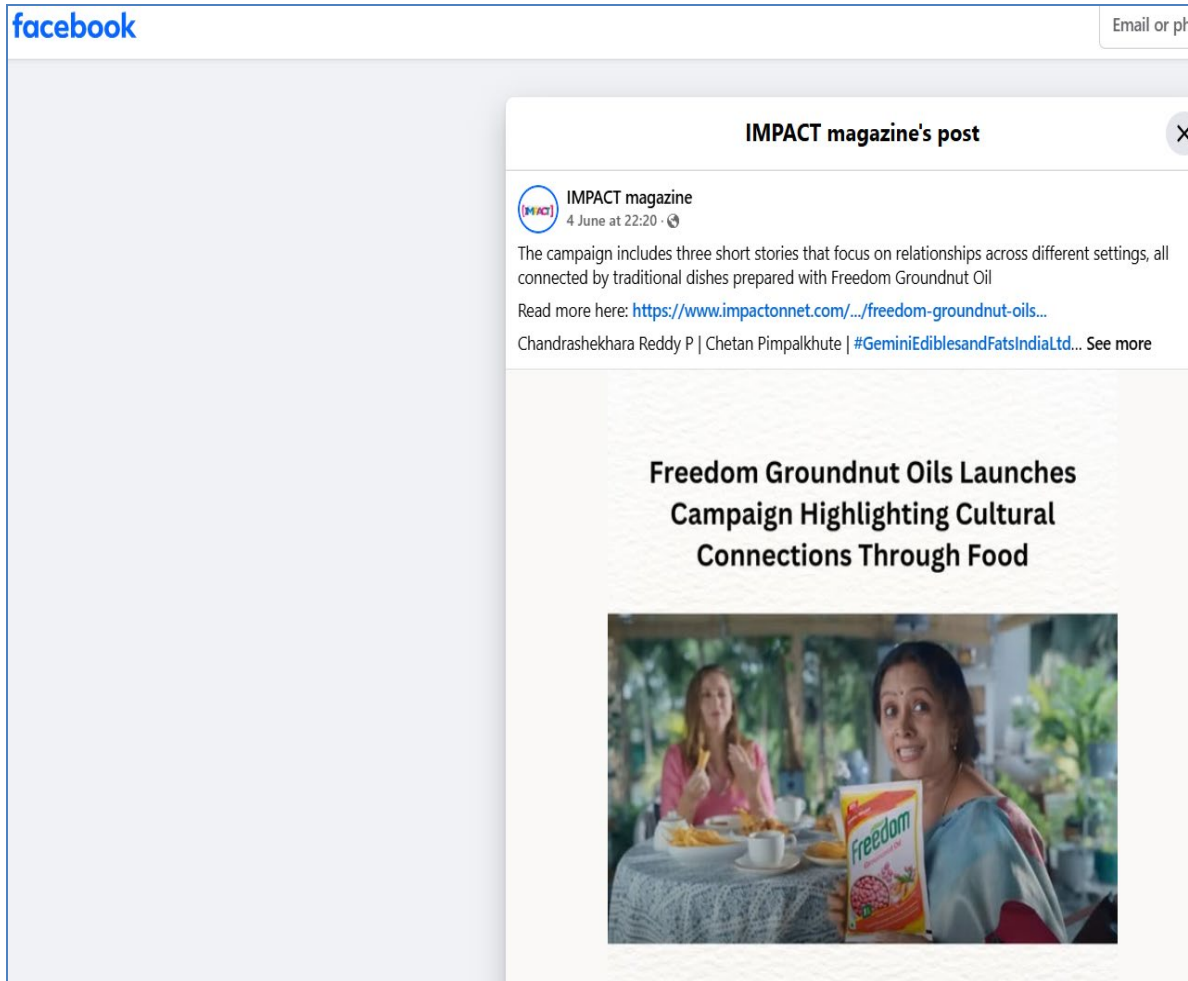
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Name of the Website: [www.businessnewsthisweek.com](http://www.businessnewsthisweek.com)

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## Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

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Freedom Groundnut Oil's heartwarming campaign beautifully captures the essence of relationships across generations, using food as a powerful bridge that connects hearts, cultures, and traditions. In one narrative, a traditional Indian mother-in-law bonds with her NRI daughter-in-law over a beloved South Indian snack—mirchi bajji—prepared with Freedom Groundnut Oil. Despite their cultural differences, the shared taste becomes a symbol of trust, tradition, and unity.

Another story showcases the deep bond between a grandmother and her modern grandson. Though generations apart, they connect over a comforting dish of vankaya curry. The use of Freedom Groundnut Oil carries forward a legacy of healthy, homemade meals, turning a simple recipe into a moment of togetherness.

The final narrative unfolds in a workplace, where a dull lunch is transformed by the aroma of gongura

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team June 10, 2025

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The final narrative unfolds in a workplace, where a dull lunch is transformed by the aroma of gongura pachadi made with Freedom Groundnut Oil. This moment of shared flavor becomes an emotional escape from routine, celebrating culture and connection even in a corporate setting. **Across all stories, Freedom Groundnut Oil emerges as more than just an ingredient—it's the essence of love, tradition, and unity, bringing people closer one dish at a time.**

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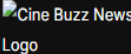
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Elink: <https://cinebuzznews.net/business/freedom-groundnut-oils-campaign-focuses-on-connecting-taste-and-culture/>


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## Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

by / in Business / on 10 June 2025


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[Another story showcases the deep bond between a grandmother and her modern grandson. Though generations apart,](#)

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## Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

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Name of the Website: [www.bizrapidx.com](http://www.bizrapidx.com)

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## Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture

Neel Achary June 10, 2023

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Another story showcases the deep bond between a grandmother and her modern grandson. Though generations apart, they connect over a comforting dish of vankaya curry. The use of Freedom Groundnut Oil carries forward a legacy of healthy, homemade meals, turning a simple recipe into a moment of togetherness.

The final narrative unfolds in a workplace, where a dull lunch is transformed by the aroma of gongura pachadi made with Freedom Groundnut Oil. This moment of shared flavor becomes an emotional escape from routine, celebrating culture and connection even in a corporate setting. *Across all stories, Freedom Groundnut Oil emerges as more than just an ingredient—it's the essence of love, tradition, and unity, bringing people closer one dish at a*

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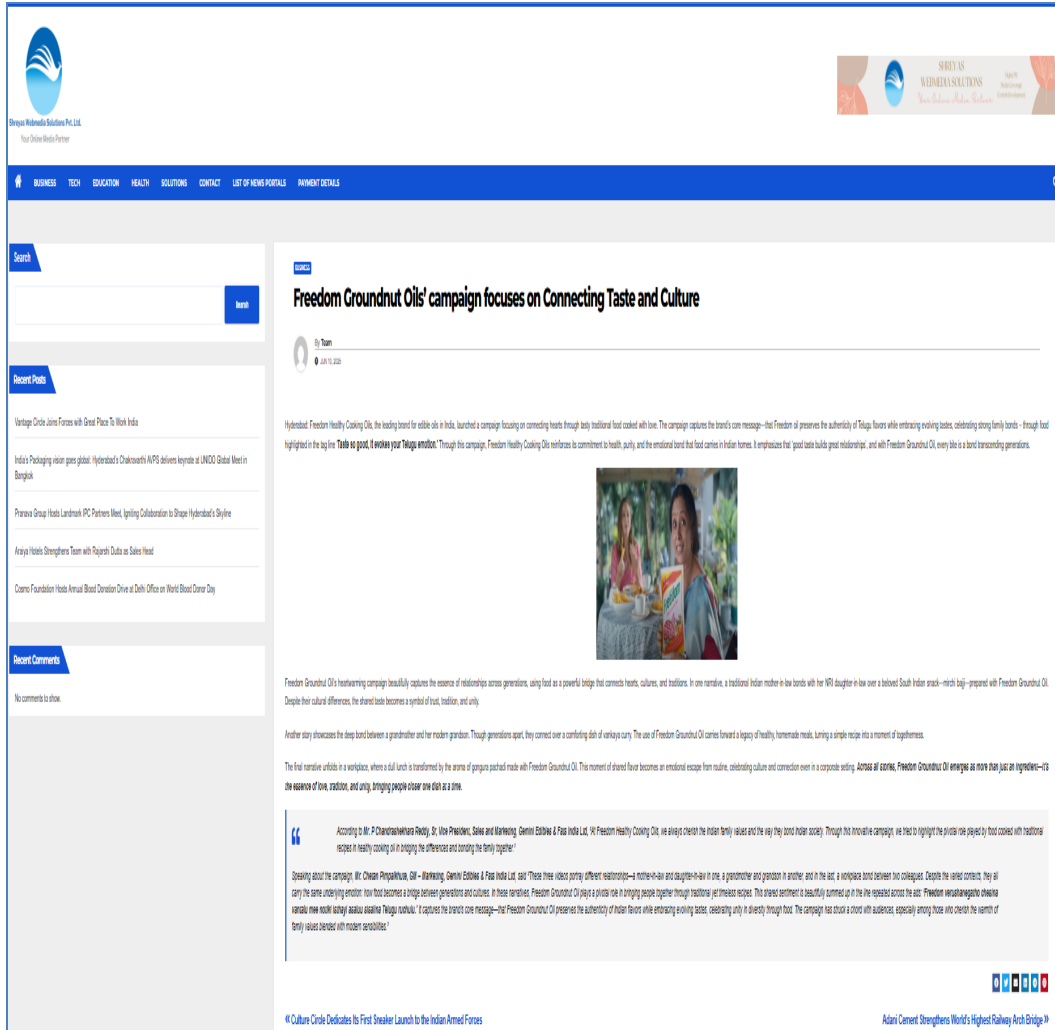
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Elink: <https://pr.shreyaswebmediasolutions.com/business/freedom-groundnut-oils-campaign-focuses-on-connecting-taste-and-culture/>



The screenshot shows a news article on the website [www.pr.shreyaswebmediasolutions.com](http://www.pr.shreyaswebmediasolutions.com). The article is titled "Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture" and is dated 10th Jan 2024. The article discusses the launch of the Freedom Groundnut Oils campaign, which aims to connect taste and culture. It highlights the brand's commitment to health, purity, and the emotional bond that food carries in Indian homes. The article also mentions the brand's tagline, "Taste is good, it makes your Tuluq emotion." and the brand's vision, "To make the world a better place to live in." The article is written by the team and is categorized under "BUSINESS".

**Freedom Groundnut Oils' campaign focuses on Connecting Taste and Culture**

Hyderabad: Freedom Healthy Cooking Oils, the leading brand for edible oils in India, launched a campaign focusing on connecting hearts through tasty traditional food cooked with love. The campaign captures the brand's core message—that Freedom oil preserves the authenticity of Tuluq, flavors while embracing evolving tastes, celebrating strong family bonds - through food highlighted in the tag line **Taste is good, it makes your Tuluq emotion.** Through this campaign, Freedom Healthy Cooking Oils reinforces its commitment to health, purity, and the emotional bond that food carries in Indian homes. It emphasizes that 'good taste builds great relationships', and with Freedom Groundnut Oil, every bite is a bond transcending generations.

Freedom Groundnut Oil's heartwarming campaign beautifully captures the essence of relationships across generations, using food as a powerful bridge that connects hearts, cultures, and traditions. In one narrative, a traditional Indian mother-in-law bonds with her NRI daughter-in-law over a beloved South Indian snack - mitchai-bajji - prepared with Freedom Groundnut Oil. Despite their cultural differences, the shared love becomes a symbol of trust, tradition, and unity.

Another story showcases the deep bond between a grandmother and her modern grandson. Though generations apart, they connect over a comforting dish of vada-pattas. The use of Freedom Groundnut Oil carries forward a legacy of healthy, homemade meals, turning a simple recipe into a moment of togetherness.

The final narrative unfolds in a workplace, where a full lunch is transformed by the aroma of ghee-soaked pakoras made with Freedom Groundnut Oil. This moment of shared love becomes an emotional escape from routine, celebrating culture and connection even in a corporate setting. **Across all scenes, Freedom Groundnut Oil emerges as more than just an ingredient—it's the essence of love, tradition, and unity, bringing people closer one dish at a time.**

According to Mr. P. Chandra Shekhar Reddy, Sr. Vice President, Sales and Marketing, Gemini Edibles & Fats India Ltd., "At Freedom Healthy Cooking Oils, we always cherish the Indian family values and the way they bond (and society). Through this innovative campaign, we tried to highlight the precise role played by food cooked with traditional respect in healthy cooking and in bridging the differences and connecting the family together."

Speaking about the campaign, Mr. Chandra Shekhar Reddy, Sr. Vice President, Sales and Marketing, Gemini Edibles & Fats India Ltd., said, "These three video portray different relationships—a mother-in-law and daughter-in-law in one, a grandmother and grandson in another, and in the last, a workplace bond between two colleagues. Despite the varied contexts, they all carry the same underlying emotion: how food becomes a bridge between generations and cultures. In these narratives, Freedom Groundnut Oil plays a pivotal role in bringing people together through tradition, yet making modern. This shared sentiment is beautifully summed up in the tagline repeated across the ad: **Freedom is unshakable because it's made with modern healthy Indian Tuluq traditions.** It captures the brand's core message—that Freedom Groundnut Oil preserves the authenticity of Indian flavors while embracing evolving tastes, celebrating unity in diversity through food. The campaign has struck a chord with audiences, especially among those who cherish the warmth of family values blended with modern sensibilities."

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Name of the Publication: The Times of India (New India)

Date: 29.06.2025

Page No: 03

Edition: Hyderabad

Headline: Oils trusted by millions: For taste, health, happiness



**NEW INDIA**

**Oils trusted by millions:  
For taste, health, happiness**

Creating India's finest oils with values that are eternal

**BUILDING INDIA'S TRUST**  
**TRUSTED SUNFLOWER OIL BRAND**  
At Freedom Sunflower Oil, we have built our reputation on an uncompromising commitment to quality, transparency, and consumer trust. Our journey to becoming India's No. 1 selling sunflower oil brand has been guided by a simple principle: excellence in every drop.

Operating from our state-of-the-art manufacturing facility in Kakani, we have revolutionized the edible oil industry through cutting-edge technology, rigorous quality standards, and an uncompromising dedication to purity. Our success is measured not merely in market share, but in the trust millions of Indian families place in our brand every single day.

**SETTING NEW STANDARDS**  
**PRECISION THROUGH AUTOMATION**  
Our manufacturing process represents the pinnacle of modern food production technology. Every aspect of our operations—from sowing and sowing to labeling and packaging—is controlled precisely by advanced computer systems. This eliminates human error, ensuring consistent quality across every bottle that leaves our facility.

The deployment of cutting-edge technology in our refining process guarantees that each product meets and exceeds the stringent standards set by the Food Safety and Standards Authority of India (FSSAI). This technological sophistication ensures that our consumers receive nothing less than perfection. Unparalleled quality assurance.

Our commitment to excellence is perhaps best exemplified by our ISO 22000:2018 certification, which underscores an extraordinary 100 different tests in every batch.

**EXCELLENCE IN THE UNSEEN**  
Our sunflower oil is of great importance. When the sun's rays are captured in our sunflower seeds, it is our unwavering dedication to consumer health and satisfaction.

**INTEGRITY IN ACTION**  
For us, integrity is of greatest importance. When the sun's rays are captured in our sunflower seeds, it is our unwavering dedication to consumer health and satisfaction.

**WHY FREEDOM LEADS THE MARKET**  
Our automated systems ensure that every bottle delivers identical purity and taste. When quality is automated, it becomes foolproof. At Freedom Sunflower Oil, we deliver the same purity and taste, without compromise.

**A PARTNERSHIP YOU CAN TRUST**  
When you choose Freedom Sunflower Oil, you're not simply selecting a product—you're partnering with a company that has built its reputation on transparency, quality, and integrity. Our commitment extends to encompassing responsible business practices and genuine care for consumer welfare.

As we continue to lead the Indian sunflower oil market, our focus remains steadfast on innovation, quality, and consumer satisfaction. Every technological advancement, every quality improvement, and every business decision is guided by our commitment to delivering excellence in every drop.

**MARKET LEADERSHIP BUILT ON TRUST**  
Our position as India's No. 1 selling sunflower oil brand is not merely a commercial achievement—it represents the collective trust of millions of Indian families who choose Freedom for their daily cooking needs.

**THE VERDICT IS CLEAR!**  
Freedom is India's No. 1 Sunflower Oil

**100% PURE AND LIGHT**

Name of the Publication: Deccan Herald

Date: 18.06.2025

Page No: 08

Edition: Bangalore

Headline: Sandalwood focus of DH-PV women's club meet on Sat

## Sandalwood focus of DH-PV women's club meet on Sat



TEAM METROLIFE

**T**he 28th edition of Freedom Healthy Cooking Oil presents Bhumika Club, powered by ManiPal Hospitals, will be held in the city on June 21. Eco Crystal is the associate sponsor.

The Club is an initiative by *Deccan Herald* and *Prajavani*, and aims to provide women a platform to engage and network with one another.

A quiz on Sandalwood is the highlight this time. Participants stand a chance to win passes to the upcoming Prajavani Kannada Cine Sammana event. Makeup artist Shobha B G will facilitate a session on 'How to get ready for an award function'. Sandalwood actor Ankita Amar will inaugurate the event.

Also scheduled are a cookery session by TV show hosts 'Ogga-

rane Dabbi' Murali and Suchitra, a discussion, 'Know Your Heart', by Dr Anusha A Rao, consultant cardiologist at ManiPal Hospitals, games and high tea.

Singer Divya Ramachandra will perform a set of film songs.

The event is free for all, and every attendee will receive a gift.

On June 21, 2.30 pm, at The Koramangala Club, 6th Block, Koramangala.