



**Press Note**

## **Freedom Refined Sunflower Oil discovers Hyderabad's "Best Biryani & Haleem - 2017"**

**Hyderabad: June 24<sup>th</sup>, 2017: Freedom Refined Sunflower Oil** presented the Month long search for the "Best Haleem & Biryani 2017" in Hyderabad. The month long culinary delight culminated today at a glittering ceremony to reward the best Haleem and Biryani available in Hyderabad. This year the rewards were also given to the best newcomer with either their innovation in Haleem or Biryani.

Every year Restaurants showcase their exemplary culinary skills, talent and imagination to prepare the signature Haleem and Biryani for the connoisseurs from the city and compete for the top honours. The event provided loads of fun & excitement to the guests, contestants and their employees who were seen bubbling with enthusiasm.

Speaking on the occasion **Mr. P. Chandra Shekhara Reddy, Vice President – Sales & Marketing, Freedom Refined Sunflower oil** said, "Freedom Refined Sunflower Oil presents the annual Biryani and Haleem Fiesta during the holy month of Ramzan. We have received an overwhelming response to the contest this year. We are thrilled to see the participation by the people of Hyderabad to identify and reward the best Haleem & Biryani in the city. It was a pleasure watching the winners of the Biryani & Haleem contest today, bringing forth their culinary excellence and creativity to prepare the dishes. I congratulate the winners and their Chef's, employees for a wonderful display of creativity and talent."

### **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. 1 by market share** in the Sunflower Oil category in both Odisha & Andhra Pradesh (Source: Nielsen Retail Audit Data Q2 2015). 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.

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