



Freedom Supported Chef Sharath Kumar to enter Guinness Book of World Records for non-stop cooking

Hyderabad: 14th May, 2019: Freedom Refined Sunflower Oil in association with Chef Sharath Kumar has organized “**Freedom Cooking Marathon**”, an initiative to support Chef Sharath Kumar, to achieve the Guinness Book of World Record for Non-Stop cooking. Chef Sharath cooked continuously for 60 Hours, in accordance with the guidelines by observers from the Guinness Book of World Record. He prepared more than dishes during the activity. His outstanding achievement has taken his record to The Guinness Book of World Records, The Limca Book of records and The India Book of Records.

Freedom Refined Sunflower Oil supported **Chef Sharath Kumar**, a young Chef from Mandya, Karnataka. Chef Sharath Kumar has a great understanding of taste, flavours and possesses phenomenal plating skills. He had taken up the challenge of non-stop cooking for 60 hours and to put India on the culinary map of the world. Chef Sharath Kumar has showcased his culinary and plating skills by cooking flavours of different parts of the world viz. Indian, Chinese, Italian, Japanese etc. in **Freedom Refined Sunflower Oil**.

The cuisines prepared by the Chef during Freedom Cooking Marathon were served to the visitors, observers, and audience at the venue. During the Freedom Cooking Marathon, Chef had also prepared food especially for the NGO's/ charitable organizations that support the needy kids and poor people.

Freedom Refined Sunflower Oil is clear, light and low absorbing. It thus allows you to ‘**cook more with less oil**’. Not only is it healthy, it gives good taste to food so your entire family can have a great meal together. It is rich Vitamins A, D & E which makes it good for your child’s health.

Speaking on the occasion **Mr. P. Chandra Shekhara Reddy, Vice President - Sales & Marketing, Freedom Refined Sunflower Oil** said, “Freedom Refined Sunflower Oil always supports innovative initiatives by people in the F&B industry. We also encourage young and budding Chef’s challenge the norms, up skill and set new benchmarks by following their passion and dream. As a part of this endeavour, we organized “**Freedom Cooking Marathon**” by **Chef Sharath Kumar** to set a new Guinness Book of world record for non-stop cooking. We are extremely delighted at this record and will look forward to supporting such endeavours in the future. Our brand is committed to provide the consumers the Taste of good Health.”



About Freedom Refined Sunflower Oil:

Freedom Refined Sunflower oil is clear, lite and low absorbing and have been fortified with Vitamins A & D. It is also rich in naturally occurring Vitamin E. Freedom Refined Sunflower oil is available across the states of Telangana, Andhra Pradesh, Karnataka, 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 March 2017).

For further information, please contact: KONNECTIONS

Sunil Kumar M: 9866520337 / Sravya: 6302616391