



## Freedom presents “Andhra Food Festival” in Vizag

**Visakhapatnam: 19<sup>th</sup> February 2019: Freedom Healthy Cooking Oil Range presents Andhra Food Festival in association with M/S Elixir (a unit of Spartans Ltd.)** A food extravaganza in a 30000 SFT centrally air-conditioned German structure property from 1st March 2019 to 3rd March 2019, at A. S. Raja Grounds, MVP Colony, Visakhapatnam.

The event is presented by ‘Freedom Healthy Cooking Oil Range’ and is powered by ‘Ministry for Tourism, Telugu Language and Culture’. The event is set to host 80+ stalls of varied cuisines and food varieties catering to an expected crowd of 2,00,000+ in 3 days.

The event is set to showcase the “Taste of Andhra” that brings together all the famous dishes of the state to one place. The event is set to make a signature mark in the city of Visakhapatnam and will be hosted annually. Carrying the tagline “Annam Anandam Andhra Pradesh”, the event will be a feast to food lovers of Vizag.

Speaking on the occasion, **Mr. P. Chandra Shekhara Reddy, Vice President - Sales & Marketing, Freedom Healthy Cooking Oil range** said, “We are happy to present ‘The Andhra Food Festival’ a unique initiative by Elixir to bring forward the flavours of signature dishes of the Andhra cuisine. We hope to receive an overwhelming response for the food festival at Vizag. “.

### **About Freedom Healthy Cooking Oil:**

Freedom Healthy Cooking Oil the flagship brand of GEF India was launched in April 2010 in Telangana, Andhra Pradesh and Odisha. It is a leading brand of Healthy Cooking oil and currently ranks 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). For More info visit: [www.gefindia.com](http://www.gefindia.com)

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