

## Gemini Sunflower Oil & Swasth Bharat Yatra tie up to promote nutrition

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**E-paper**

Gemini Sunflower Oil, the flagship brand of Cargill's food business in India, committed its support to Swasth Bharat Yatra, a pan-India cyclothon that is a part of FSSAI's Eat Right India Movement.

Gemini Sunflower Oil is an exclusive partner for Track 3, the Bengaluru to Pune leg of the nationwide cycle, rally where 150 volunteer-cyclists, along with the Eat Right Mobile Unit and the Mobile Food Testing Unit, will travel across the country.

This convoy will pass through all states of India, engaging citizens on food safety, combating food adulteration and encouraging healthy diets. It will culminate in New Delhi on January 27, 2019.



Building on Cargill's goal of nourishing the world, the objective of this partnership is to encourage the adoption of healthy, safe and fortified food, while ensuring reduction in food waste and maintaining a healthy lifestyle.

Across this leg of the rally, Gemini will be engaging with consumers and retailers through on ground activations by creating awareness on the benefits of fortification while encouraging consumers to eat right.

The rally will also see active participation from Cargill employees, and along with a network of 20,000 retailers, the brand has planned several engagement activities, including sampling across key stops, to ensure increased awareness of the importance of fortification.

On the partnership, Milind Pingle, sales and marketing director, Cargill's food business in India, said, "This partnership is a perfect association for us as it furthers Cargill's purpose of nourishing the world in a safe, responsible and sustainable manner."

"Gemini Sunflower Oil stands for good health and well-being, which is perfectly in sync with FSSAI's Eat Right India movement. As the pioneer in oil fortification, we strongly advocate the importance of right nutrition and through this association, will be raising public awareness on the importance of eating right and leading a healthy lifestyle," he added.