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Agro Tech to promote heart health

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FAST-MOVING consumer goods (FMCG) company Agro Tech Foods has tied up with Wockhardt Group of Hospitals, Hyderabad-based Nizam's Institute of Medical Sciences and wellness chain VLCC to launch a fortnight-long awareness programme on cardiac care that hopes to cover about 400,000 customers through more than 1,500 outlets of leading retail chains across the country.

Under the 'Team up for Healthy Hearts' programme, nearly 1,500 in-shop promoters and 350 employees of Agro Tech Foods will visit various outlets of Reliance, Subhiksha, Spencer's, and Big Bazaar, among others. They will educate consumers about modifiable heart risk factors such as high cholesterol, hypertension, smoking, stress, obesity, diabetes and diet as well as non-modifiable factors such as heredity, gender, age and personality types, which increase the risk of developing cardiac diseases.

The taskforce will also share with consumers a guide that explains the food guide pyramid, a balanced diet and low-fat cooking techniques, said Utpal Sen Gupta, president, Agro Tech Foods.

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