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food & health

Healthy hearts



AGRO Tech Foods Limited (ATFL) a leading FMCG company and an affiliate of ConAgra Foods Inc. of USA Foods Inc. of USA Foods Inc. USA, has announced the "Team Up for Healthy Hearts" - a fortnight-long program on creating healthy heart awareness. In association with major retail chains including Reliance, Subhiksha, Spencer's, Aditya Birla Retail Limited (More), Big Bazaar, Wal-Mart, Heritage, Metro as well as hospitals like Wockhardt and MIMS and wellness centers like VLCC, the program will cover 4 lakh consumers spread across 1500 retail outlets in India.

The World Health Report of 2002 states that cardiovascular disease (CVD) will be the largest cause of death & disability in India by 2020. The most recognized causes of this disease are high levels of cholesterol, modern sedentary lifestyle, excessive stress and lifestyle habits, smoking, high blood pressure and diabetes.

As part of this consumer education drive, Agro Tech Foods Limited aims to make consumers conscious about the need for monitoring cholesterol levels and will offer consumers the opportunity to undertake a Lipid Profile Test, a group of tests that are often ordered together to determine risk of coronary heart disease, at Thyrocare centers all over India. This will happen at a discounted price of Rs.80 compared to the regular price

of Rs.250. Two promotional coupons will be given on purchase of each pack, so that the consumers can get their Lipid Profile Test before and after using Sundrop Heart. The second test must be conducted after one month of using Sundrop Heart. A total benefit of Rs. 340 will be offered to the consumer on purchase of every pack of Sundrop Heart.

The Sundrop Healthy Heart taskforce deployed for the "Team up for Healthy Hearts" fortnight program will include nearly 1500 in-shop Promoters across 2500 retail outlets all over India and 350 employees of Agro Tech Foods Limited. The team will visit various outlets and educate the consumers about healthy lifestyle.

Utpal Sen Gupta, president, Agro Foods Limited, says, "Most people are unaware that heart disease begins in childhood. It thus becomes extremely essential for consumers to pay special attention to their food intake"

Substantiating this further, Dr. V. Rajasekhar MD, Wockhardt Hospitals, Hyderabad, said, "When we talk about cardiac risk factors there are two types of risk factors modifiable & non-modifiable. Where we can make a difference are the modifiable risk factors - like smoking, controlling

our body weight, blood pressure and blood sugar. But one of the most important amongst these factors is keeping a check on your cholesterol levels. It is very important that we get our lipid profiles done on a regular basis, because this could be the first indicator of a cardiac disease."

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