

Press Release

Agro Tech Foods Ltd. Teams up for 'healthy hearts'

Participates in Wockathon to support the cause of 'World heart Day'

Hyderabad, 29th September, 2007: Agro Tech Foods Limited (ATFL) India's leading FMCG Company participated in 'Wockathon', organized by Wockhardt hospitals to support the cause of World Heart Day.

Today, cardiovascular disease is the largest killer with every one in twenty Indians at risk and over 10% of all urban Indians suffering from Coronary Artery Disease (CAD). The incidence of cardiovascular deaths is over 30% and continues to rise exponentially. The most recognized causes of this disease are modern sedentary lifestyle, excessive stress and lifestyle habits, high blood pressure and sugar.

Agro Tech Foods is a socially responsible company and has been actively promoting awareness about heart care through mediums like customer contacts, media, donations, participation in health forums etc. Acknowledging the importance of diet in controlling heart disease, they introduced Sundrop Heart, which helps fight cholesterol owing to its high quality scientifically blend specially processed Oryzanol rich refined rice bran oil and sunflower oil. With a good balance of MUFA and PUFA, Oryzanol helps reduce the bad cholesterol without affecting the levels of good cholesterol.

Speaking on the occasion, Mr. Utpal Sen Gupta, President of ATFL said, "Maintaining a healthy and balanced lifestyle in order to prevent the risks of heart disease is the need of the hour. People need to be made aware of the risk factors and thus take preventive action. We at ATFL are glad to support the World Heart Day by participating in the Wockathon 2007 in big numbers."

About Sundrop Heart

Sundrop Heart is a blend of high quality, specially processed Oryzanol rich refined rice bran and sunflower oils. Research suggests that Sundrop Heart with Oryzanol helps reduce the bad cholesterol (LDL, VLDL and TGL) without affecting the levels of good cholesterol (HDL) in the blood. With an ideal MUFA: PUFA ratio Sundrop Heart is not just healthy but also helps make great tasting food.