

Press Release

Sundrop combines health and taste with Goldlite

New oil gentle on the heart and generous on taste buds

Hyderabad, June xx, 2009 - Agro Tech Foods Ltd, an affiliate of ConAgra Foods, US, today announced the launch of a new variant of Sundrop - 'Sundrop Goldlite'. As the latest addition to the Sundrop brand, the largest in premium segment of refined vegetable oil category, Goldlite is extremely light, tasty. It successfully qualifies the four main pillars of the Sundrop brand - Health, Taste, Value for money and Quality.

Sundrop Goldlite is a scientific blend of corn oil (60%) and Sunflower (40%) oil, a healthier option when compared to other edible oils in this category. The extremely low levels of saturated fat content help maintain healthy cholesterol levels. In addition, the absence of stickiness in Goldlite results in comparatively lesser quantity being used for cooking, resulting in much lower intake of oil.

Health Facts

- Sundrop Goldlite has low Saturated Fat (main dietary cause of blood cholesterol) as compared to most other oils which makes it less sticky.
- It can fulfill the daily requirement of EFA (Essential Fatty Acids) which is essential for cell growth and functioning of nervous system.

“With this new offering, Sundrop is ushering in a new era of premium quality oils at an affordable price. A unique blend of Corn Oil and Sunflower oil, Sundrop further enhances its portfolio of healthy choice of oils for healthy people,” said **Sachin Gopal, President, President and CEO, Agro Tech Foods Ltd.**

Priced competitively Sundrop Goldlite falls under the price range of Rs60-Rs 75 targeting the lower and middle class segment. The tag line “Chipke Kum Health Zyada” indicates that it is lighter, spreads faster and is less sticky.

About Sundrop

Sundrop is the largest brand in the premium segment of the refined oil consumer packs market. Sundrop was launched in 1989 as sunflower oil, in a predominantly groundnut and mustard oils market.

From being one of the first sunflower oil brands to one of the largest selling refined edible oil brands, Sundrop has come a long way. Through its strong differentiated positioning as, “the healthy oil for healthy people”, the brand has built four main pillars for Sundrop - Healthy, Taste, Economy and Quality.

About Agro Tech Foods

Agro Tech Foods Ltd (ATFL) is a public limited company engaged in the business of marketing food and food ingredients to consumers and institutional customers. ATFL is affiliated to ConAgra Foods Inc. of USA, which is one the world’s largest food companies. Sundrop, Crystal, ACT-II are some of the company’s brands. It has a dominant market share and value leadership in the premium refined oil segment. The mainline activity of the company is marketing of the edible oils.

For more information-

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