

# **Elizabeth Harrington joins Temptation Food Board**

## **Brings on board over 4 decades of top level international experience**

**Mumbai, April 25<sup>th</sup>, 2007:** Temptation Foods today announced that Ms. Elizabeth Harrington, currently Board Member of the Chicago Mercantile Exchange and an advisor to the Chinese Govt. on modernization and global expansion has joined its board.

Ms. Harrington is one of the most respected senior executives internationally with a brilliant track record including stints as Partner of the Global Strategic Change Practice, Partner and Director of Worldwide Consumer Products Strategy Practice at AT Kearney and senior positions at the Pillsbury Company, Quaker Oats and J Walter Thompson.

**Mr.Vinit Kumar**, Principal Investor, Temptation Foods said, " I am absolutely delighted to have someone of Elizabeth's impeccable background joining our board. She has over twenty four years experience in China and Asia which will be invaluable to Temptation as we increasingly go global and accelerate our pace of growth. She has worked for and advised some of the foremost food and allied businesses across the world and she will add tremendous value to Temptation"

**Ms. Harrington** stated, "Asia has been of keen interest to me for many years and I see China and India as key leaders in the future. Being on the board of Temptation Foods will give me a chance to see the exciting developments happening first hand and also contribute to their future strategies."

Temptation Foods is a major player in the frozen foods business with its 10,000 Ton plant in Jejuri, near Pune. It processes fruits and vegetables for both international and domestic markets. It recently announced a strategic tie-up with Karen Anand's Gourmet Kitchen for manufacturing and marketing a high end range of gourmet ready to eat products.

**About Temptation Foods Ltd:**

Temptation Foods Ltd (TFL) uses the revolutionary IQF (Individual Quick Freezing) Technology to keep processed fruits and vegetables as good as fresh. TFL process fruits such as mangoes, pineapple, papaya, melon, grapes, strawberries and also a variety of Vegetables like Green Beans, Peas, Tomatoes, paprika, Okra, Corn, Carrots, Chillies, Ginger, Garlic.

TFL offer their customers a wide range of products including IQF vegetable, Fruits, ready to eat product. With no additives and no Health Hazards, the foods are kept Naturally Fresh with no loss of nutrients, flavor, color, texture and shape. For more information, log on to [www.temptationfoods.com](http://www.temptationfoods.com)

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