

February 20, 2024

The Secretary,
Listing Department,
BSE Limited,
1st Floor, Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400001
Scrip Code: 531642

The Manager,
Listing Department,
The National Stock Exchange of India Limited,
'Exchange Plaza', C-1 Block G,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400051
Scrip Symbol: MARICO

Dear Sir/Madam,

Sub.: Press Release

Please find attached a press release by Marico Limited, titled “Parachute Kalpavriksha Foundation: Empowering Farmers in Pollachi Through Knowledge, Sustainability, and Digital Innovation”.

The disclosure is also being made available on the Company's website at <https://marico.com/india/investors/documentation/shareholder-info>.

This is for your information and records.

Thank you.

Yours faithfully,
For **Marico Limited**

Vinay M A
Company Secretary & Compliance Officer

Encl.: As above

Parachute Kalpavriksha Foundation: Empowering Farmers in Pollachi Through Knowledge, Sustainability, and Digital Innovation

Parachute Kalpavriksha Foundation has positively impacted the lives of over 81000 Indian farmers across more than 3,11,000 acres of farmland

Pollachi, 20 February 2024: Launched in 2017, **Parachute Kalpavriksha Foundation**, the flagship initiative by **Marico Limited**, has continued to make significant strides in empowering farmers across India by providing them with the necessary tools, knowledge, and support for sustainable agricultural practices. Since its establishment, the Parachute Kalparviksha Foundation has been dedicated to making farmers self-reliant, with a focus on modern and sustainable farming techniques. Through a multifaceted approach encompassing training, sustainability initiatives, and digital empowerment, the foundation has positively impacted the lives of **over 81,000 Indian farmers** across more than **3,11,000 acres of farmland**. The enrolled farmers have seen a **remarkable 16% increase in crop yield**, demonstrating the efficacy of the program in enhancing agricultural productivity.

With a vision to address the pressing challenges faced by farmers, Parachute Kalpavriksha Foundation identified three primary challenges faced by farmers in Pollachi and devised targeted solutions to address them effectively. To improve the productivity of farms, PKF undertook initiatives towards water conservation and educating farmers on scientific and sustainable farming practices. The foundation implemented a comprehensive productivity improvement program to tackle the issue of low-quality crop yields. Parachute Kalpavriksha Foundation assigned 120+ field personnel to educate farmers on modern farming practices such as pest management, disease control, nutrient optimization, and water management. Over 30,000 farmers are benefited every month through expert training and guidance.

Commenting on the success of the foundation, **Mr. Amit Bhasin, Chief Legal Officer & Group General Counsel and Secretary of the CSR Committee, Marico Limited** said, "Parachute Kalpavriksha Foundation embodies Marico's commitment to sustainable agriculture and community development thus making a tangible difference in the lives of the farmers. By prioritizing sustainable agricultural practices and providing comprehensive support to farmers, we aim to drive a positive change and foster a resilient farming community in Pollachi and other parts of the country."

Further, to address the challenge of traditional agricultural practices resulting in higher input costs and lower yields, the foundation launched the Kalpavriksha Knowledge Program which offers both online and offline training sessions to farmers. Focusing on scientific farm management practices, digital literacy, financial literacy, and awareness of government schemes and subsidies. Initiated this year, the program has undertaken over 40 trainings benefiting 3000+ farmers across 15+ districts, empowering farmers to optimize their farming methods and improve their livelihoods. In addition to physical training sessions, the program leverages digital channels to reach a wider audience of farmers using a specialized mobile app, website, Toll-free Farmer Helpline, and social media channels. With **2 lakh downloads**, the mobile app assists farmers in adopting effective agricultural practices, while the toll-free helpline provides personalized support to farmers, addressing their queries on pest management, nutrient deficiencies, and other agricultural issues.



About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. In FY 2022-23, Marico recorded a turnover of about USD 1.2 billion through its products sold in India and chosen markets in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Saffola, Saffola FITTIFY Gourmet, Saffola ImmuniVeda, Saffola Mealmaker, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Just Herbs, True Elements, Beardo and Plix. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

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